

FACTORS THAT INFLUENCE THE PURCHASE DECISION OF COSMETIC PRODUCTS ON FEMALE STUDENTS IN SURABAYA

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Article Info	ABSTRACT
<p>Article history: Received Feb 21, 2024 Revised Mar 16, 2024 Accepted Apr 17, 2024</p> <p>Keywords: Fear of Missing Out, Product Quality, Halal Awareness, and Purchasing Decisions.</p>	<p>Having an attractive appearance is the main thing by society, especially for women who pay attention to beauty. With the development of technology is expected for the cosmetics industry to improve product quality and halal awareness given that indonesia is classified as the largest use of halal cosmetics in the world in order to compete in the business world to influence purchasing decisions. The purpose of this study is to prove the influence of fear of missing out, halal product quality awareness on cosmetic purchase decisions at UIN Sunan Ampel Surabaya students. This research data collection technique through questionnaires distributed online to UIN Sunan Ampel Surabaya students. The number of samples in the study of 67 respondents obtained through purposive sampling method. The results obtained that the fear of missing out does not have a significant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya students because of budget factors and tend to buy as needed. While the quality of products and halal awareness has a positive and significant effect on cosmetic purchasing decisions at UIN Sunan Ampel Surabaya students because the better the quality of products and halal awareness, the higher the purchase decision.</p> <p>Keywords: Fear of Missing Out, Product Quality, Halal Awareness, and Purchasing Decisions.</p> <p style="text-align: right;">This is an open-access article under the CC-BY 4.0 license.</p> <div style="text-align: right;">  </div>

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INTRODUCTION

The development of time and technology has brought major changes to the competition between companies engaged in trade, industry and services. One of the companies engaged in trade is the cosmetics industry. As more and more cosmetic products become available, cosmetic companies must be able to compete to produce new products that can meet consumer needs and increase consumer choice. The growth of the cosmetics industry in Indonesia from year to year has an increasing impact on the Indonesian economy, which is increasing due to consumer demand which is quite a lot to make cosmetic products increasingly marketed widely based on the results of a survey from nusaresearch the use of cosmetics is dominated by female students aged 18-24 years. In the Qur'an it has been explained that every Muslim is obliged to consume goods that are in accordance with Islamic law, namely halal and as needed.

Purchase decision is the buyer's action on the product to want to buy or not (Raviana, 2019). Purchasing decisions are very important because they can increase profits for the company by increasing the promoted goods. Customers usually have to pay attention and consider other items before making a purchase decision. Through various appraisal processes, customers will have a clear idea of whether they will buy the goods or not as well as what goods will be purchased.

Consumer behavior has changed significantly with the Times and technology. One of these changes is the increasing use of social media and affect the lifestyle of consumers. Fear of missing out is one of the lifestyles that are affected by technological advances. Someone who experiences fear of missing out will experience feelings of fear, worry and anxiety if left behind by others. The fear of missing out lifestyle appears as an impact of these changes on the lives of others through social media. Social media is dominated by Generation Z. The Ministry of communication and Information noted in the digital literacy Status survey in Indonesia in 2022 that 35% of Generation Z use social media a lot compared to 26% of millennials. The impact of technology and the existence of information, especially advertising is inseparable from this. People will be influenced by advertising and motivated to buy the products it promotes.

Fear of missing out is one of the lifestyles that are affected by technological advances (Siddik et al., 2020). Fear of missing out has an important role to influence consumer behavior when making purchasing decisions. This is in line with research conducted by (Ratnaningsih & Halidy, 2022) and (Zahra et al., 2023) that someone who has FoMO traits has an effect on purchasing decisions. In the marketing sector, fear of missing out has an important role to influence consumer behavior when making purchasing decisions. This is in line with research conducted by (Ratnaningsih & Halidy, 2022) and (Zahra et al., 2023) that a person who has FoMO traits influences purchasing decisions and consumptive behavior. Inversely proportional to research from (Salma Egita Fitri Subagyo & Jajok Dwiridotjahjono, 2021) shows that someone who has a sense of fear does not affect their decision to buy something, meaning that FoMO does not affect the purchase decision. And corroborated by the theory that consumption patterns often describe social behavior, the type of perpetrator tends to be a person who is hungry for

success/social recognition, so it can be concluded that fomo has a relationship with social factors contained in the theory of consumer behavior. (Philip, 2016).

High-quality cosmetic products are carried out by manufacturers to increase consumer confidence in the quality of the products they make (Klisman, 2022). A consumer will be satisfied with what they buy when the product has a high quality that affects the customer's decision (Philip, 2016). According to the theory of consumer behavior initiated by Kotler and Keller, product quality is interrelated with consumer behavior, so if the quality of the product is good, consumers will make a purchase and they are satisfied with the product because before buying the product they will evaluate it first. A consumer will feel satisfied with what they buy when the product is of high quality or the product matches/exceeds consumer expectations that affect customer decisions (Philip, 2016). According to the theory of consumer behavior labels are very important for marketing strategies, the problem of labels actually belongs to the field of Marketing (Philip, 2016). With the label on the packaging makes consumers more confident in the product so that consumers are more satisfied with the product and influence purchasing decisions. This is in line with research conducted by (Annisaputri et al., 2020) and (Klisman, 2022) stated that product quality has a positive effect on purchasing decisions.

As citizens of Indonesia whose majority population is Muslim, it is mandatory for them to pay attention to the Halal of cosmetic products purchased therefore it is important for them to have a high awareness of halal as seen from the halal label on the packaging. With the label on the packaging makes consumers more confident in the product so that consumers are more satisfied with the product and influence purchasing decisions. This is in line with research conducted (Novianti, 2021) and (Ustanti et al., 2022) states that halal Awareness influences purchasing decisions.

The Ministry of Religious Affairs of the Republic of Indonesia stated that the Halal Product Guarantee Agency (BPJPH) of the Ministry of Religious Affairs decided on the halal label that applies nationally. The results of the halal label are included in the decision of the head of BPJPH number 40 of 2022 regarding the determination of halal labels. The existence of this determination is carried out to fulfill the provisions of Article 37 of Law Number 33 of 2014 concerning Product Assurance which reads “providing comfort, security, safety, and certainty of the availability of halal products for the community in consuming and using products”. It can be concluded that products that have halal labels are guaranteed to be safe in this case also affect the purchase decision as a consideration in buying a product. In contrast to research conducted by (Esa et al., 2021) states that halal awareness has no effect on purchasing decisions.

Researchers conducted research at UIN Sunan Ampel Surabaya because the campus is based on Islamic values, so that a small number of students may have a lot of understanding about the Islamic world and uinsa campus is included in the category of top 10 PPH companion institutions that have issued 7,615 halal certifications so it needs to be ascertained again whether students have implemented an understanding of the Halal of the products to be purchased. Thus there will be many informants who can translate the opinions of researchers about the meaning of the use of makeup and the influence of

purchasing decisions by UIN Sunan Ampel Surabaya students as part of their lifestyle as Islamic women. When the researcher conducts research in this place, the researcher will most likely get a lot of expected Information.

METHODS

In this study, the method that will be used is the quantitative method which according to (Sujarweni, 2019) with a descriptive analysis approach. Quantitative research is a type of research that produces findings that can be obtained through the use of quantification techniques (measurement) or statistical techniques. Data sources in this study using primary data as a source of data by means of a questionnaire or questionnaire dissemination techniques. Sampling technique used to determine the sample is using purposive sampling to obtain a sample of 68. Using instrument test, classical assumption test, multiple linear regression analysis, hypothesis submission, and Determinance coefficient test. data processing is assisted by SPSS applications.

RESULTS AND DISCUSSION

Result

Validity test

In this study, the degree of freedom $df = n - 2$, here n is the number of participants that is 89 people, then $df = 89 - 2 = 87$ at a significance of 0.05 (5%). R_{table} value obtained is 0.1755.

Reliability Test

Based on the test results, showed that Cronbach's Alpha in fear of missing out variable is 0.945, Cronbach's Alpha in product quality variable is 0.864, cronbach's Alpha in halal awareness variable is 0.946, Cronbach's Alpha in purchase decision variable is 0.901. Cronbach's Alpha > 0.6 , then the instrument questionnaires on variables fear of missing out, product quality, halal awareness, and purchase decisions are considered reliable.

Normality Test

According to the results of testing the significance of Kolmogorov-Smirnov with Monte Carlo approach with a value of $0.193 > 0.05$ thus the residual value of the normal distribution.

Multicollinearity Test

According to the test results obtained tolerance value of fear of missing out is 0.841, product quality is 0.589, and halal awareness is 0.634. Tolerance value of each variable > 0.1 and $VIP < 10$, then there is no multicollinearity symptoms in all tables.

Heteroscedasticity Test

According to the test results, the significance value of fear of missing out is 0.246, product quality is 0.403, and halal awareness is 0.703. The significance value of the three variables > 0.05 then there is no heteroscedasticity in this model with Spearman's rho method.

Multiple Linear Regression Analysis

To determine whether purchasing decisions are influenced by fear of missing out variables, Product Quality, and halal awareness.

Table 1. Descriptive Statistics Results

Model	Unstandardized Coefficientnts		Standar dized Coeffici ents		Sig.
	B	Std. Error	Beta	T	
(Constant)	4.101	1.282		3.200	.002
Fear Of Missing Out	-.022	.039	-.044	-.561	.576
Product Quality	.486	.081	.563	6.008	.000
Halal Awareness	.296	.096	.279	3.090	.003

Source: Primary Data (processed), 2024

According to the table above, the equation is found:

$$Y = 4.101 - 0.022X_1 + 0.486X_2 + 0.296X_3 + e$$

Hypothesis Test-Partial Test (T)

Table 2. Partial Test Results (T)

Model	Unstandardized Coefficientnts		Standardi zed Coefficien ts		Sig.
	B	Std. Error	Beta	T	
(Constant)	4.101	1.282		3.200	.002
Fear Of Missing Out	-.022	.039	-.044	-.561	.576
Product Quality	.486	.081	.563	6.008	.000
Halal Awareness	.296	.096	.279	3.090	.003

Source: Primary Data (processed), 2024

Based on the above tests, it can be concluded as follows:

1. Fear of Missing Out has a calculated t of -0.561 with a significance of 0.576 and a tabular t of 1.662. It can be concluded that the fear of missing out variable has a negative and insignificant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya students. It is based on t count < t table (-0.561 < 1.662) and significance level > 0.05 (0.576 > 0.05) or H1 rejected.
2. Product quality has a t count of 6.008 with a significance of 0.000 and T table of 1.662. It can be concluded that the product quality variables have a positive and significant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya students. It is based on t count > t table (6.008 > 1.662) and its significance level < 0.05 (0.000 < 0.05) or H2 is accepted.

3. Halal awareness has a t count of 3.090 with a significance of 0.003 and a T table of 1.662. it can be concluded that the variable halal awareness has a positive and significant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya students. It is based on t count > t table (3,090 > 1,662) and its significance level < 0.05 (0.003 < 0.05) or H3 is accepted.

Hypothesis Test-Coefficient Of Determination Test R2

This test was conducted to see how much the variables of fear of missing out, product quality, and halal awareness contribute to purchasing decisions.

quality, and halal awareness contribute to purchasing decisions.

Table 3. Determinant Coefficient Test Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.748 ^a	.560	.544	1.522

Source: Primary Data (processed), 2024

The test results showed that the variables fear of missing out, product quality, and halal awareness were able to explain the purchase decision variables at UIN Sunan Ampel Surabaya students in purchasing cosmetic products by 0,560 about 56%. While other factors outside the research model contributed 44%.

DISCUSSION

Anxiety Fear Of Missing Out Facing The Consequences Of Loss

Based on the results of the analysis showed that the variable fear of missing out has a negative and insignificant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya with H1 rejected which means directly that the fear of missing out has no effect on the decision to purchase cosmetic products the results of this study are in line with research conducted by (Santoso et al., 2021) and (Salma Egita Fitri Subagyo & Jojok Dwiridotjahjono, 2021) stated that fear of missing out had no effect on purchase decisions. The results of this study is inversely proportional to the theory of consumer behavior that consumption patterns often describe social behavior, the type of actors tend to be people who are hungry for success/social recognition, so it can be concluded that fomo has a relationship with social factors contained in the theory of consumer behavior. (Philip, 2016). There are some that can cause fear of missing out variables are not significantly related to purchasing decisions, namely, some UIN Sunan Ampel Surabaya students consider that having the nature of fear of missing out is not a consideration in the process of making purchasing decisions, because someone who has the nature of fear of missing out then they will buy a cosmetic product out of necessity but join in or think recognized in their environment. Therefore, the consumers of UIN Sunan Ampel Surabaya students do not make the nature of fear of missing out as the main thing in the process of making purchasing decisions. The second factor that causes the fear of missing out variable does not significantly affect the price. Someone who has the nature of the fear of missing out then they will buy products based on keinginan, more trend, and follow suit without paying attention to anything. When the soul of a fear of

missing out is high but they do not have a sufficient budget, the nature of this fear of missing out will not affect the decision to purchase cosmetic products. Therefore, consumers of UIN Sunan Ampel Surabaya students do not make the nature of fear of missing out as the main thing in the process of making purchasing decisions considering that the monthly allowance of UIN Sunan Ampel Surabaya students with an average of Rp 500,000-Rp 1,000,000 to meet the needs of boarding, eating, etc. This means that they will buy cosmetic products that are relatively cheap and in accordance with the needs of not merely follow suit or want to be recognized in their environment

Influence Of Product Quality On Purchasing Decisions

Based on the results of the analysis showed that product quality variables have a positive and significant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya students. This shows that the better the quality of the product owned, the purchase decision also increases. The results of this study are in line with the results of research conducted (Annisaputri et al., 2020) and (Klisman, 2022) which states that product quality has a positive effect on purchasing decisions.

The results of this study have proven the existence of consumer behavior theory that product quality is interrelated with consumer behavior, so if the quality of the product is good then consumers will make a purchase and they are satisfied with the product because before buying the product they will evaluate it first. A consumer will feel satisfied with what they buy when the product is of high quality or the product matches/exceeds consumer expectations that affect customer decisions (Philip, 2016).

It can be concluded that the students of UIN Sunan Ampel Surabaya buy a product in accordance with the needs, because the students of UIN Sunan Ampel Surabaya are Muslims who have Islamic moral values which show that when they buy a product, they must be careful and see first whether the product has good quality before making a purchase decision so that they feel satisfied and in accordance with expectations so that there is no waste. So that the purchased product will be used and there is no mubadzir in accordance with Islamic teachings that prohibit mubadzir.

The Influence Of Halal Awareness On Purchasing Decisions

Based on the results of the analysis showed that the variable halal awareness has a positive and significant effect on the decision to purchase cosmetic products at UIN Sunan Ampel Surabaya students. This shows that the better halal awareness or halal awareness then the purchase decision is also increasing. The results of this study are in line with research conducted by (Novianti, 2021) and (Ustanti et al., 2022) which states that halal awareness has a positive effect on purchasing decisions. Halal awareness seen from the halal label. Labels are very important for marketing strategies, and labels actually belong to the field of marketing. Halal labels indicate that the product packaging can convince consumers to buy.

The results of this study are in line with Islamic teachings where UIN Sunan Ampel students are Islamic students who in Islamic teachings they are obliged to choose or consume products that have halal labels. Because in the teachings of Islam it is forbidden to consume food, drinks, and even cosmetics that do not contain halal elements. Therefore, mahasiswa UIN Sunan Ampel Surabaya make halal label as the main thing to consider before making a purchase decision considering that the campus of UIN Sunan Ampel entered into the top 10 Halal Product Process companion institutions that can be used Student Guidelines before buying a product that refers to the basis of halal haram which prioritizes halal because muslim Consumers tend to choose useful goods.

CONCLUSION

1. The test results stated that the fear of missing out variable has no influence on purchasing decisions due to budget factors and buying as needed because in the Islamic religion we are encouraged to buy goods as needed so that there is no waste.
2. The test results stated that the product quality variables have a positive and significant effect on purchasing decisions because if the products purchased have high quality then consumers will be satisfied and do not result in waste that is prohibited by the religion of Islam.
3. The test results stated that halal awareness has a positive and significant effect on purchasing decisions because consumers feel safe if they use products that have halal labels and in the religion of Islam we are required to consume halal goods.

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