

**THE EFFECT OF BRAND IMAGE, HALAL AWARENESS, CONVENIENCE,
AND CONSUMER TRUST ON PRODUCT SELECTION IN TOKOPEDIA**

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ABSTRACT:

Teenagers in this generation make up the majority of consumers on online marketplaces like Tokopedia, which has gained popularity due to its perceived advantages over in-store shopping, including greater efficiency in terms of time and energy. This study aimed to examine the impact of brand image, halal awareness, convenience, and trust on Muslim consumer behavior. The research is explanatory in nature, and the questionnaire used was tested through various methods, including validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression analysis, F test, R² determination, and t test. The findings of this study show that brand image has a positive and significant effect on Muslim consumer behavior when selecting beauty products. However, halal awareness does not significantly influence Muslim consumer behavior in choosing beauty products. Similarly, convenience does not have a significant effect on Muslim consumer behavior in selecting beauty products. On the other hand, trust has a positive and significant impact on Muslim consumer behavior in choosing beauty products.

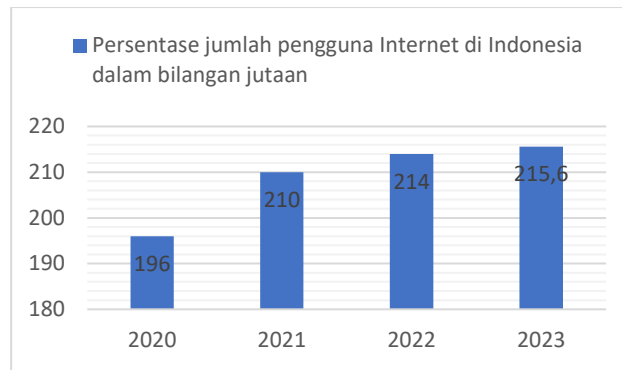
Keywords: *Brand Image, Halal Awareness, Convenience, Trust.*

INTRODUCTION

In the current era of globalization and promiscuity, Indonesia needs to be prepared to face major changes that are occurring in various aspects of life, especially the economic aspect. With an open global market, entrepreneurs are expected to improve their performance to meet the quality of products or services desired by the market (consumers). Very tight competition also requires business actors to work harder to compete in the market. One of the challenges faced by competing companies is how they can best capture and maintain market share.

Seeing the ongoing business development, the demand for products is also increasingly diverse and continues to grow with the changing times. Humans in their lives have various kinds of needs, ranging from basic needs to higher needs. One of the human needs is to look attractive, confident, and comfortable. This need can be met through the use of beauty products.

Apart from influencing changes in the economic aspect, the era of globalization and digitalization has also had a significant impact on the development of the internet from year to year. The use of the internet in Indonesian society is also growing along with advances in information technology.



Source: Association of Indonesian Internet Service Providers (APJII)

Figure 1. Number of Internet Users in Indonesia

This increase in the number of internet users is a great opportunity for sellers and entrepreneurs to market their products through online platforms. The ease of internet access via cellular networks and Wi-Fi has changed consumer behavior, where they switch from shopping in person to shopping online. This change provides a good opportunity for entrepreneurs to compete in promoting their products via the internet to potential buyers. Through online platforms, consumers can easily find the product information they need without having to meet the seller in person. Online trade transactions or e-commerce in Indonesia have grown rapidly. There are various website-based online stores operating in Indonesia, such as Lazada, Berniaga.com, OLX Indonesia, Bukalapak, Shopee, Tokopedia, and others.

Tokopedia, established on February 6, 2009, is a leading marketplace in Indonesia and an influential unicorn in Southeast Asia. With the vision "Building an ecosystem where anyone can start and discover anything", Tokopedia has empowered millions of merchants and consumers to participate in the future of the economy. Tokopedia is the first marketplace to offer a free shipping feature every day. Apart from that, Tokopedia also provides a Tokopedia partner application that allows users to sell digital products such as data packages, electricity tokens, BPJS, game vouchers, PDAM water, electronic money, and others. With various supporting programs offered, Tokopedia has succeeded in attracting the attention of producers and consumers to shop and sell goods or services through their platform.

In Anita's research (2019), where partially the trust variable shows a significant influence on consumer satisfaction. While simultaneously the variable price, service quality, and trust have a joint effect on customer satisfaction. There are still few researchers who use brand image and halal awareness variables in the process of determining consumer behavior to form a purchasing decision. In addition, this study also combines convenience and trust variables in order to investigate their effect on consumer behavior. This research is interesting because there is a phenomenon that occurs where many students use other marketplaces to shop online, causing a decrease in consumer interest in Tokopedia. So, this phenomenon makes researchers interested in knowing what factors influence consumer interest in choosing or making purchases through online stores.

LITERATURE REVIEW

Consumer behavior

Consumer behavior involves the study of how individuals, groups, and organizations select, purchase, and use certain goods, services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2008: 166). This includes all processes in which a consumer makes a decision to choose and use a product or service to meet their daily needs.

Consumer behavior is a comprehensive process when a consumer consumes certain products or services to meet their needs. Consumer behavior also has an important role in directing purchasing decisions by a consumer.

Brand Image

Brand image is an overall picture of the perception of a brand that is formed through information and past experience with the brand. Brand image can be related to consumer attitudes and beliefs about their perceptions of the brand. Brands that have a positive and strong image in the minds of consumers tend to be chosen and purchased more.

Halal Awareness

According to Ambali and Bakar (2013), halal awareness can be interpreted as the process of obtaining information to increase the level of awareness of what is permitted for Muslims in terms of food, drink and products used. Muslim consumers consider halal-certified products to be more delicious, hygienic and safe. To ensure halalness, people can choose products that have a halal logo or a place of business that has received a halal certificate from the MUI (Indonesian Ulema Council). (Source: cnnindonesia.com)

Convenience

Convenience, in this context, can be interpreted as the extent to which a person believes that the use of a technology will be carried out without excessive effort (Jogiyanto, 2007: 115). This convenience is a belief about the decision-making process. If someone believes that an information system is easy to use, then they are more likely to use it. Conversely, if someone is hesitant in using the information system, they probably won't use it.

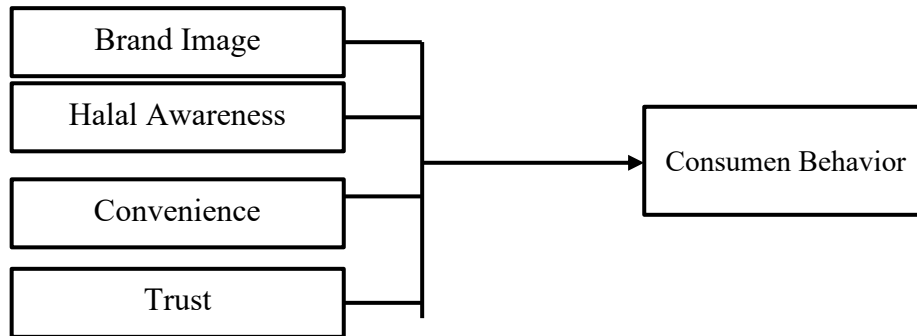
Trust

Trust involves a person's readiness to perform certain actions because they believe that their partners will provide what is expected, and this is based on the general expectation that the words, promises or statements of others can be trusted (Barnes, 2003: 148).

Tokopedia Products

Tokopedia sells a variety of daily needs products, ranging from basic needs to general needs available on the marketplace. Beauty products are one of the products that have received quite a lot of interest on the Tokopedia marketplace, many brands or brands of beauty products are traded on Tokopedia, including the Scarlett Whitening brand. Scarlett Whitening offers a variety of body care products, such as facial care, body care and hair care.

Conceptual Framework



Based on the conceptual framework above, the equation used in multiple linear regression is:

$$Y = 2,291 + 0,202X_1 - 0,003X_2 - 0,212X_3 + 0,868X_4 + e$$

The constant value is 2.291, indicating that if the value of brand image, halal awareness, convenience and trust is 0, then the consumer behavior variable has a value of 2.291. The brand image regression coefficient is 0.202, meaning that if the brand image variable shows an increase of 1, then the consumer behavior variable will show an increase of 0.202. The regression coefficient for halal awareness is -0.003, meaning that if the halal awareness variable shows an increase of 1, then the consumer behavior variable will decrease by -0.003. The convenience regression coefficient is -0.212, meaning that if the convenience variable shows an increase of 1 then the consumer behavior variable will decrease by -0.212. The regression coefficient of confidence is 0.868, meaning that if the trust variable shows an increase of 1, then the consumer behavior variable will increase by 0.868. The assumptions of other variables are considered constant.

RESEARCH METHODS

Types of research, Location and Time of Research

This research is a type of explanatory research. According to Singarimbun (2006: 5), explanatory research is research that aims to explain the causal relationship between existing variables, which is proven through hypothesis testing. The objects of this research are students of Class of 2019 who are registered at the Faculty of Economics and Business, Islamic University of Malang, Jl. MT. Haryono 193, who purchases beauty products on the Tokopedia marketplace. This research will be conducted from March 2023 to April 2023, with the aim of knowing and analyzing the influence of brand image, halal awareness, convenience, and trust in purchasing beauty products on the Tokopedia marketplace.

Population and Sample

This study involved students of the Islamic University of Malang as research subjects. Respondents who were involved in this study were students of Class of 2019 at the Faculty of Economics and Business, Islamic University of Malang who had made purchases of beauty products on the Tokopedia marketplace. The total number of students in the batch is 904 students. For sampling, the Slovin formula was used which resulted in a total of 90 respondents.

The primary data in this study were obtained by distributing questionnaires to a predetermined population, namely students of Class of 2019 at the Faculty of Economics and Business, Islamic University of Malang who had made purchases of beauty products on the Tokopedia marketplace.

Data analysis method

In this study, researchers used SPSS data analysis software to analyze data collected through questionnaires. The data analysis process involves several steps, namely using the Validity and Reliability Test, Normality Test then using the Classical Assumption Test which includes Multicollinearity and Heteroscedasticity followed by Multiple Linear Regression Analysis, and finally the Statistical Test namely F Test (feasibility model), t test (effect), and the coefficient of determination (R^2).

RESULT AND DISCUSSION

Respondents who met the criteria in this study were active students at the Islamic University of Malang, especially the 2019 Faculty of Economics and Business, and respondents were students who had made purchases of beauty products on the Tokopedia marketplace. This study did not use the entire population that has been mentioned, but only took samples for research respondents, using the Slovin formula with the results of 90 respondents. The number of questionnaires distributed was 90 questionnaires.

Based on the results of the study, there are differences in the gender of the respondents. Women contributed 78.6% of the total respondents, while men contributed 21.4%. From the data collected from the respondents as well, there are variations in their ages. Respondents with an age range of 18-20 years amounted to 10.2%, respondents with an age range of 21-23 years amounted to 75.5%, and respondents with an age range of 24-26 years amounted to 16.3%.

No	Information	Amount	Presentage
1	Questionnaire distributed	90	100%
2	Questionnaire not returned	0	0%
3	Questionnaires that can be processed	90	100%

And based on transaction history with Tokopedia, as a whole, respondents have made purchases of beauty products on the Tokopedia marketplace with a percentage of 100%.

Research Instrument Test

The validity test was conducted to assess how accurately the measurement instruments used in the study measured the variables under investigation. The results showed that all items for each variable had a calculated r-value greater than the r-table value of 0.2072, indicating that each variable was valid. For the brand image variable, the r-values for the items were 0.739, 0.838, 0.856, and 0.833, all of which were greater than the r-table value. Similarly, for halal awareness, the r-values for the items were 0.697, 0.823, 0.835, and 0.735, all exceeding the r-table value. The convenience variable had r-values of 0.900, 0.917, 0.854, and 0.921, which were also greater than the r-table value. For trust, the r-values for the

items were 0.861, 0.846, 0.878, and 0.910, and for consumer behavior, the r-values were 0.813, 0.835, 0.874, and 0.887. Therefore, all the variables—brand image, halal awareness, convenience, trust, and consumer behavior—were determined to be valid based on the validity test results.

In addition to the validity test, a reliability test was performed to evaluate the consistency of the measurement instruments. The results from the Cronbach's Alpha coefficient showed that the reliability of all variables was within an acceptable range. The Cronbach's Alpha for brand image was 0.835, for halal awareness it was 0.772, for convenience it was 0.920, for trust it was 0.897, and for consumer behavior it was 0.874. Since all the Cronbach's Alpha values were greater than the threshold of 0.60, it can be concluded that the questionnaire items used in this research were reliable.

These validity and reliability tests are essential in ensuring that the measurement instruments used in the study are both accurate and consistent. The validity test confirms that the items for each variable correctly measure the intended constructs, while the reliability test demonstrates that the instruments produce stable and consistent results across different samples.

Thus, with both the validity and reliability tests confirming the accuracy and consistency of the measurement instruments, the study can proceed with confidence that the data collected is both valid and reliable. These tests serve as a foundation for further statistical analysis and ensure the robustness of the research findings.

Normality Test

The normality test conducted using the One-Sample Kolmogorov-Smirnov Test shows that the residuals from the linear regression model between brand image, halal awareness, convenience, and trust in consumer behavior are normally distributed. The test results yielded a Kolmogorov-Smirnov Z value of 1.090, with an asymptotic significance (2-tailed) of 0.186. Since this value is greater than the critical threshold of 0.05, it can be concluded that the regression model meets the normality assumption, meaning the data is normally distributed. This conclusion is crucial for ensuring the reliability of the regression analysis.

Furthermore, the results from the multicollinearity test indicate that the independent variables—brand image, halal awareness, convenience, and trust—do not suffer from multicollinearity. The Variance Inflation Factor (VIF) values for these variables are well below the critical threshold of 10, with brand image at 2.676, halal awareness at 1.577, convenience at 5.101, and trust at 6.718. The tolerance values for these variables—0.374 for brand image, 0.634 for halal awareness, 0.196 for convenience, and 0.149 for trust—are all above the critical value of 0.10. These results suggest that there is no significant correlation between the independent variables, confirming the absence of multicollinearity in the regression model.

Next, the heteroscedasticity test results indicate that there is no heteroscedasticity present in the model. The significance values for the brand image, halal awareness, convenience, and trust variables are 0.687, 0.989, 0.146, and 0.192, respectively, all of which are greater than 0.05. Additionally, the significance value for consumer behavior is 0.579. Since all these values exceed the 0.05 threshold, it can be concluded that the residuals are evenly distributed and do not exhibit heteroscedasticity, ensuring the validity of the

regression analysis.

Based on the results of the normality, multicollinearity, and heteroscedasticity tests, it can be concluded that the data meets the necessary assumptions for conducting a valid regression analysis. These tests help ensure that the results of the regression model are not biased by issues such as non-normality, multicollinearity, or heteroscedasticity. By confirming that the data meets these assumptions, the reliability and validity of the regression model are strengthened.

Hypothesis Test

ANOVA(b)

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	398,257	4	99,564	49,714	,000(a)
	Residual	170,232	85	2,003		
	Total	568,489	89			

a Predictors: (Constant), X4, X2, X1, X3

b Dependent Variable: Y

Source: Primary Data (2023)

From the results of the Anova table, it can be seen that the results of the F statistical test were 49.714 with a significance level of $0.000 < 0.05$ so that H1 was accepted and H0 was rejected, which could mean that simultaneously the independent variables consisting of brand image, halal awareness, convenience and trust had a significant effect on the dependent variable is the behavior of Muslim consumers in choosing beauty products on the Tokopedia marketplace.

Model Summary(b)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,837(a)	,701	,686	1,415

a Predictors: (Constant), X4, X2, X1, X3

b Dependent Variable: Y

Source: Primary Data (2023)

From the results of the coefficient determinant test, it can be seen, that the adjusted R² value is 0.686. Thus it indicates that variations in brand image, halal awareness, convenience and trust can explain 68.6% of variations in consumer behavior variables. While the remaining 31.4% is explained by other factors that are not listed and are not included in this research model and research.

t test (Partial Test)

Coefficients(a)

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
	B	Beta		
	Std. Error			

1	(Constant)	2,291	1,383		1,657	,101
	Brand Image	,202	,096	,205	2,113	,037
	Halal Awareness	-,003	,093	-,002	-,029	,977
	convenience	-,212	,127	-,223	-1,662	,100
	Trust	,868	,155	,861	5,594	,000

a Dependent Variable: Y

Source: Primary Data (2023)

Table 8 shows that the results of the t test can be concluded as follows:

Brand Image (X1) obtained a t statistical test value of 2.113 with a significant t value of 0.037. The significant value of t is less than 0.05, which means that H1 is accepted and H0 is rejected, so it can be concluded that variable X1 (Brand Image) has an effect on variable Y (Consumer Behavior). Based on the results in the t test table, it can be seen that the Beta value is 0.205 which states that the Beta value is positive. This means that the higher the level of brand image, the higher the level of consumer behavior tendencies in choosing the product. Vice versa if the level of brand image is low then the level of consumer behavior tendencies in choosing a product will decrease.

So it can be explained that consumer behavior in choosing a product can be applied well to the brand image of the product, especially the dominant respondents who answered were students. Shown by the answers to the questionnaires that have been distributed with the average respondent's answer, namely agreeing. Which means that each question item is given to the respondent in accordance with the conditions that occur. This is the basis for the determination that brand image influences consumer behavior in choosing a beauty product, especially in the Tokopedia marketplace.

In this context, consumers buy products based on the level of popularity of the product brand among many people. Product quality refers to the product's ability to perform its functions, including durability, reliability, accuracy, ease of operation, repair and other attributes. When a product can function properly, it can be said that the product has good quality. The results of this study are consistent with research by Fure et al (2015) which states that brand image variables affect consumer purchasing decisions. And from Andriansyah's research (2017), the results also show that there is a positive and significant influence of Brand Image on consumer purchasing decisions.

Halal Awareness (X2) has a t statistical test value of -0.029 with a significant t value of 0.977. The significant value of t is greater than 0.05 which means that H1 is rejected and H0 is accepted, so it can be interpreted that variable X2 (Halal Awareness) has no effect on variable Y (Consumer Behavior). Based on the results in the t test table, it can be seen that the Beta value is -0.002 which states that the Beta value is negative, meaning that the higher the level of halal awareness, the lower the tendency of consumer behavior in choosing a product. Vice versa, if the level of halal awareness is low, the tendency of consumers to choose products will increase. So it can be explained that halal awareness is not a thing that has an influence on consumer behavior in choosing products, especially the respondents in this study who are the younger generation, namely students. Young people who are the majority of the respondents in this study have a tendency to try products that are hype

(become a sensation) on social media. Therefore, the results of this study are also related to the first hypothesis which explains that brand image has a significant effect on consumer behavior in choosing products, the better the image of a product, the more it will be in demand and the more it will be known. This makes the product more recommended by one consumer to another. The results of this study are supported or similar to the results of research conducted by Hervina et al, which explained that partially halal awareness has a negative and insignificant effect on purchasing decisions.

Ease (X3) has a t statistical test value of -1.662 with a significant t value of 0.100. The significant value of t is greater than 0.05 which means that H1 is rejected and H0 is accepted, so it can be interpreted that the variable X3 (convenience) has no effect on the variable Y (consumer behavior). Based on the results in the t test table, it can be seen that the Beta value is -0.223 which states that the Beta value is negative, meaning that the higher the level of ease of use, the lower the tendency for consumer behavior in choosing a product. Vice versa, if the level of ease of use is low, the consumer's tendency to choose a product will increase. This is in line with the phenomenon that occurs in the field where some students shop on online sites not because it is easy to access e-commerce but because of other factors such as being tempted by low prices, free shipping promos, and the many discounts provided by e-commerce the. The results of this study are supported by the results of research by Fathollah et al. (2011) who argued that the convenience factor has no influence on consumer behavior in making purchasing decisions.

Trust (X4) has a t statistical test value of 5.594 with a significant t value of 0.000. The significant value of t is less than 0.05 which means that H1 is accepted and H0 is rejected, so it can be concluded that variable X4 (Trust) has an effect on variable Y (Consumer Behavior). Based on the results in the t test table, it can be seen that the Beta value is 0.861 which states that the Beta value is positive. This means that the higher the level of consumer confidence, the higher the level of consumer behavior in choosing the product. Vice versa if the level of consumer confidence is low then the level of consumer behavior tendencies in choosing a product will decrease. So it can be explained that consumer behavior in choosing a product can be applied well, consumer confidence in these products is good, especially the respondents in this study who are students. Shown by the answers to the questionnaires that have been distributed with the average respondent's answer, namely agreeing. Which means that each question item is given to the respondent in accordance with the conditions that occur. This is the basis for the determination that the trust factor influences consumer behavior in choosing a beauty product, especially in the Tokopedia marketplace. The results of this study are supported by the results of research conducted by Rositasari (2016) which states that the trust variable has a positive and significant effect on product purchasing attitudes. And from Anita's research (2019), which also states that trust has a positive and significant effect on consumer satisfaction.

CONCLUSIONS

Simultaneously the independent variables consisting of brand image, halal awareness, convenience and trust have a significant effect on the dependent variable, namely the behavior of Muslim consumers in choosing beauty products on the Tokopedia marketplace.

The Brand Image variable partially has a significant and positive effect on public

interest. The Halal Awareness variable from a consumer has no effect and is not significant on the behavior of Muslim consumers in choosing beauty products on the Tokopedia marketplace.

The convenience variable of a consumer has no effect and is not significant on Muslim consumer behavior in choosing beauty products on the Tokopedia marketplace. The variable of trust partially has a significant and positive effect on public interest.

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