

CHAPTER I

INTRODUCTION

1.1 Background

People already using cosmetics for such a long time. In the earliest century, people already using cosmetics, women and even men. In ancient Egypt, they used to wear castor oil as protective balm, and skin creams made from beeswax, olive oil and rosewater to keep their skin hydrated and avoid wrinkles from the dry heat. (source) Not only that, the Egyptian women also paint their eyes with dark green color which made from antimony (a metallic element) named kohl. (www.medusamakeup.com). The word “cosmetic” comes from the Greek word “kosmetikos”, meaning a sense of harmony, order and tranquility. (O’Neil, 2016) Most of beauty products in ancient Greek were made from natural ingredients. But back then, ancient Greek used to harm themselves by wearing a toxic substance to lighten their skin. This is because in Greece, pale skin or pale complexion was the sign of prestige and beauty.

Nowadays, everyone more concern about their appearance especially their looks. Cosmetics not only known as make-up like face powder, eyeliner, mascara, lipstick, but also known as bodycare to treat the body, from head to toe, like lotion, face cleanser, moisturizer, mask for hair or face, etc. (www.nicnas.gov.au).

Cosmetics make women stay fresh and beautiful all day, and this behavior lead cosmetics became the important items in their pocket. Women love to spend their money for somethings like cosmetics, apparel, and personal care products. Lifestyle is not the only factor that make women to spend their money in cosmetics, job requirements also can triggered women to purchase and wearing make-up in order to look more attractive and fresh, especially people who have job to interact directly with their client.

Right now, almost all women use cosmetics, not an exception Muslim women. Muslim women wearing cosmetics, there is new demand for cosmetics. The demand is the cosmetics with *halāl* certified which published by the authorities like Indonesian Council of Ulama (MUI) in Indonesia. The authorities will monitor all of the processes and ingredients put into one product, it is suitable or not to publish the *halāl* certificates. The *halāl* certificates will be shown in the product packaging with *halāl* label or logo.

Indonesia is not a country that founded based on Islamic laws like Saudi Arabia, Malaysia, Brunei Darussalam, etc. However, Indonesia is one of among the countries that have majority population Islam as their religion or called Muslim people. Because of that, it's need the role of media to spread widely about knowledge and information in terms of *Halāl* or *Harām* based on Islam principles and legislation, also known as Shari'ah. Which product can be consumed or not by Muslim people. As cosmetics user, Muslim women not only consider about the hazardous ingredients in the cosmetics, but also consider about the *halāl*-ness of the cosmetics they wear.

Ambali *et al* (2013) explain, the word "*Halāl*" means permissible or lawful according to Islamic laws. It also refers to food or products that are lawful for Muslim consumption according to Shari'ah. In opposite, "*Harām*" means forbidden or unlawful. *Halāl* or *Harām* is the prerogative of Allah the Al-Mighty alone, that is why Muslim people must follow the law. A product must have ingredients and proceed according to Islam ways, also labeled as *halāl* to gain the trust of Muslim consumer.

With the high demand for cosmetics, many companies put an effort to fulfill the needs of cosmetics. Many different brand with various quality of cosmetics in the market today. Customer could choose their cosmetics based on brand image, product quality, and also product knowledge (e.g product ingredients, expire dates, benefits).

The problem for Muslim women, who wear cosmetics, not only consider about the *halāl* and *harām* term only, but also they need to consider about the hazardous chemicals inside the cosmetics. Organicfacts.net list the hazardous chemical that can be found in cosmetics such as, Coal Tar, Diethanolamine (DEA), Formaldehyde, Glycol Ethers, Lead, Mercury, Paraben, Cocamidopropyl betaine, Kohl stone, Fragrance, Mineral oil, Lanolin, Sodium Lauryl Sulfate (SLS), Synthetic colors, Triethanolamine (TEA), Propylene glycol, Phthalates, etc. (www.organicfacts.net). If used the cosmetics containing those ingredients for long time could lead to harmful health effects include irritation of the skin or causing allergic reactions and the worst is cancer. With this problem, Muslim women shown rigorous attitude toward the product labels, this is might help the consumers to find the safest cosmetics for their personal use in their market.

In Indonesia, in 2015, the Assessment Institute for Foods, Drug, and Cosmetics- Indonesian Council of Ulama (LPPOM-MUI), the institution that authorize to give *halāl* certificate to a product, released the list about *halāl* product. One of them is *halāl* cosmetic product brand list. List of product that approved as *halāl* cosmetics product can be seen in the table 1.1 above:

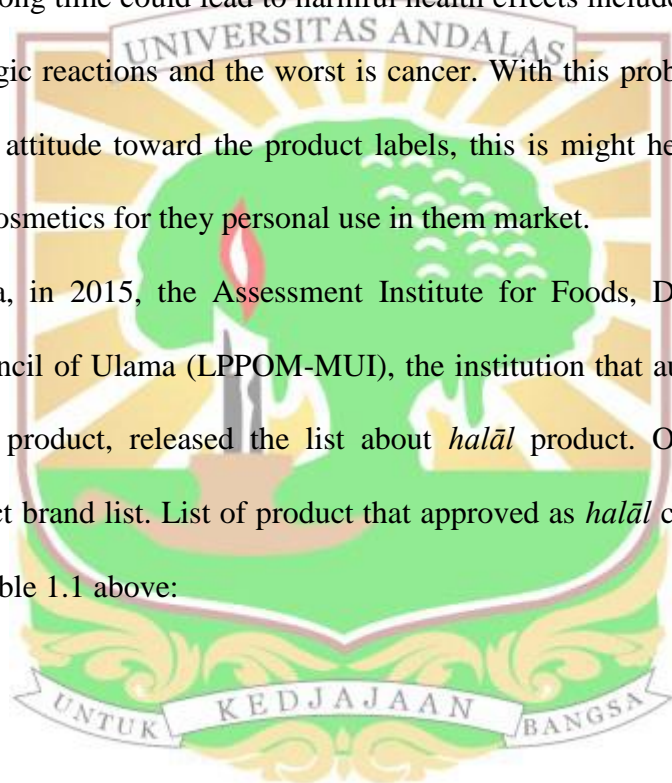


Table 1.1
Halal Cosmetics Product by MUI

No	Nama Produk
1	Wardah
2	Ristra
3	La Tulipe
4	Marcks Venus
5	Sariayu
6	Biokos
7	Caring Colors
8	PAC
9	Mustika Ratu
10	Moors
11	Mustika Putri
12	Biocell
13	Rivera
14	Theraskin
15	Freya

Resource: LPPOM MUI (2015)

From the table above, can be seen that, from many different brand in the market, LPPOM MUI only approved 15 cosmetics brand as *halāl*. The selection of cosmetics based on the *halāl*-ness is quite limited. In the table shown that Wardah is the most known as the cosmetics brand the provide *halāl* cosmetics product. To gain the trust of consumers about the other brand beside Wardah, the pioneer of *halāl* cosmetics product in Indonesia, the other companies need to attract the consumers and show consistency about providing *halāl* cosmetics product. Li *et al* (2007) said that, trust can only exist if the consumer believes that the seller has the ability to provide and deliver goods of the quality expected by the consumer. Trust cannot be happend if consumer didn't have any information of experience about the product they are going to purchase. Usually

consumer wear the cosmetics based on their habit or their experiences, where the consumer like to try many kind of product until they feel suitable with one brand.

Based on the market research done by Gramedia magazine in Indonesia's Hottest Insight (2012) shown the differences selection of cosmetics product for female. Table 1.2 describe that age can make the differences in make-up selection based on their age and situation.

Table 1.2
Differences Choose of Make-up Based on Age

No	Range of Age	Criteria	Make-up Choose and Reasons
1	17 – 20	Teenager	<ul style="list-style-type: none"> - Compact powder - Body powder - Lipbalm <p>Teenager usually do not need to wear any make-up. They just need to treat their body and little coverage.</p>
2	20 – 24	Young adult	<ul style="list-style-type: none"> - Compact Powder - Lipstick - Mascara - Eyeliner - Eyeshadow, etc. <p>Mostly for the product that can make their face more beautiful, this is because in this age, women tend to choose the product to explore their face.</p>
3	25 – 34	Adult	<ul style="list-style-type: none"> - Skin care (day and night cream, BB cream, etc.) - Hair care (hair serum and hair tonic)
		Housewives with kids	<ul style="list-style-type: none"> - Skin care (anti-wrinkle cream) <p>For housewives, they tend to wear make-up based on their personal preference.</p>
4	35 - 50	Middle Aged	<ul style="list-style-type: none"> - Skin care (moisturizer and night cream) <p>Middle aged women do not interest in eyeshadow or eyeliner anymore, because they already know what cosmetics suit them.</p>

Resource : www.female.kompas.com

Kotler and Keller (2009) explained that, attitudes where a person's enduring favorable evaluations, emotional feelings and action tendencies toward some object or ideas. In the table can be seen that, different age have each criteria have their own specific for cosmetics. It means, women have different attitude toward the products of cosmetics. It same with For adult, especially for those housewives with kids, tend to choose the product that treat their face like anti-wrinkle cream. This is because, women skin tend to develop wrinkle if they not treat their skin especially after giving birth. Also, housewives want to look good even though they spend most of their time at home.

Different attitude could lead to different intention to purchase a product or services. Purchase intention can always changing and also can be influenced or intervened by others attitude. (Kotler and Keller, 2009). The table shown the differences choice of cosmetics of women in each age and condition.

Referring to the condition above, so writer interested to raise the final paper with the title **“THE RELATIONSHIP OF TRUST AND ATTITUDE TOWARD PURCHASE INTENTION OF HALAL COSMETICS ON HOUSEWIVES IN PADANG CITY”**.

1.2 Problem Statement

Based on the research background above, the problem researcher wants to analyze is the relationship among knowledge, trust, attitude and purchase intention to purchase *halāl* cosmetics. This problem statement produces 3 research questions:

1. How does the relationship of trust toward attitude in purchase intention of *halāl* cosmetics?
2. How does the relationship of trust toward purchase intention of *halāl* cosmetics?
3. How does the relationship of attitude toward purchase intention of *halāl* cosmetics?

4. How does the role of attitude on the relationship between trust on purchase intention to *halāl* cosmetics?

1.3 Research Purpose

Based on the background and the problem statement above, the purpose of this study is to analyze about the relation between trust and attitude have relation through purchase intention in *halāl* cosmetics.

1.4 Research Contribution

The result of this research expected to give benefits, namely:

1. Theoretical Benefit

The result of this research are expect to give the benefit to develop the science especially in consumer behavior in purchasing the *halāl* in Indonesian market and use as a reference for the another researcher in the future.

2. Practical Benefit

Expected to become a references for development for the companies that provide the *halāl* product so that become the information source and could formulate the operational steps to confront the market competition.

1.5 Research Outline

Based on the problem statement and the research purpose from this research, so this research focus on the housewives, who are not working formally, as cosmetics consumers in Padang. The research about the influence of trust and attitude to the consumer intention

to purchase *halāl* cosmetics. In order to make it easier and to moderate in delivery the content messages, this study divided into five chapters :

Chapter I : Introduction

This chapter contains about background to the research, problems statements, research purpose, research contribution, and research outline.

Chapter II : Literature Review

This chapter will explain more deeper about the theoretical basis theories or concepts that underlie the conduct of research that support the research objective. There are also reviews of previous study the lead to hypotheses development that showed in theoretical framework.

Chapter III : Research Methodology

This chapter will explain about the research method that discuss about the research design, population and sample, type and source of data, data collecting method, data processing, research variables, operational definition, and data analysis.

Chapter IV : Result and Discussion

This chapter will explain about the profile of respondents, characteristics of respondents, descriptive analysis, structural measurement of the influence of knowledge, trust, and attitude in purchase intention.

Chapter V : Conclusion, Implication, Limitation and Recommendation

This chapter will explain about the conclusion of research, suggestions of research, limitation of the location of research and recommendation for further research.