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## Halal Certification, Brand Image, and Celebrity Endorse: A Study on Zoya Hijab's Consumers

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### **Abstract**

Zoya is one of the Muslim clothing companies with halal certification from the authorized institution, MUI (The Council of Indonesian Ulama). This study aimed to determine the effect of halal certification, brand image, and celebrity endorser on Zoya hijab purchasing decisions. This study used incidental sampling technique conducted in the city of Yogyakarta. The data analysis technique used Partial Least Square (PLS), which consists of outer model and inner model tests. The outer model test is divided into two tests: the validity test and reliability test and the inner model test consists of two kinds of tests, namely the R test and the Gof test. The results of the analysis of this study revealed that the variables of halal certification (X1), brand image (X2) and celebrity endorser (X3) have a positive and significant effect on purchasing decisions (Y) of Zoya hijab in Yogyakarta. The results of the R Square test obtained a value of 73%. This means that halal certification, brand image, and celebrity endorser have a strong contribution to the consumers' purchasing decision on Zoya hijab. Halal certification provides an assurance and a guarantee for the quality of a product. This is because the halal label on a product means that the product has been rated *thayyib* (wholesome).

**Keywords:** Halal Certification, Brand Image, Celebrity Endorser, Halal Fashion, Purchase Decision

**Abstrak**

Zoya merupakan salahsatu perusahaan busana muslim yang mempunyai sertifikasi halal dari lembaga berwenang yaitu MUI. Tujuan dari penelitian ini adalah mengetahui pengaruh sertifikasi halal, citra merek, dan *celebrity endorser* terhadap keputusan pembelian jilbab Zoya. Penelitian ini menggunakan teknik pengambilan sampel *incidental sampling* yang dilakukan di Kota Yogyakarta. Teknik analisis data menggunakan *Partial Least Square* (PLS), yang terdiri dari uji *outer model* dan *inner model*. Uji *outer model* yang dibagi menjadi dua uji yaitu uji validitas dan uji reliabilitas dan uji *inner model* terdiri dari dua macam uji yakni uji R dan Uji Gof. Hasil analisis dari penelitian ini menunjukkan variabel sertifikasi halal ( $X_1$ ), citra merek ( $X_2$ ) dan *celebrity endorser* ( $X_3$ ) berpengaruh positif dan signifikan terhadap keputusan pembelian (Y) jilbab Zoya di Kota Yogyakarta. Hasil uji R Square diperoleh nilai sebesar 73%. Hal ini berarti bahwa sertifikasi halal, citra merek, dan *celebrity endorser* berkontribusi kuat terhadap keputusan pembelian jilbab Zoya. Sertifikasi halal menjadi jaminan dan garansi atas kualitas suatu produk. Sebab, produk yang telah mendapatkan label halal, juga sudah dinilai *thayyib* (baik).

**Kata Kunci:** Sertifikasi Halal, Citra Merek, *Celebrity Endorser*, *Halal Fashion*, Keputusan Pembelian.

**Introduction**

Based on the State of Global Islamic Economic 2020/2021, Indonesia was ranked 4th in the 2020/2021 Global Islamic Economic Indicators, moved up one rank than the previous position in 2019/2020, while in 2018/2019, it was ranked 10th. Additionally, Indonesia ranks first as the world halal food consumer market in the amount of USD 144 billion for the total global halal food consumption from the total amount of USD 1.17 trillion. Moreover, Indonesia ranks second as a halal cosmetics market with a total consumption of USD 4 billion from USD 66 received by the total global pharmaceutical consumption. Indonesia is also ranked 5th in the global Muslim fashion market. This industry has reached a total consumption of USD 16 billion from USD 277 billion in global consumption of Muslim clothing. Up to now, the halal fashion industry in Indonesia continues to grow (Republika, 2021).

As a Muslim-majority country, Indonesia has many hijab fashion producers who create various brands, motifs, models, and colours suitable

to the trends in society. One of the famous hijab brands in Indonesia is Zoya. Zoya exists to meet the needs of the consumers who want to purchase various types of Muslim clothing that follow world trends. Apart from quality, Zoya also prioritizes simple designs and varied colours with affordable prices. Zoya is a hijab brand ranked first in the “Top Brands Award” based on the results of a survey conducted by Frontier Consulting Group.

BRAND	TBI 2019
Zoya	27.2%
Rabbani	22.3%
Elzatta	15.5%
Azzura	2.0%

Tabel 1. Survey Result of Top Brand Index 2019

Source: [www.topbrand-award.com](http://www.topbrand-award.com), 2019.

Top Brand Award assessment uses 3 parameters to assess a product. The first one is mind share; the power given by a brand in positioning certain products in the minds of consumers. The second one is market share, including market control and brand power to attract consumers to buy. The third one is commitment share, the strength of a brand that encourages consumers to repurchase the product in the future. The results of these three parameters will be processed into the Top Brand Index (TBI).

Zoya was ranked as one of the top brand awards because the hijab products have gone through a strict and thorough controlled production process. Controls are carried out especially during the washing process of textile materials that require halal substances, such as plants. The quality of the fabric should also be comfortable to wear. In terms of hijab design, Zoya successfully created a graceful and polite image to the brand, along with halal certification from the Indonesian Ulema Council (MUI). Zoya

gains trust from their consumers due to their products' attractive designs and colours, and they also have effective marketing methods (Liputan6, 2016).



Picture 1. Slogan dan Halal Label in Zoya's Hijab

Source: [www.zoya.co.id](http://www.zoya.co.id)

In addition to products such as food, beauty items and medicines, another form of product such as veils or hijabs can also receive halal label by the MUI. Zoya is one of the examples of brand that has received halal certification for its hijab products. MUI stated that it is not compulsory for all consumer goods, including food, to have halal label. However, due to the consumers' demand, the halal certification is given to all products, including food and apparel products. Zoya uses halal certification on their veil because they want to provide consumer protection and assurance to their customers in order to get a hijab that is a quality guarantee (thayyib) and is halal.

To confirm a halal label in a veil, one must check the type of fabric used in that veil and see if it contains pork gelatin. Pig gelatin is generally found in emulsifiers during the washing process of textile materials. Zoya's range of hijab products is claimed to have been tested and the results revealed that they did not contain pork; thus it was declared halal by the MUI. Halal hijabs are the hijabs that use halal fabrics during the

washing process and they use textile materials (emulsifiers) from natural/plant materials, while non-halal fabrics use textiles (emulsifiers) from non-halal materials (pork gelatin). (Lokadata, 2016).

Recently, there are more innovations and variations of hijab fashion worn by Indonesian Muslim women. Due to this phenomenon, manufacturers use this opportunity to meet the needs of consumers. Hijab manufacturers have carried out various methods to gain consumers' trust by improving the brand image and displaying halal certification on their products. The brand is one of the factors that can attract consumers to buy a product. The better the brand image of a product, the more consumers are interested in the product.

Besides brand image and halal certification, another factor that can attract consumers' interest is celebrity endorser. Celebrity endorsement is essential in marketing a product. Using celebrities in marketing is expected to increase consumers' interest. The use of endorsers can be effective if the characteristics of the selected celebrity match with the characteristics of the product being promoted. The use of endorsements in advertising a product has become a common thing in marketing because it is believed that endorsement figures have the power to attract consumers (Afriliantini, 2019).

Five characteristics exist in endorsement figures: trust, expertise, physical attractiveness, respect, and similarity (Restanti, 2019). For this reason, the selection of endorsers in promoting a product is important and must be adjusted to the characteristics of the product so that the message conveyed by the endorsers can attract more consumers. According to Belch & Belch (2001), endorsers are supporters in conveying messages in an advertisement. Endorsers are considered direct sources since they directly convey messages and demonstrate a product or service (Widyaningrum, 2019). In other words, an endorser is a person who is specifically chosen to represent the image of a product.

Based on the above explanation, there are at least three main factors to consider when someone decides to buy a hijab in Zoya, namely halal certification, brand image, and celebrity endorser. Thus, by using these variables, this research aims to test and find factors that influence consumers in buying Zoya hijab. The hypotheses in this study are:

H1: Halal certification (X1) has positive and significant effects on consumers' purchasing decisions of Zoya hijab in Yogyakarta.

H2: Brand Image (X2) has positive and significant effects on consumers' purchasing decisions of Zoya hijab in Yogyakarta.

H3: Celebrity Endorser(X3) has positive and significant effects on consumers' purchasing decisions of Zoya hijab in Yogyakarta.

The population in this study were Muslim women, consumers of Zoya hijab, at the Zoya outlet, Simanjuntak Street, Yogyakarta. The study used simple random sampling, using the Roscoe formula; for the sample size of correlation or multiple regression analysis, the sample size should be at least 10 times the number of independent variables and dependent variables being studied (Sugiyono, 2015). Thus, the minimum sample is 40, but to gain more accurate data, this study used 100 samples.

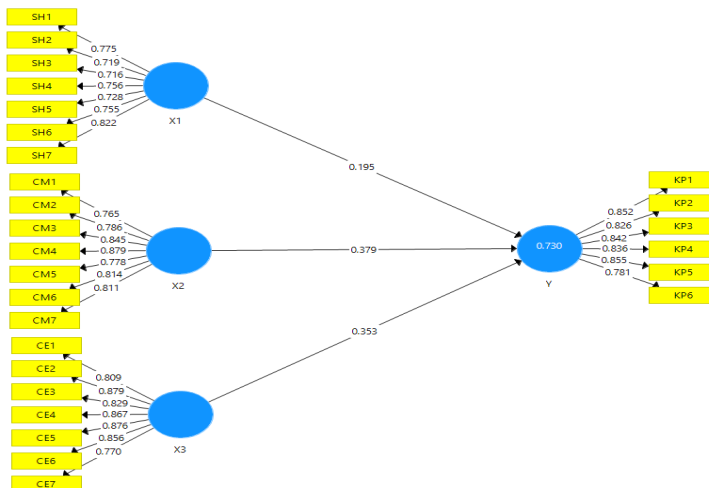
The data analysis technique used Partial Least Square (PLS). PLS is a powerful analytical method and is often referred to as soft modeling because it eliminates regression assumptions, such as data that must be normally distributed in a multivariate manner and there is no multicollinearity problem among exogenous variables (Ghozali & Latan, 2015). PLS analysis consists of two sub-models, the measurement model or the outer model and the structural model or the inner model.

The Outer Model is carried out to assess and see the validity and reliability by conducting several tests, namely: Convergent Validity, Discriminant Validity, Composite Reliability, and Cronbach Alpha.

The structural model or inner model aims to predict the relationship between latent variables. The test in the inner model is the Coefficient of Determination ( $R^2$ ) which is used to measure the level of variation of changes in the independent variable to the dependent variable and the Goodness of Fit Index to test the hypothesis by analyzing the probability value and t-statistics.

## The Structural Model and Hypothesis Testing

The structural model testing by using Partial Least Square (PLS) Algorithm analysis generates the following outer model:



Gambar 2. Tampilan Hasil Model Pengukuran

Sumber: *Outputsoftware* SmartPLS 3.2

Based on the picture above, the results of each variable have met convergent validity, because all variables have a loading factor value above 0.7. The Average Variance Extracted (AVE) value has also met the standard value above 0.5, with the following details: halal certification (0.568), brand image (0.659), celebrity endorser (0.708), and purchase decision (0.693). Meanwhile, the hypothesis test consists of three points in the structural

test process using Bootstrapping, namely the Original Sample values ( $\beta$ ), T-statistics and P-values. The coefficient value of the structural model displayed in the table below:

	Original Sample	T-statistic	P-Values
Halal Certification → Purchase Decision	0.195	2.426	0.016*
Brand Image → Purchase Decision	0.379	3.547	0.000***
<i>Celebrity Endorser</i> → Purchase Decision	0.353	3.190	0.002**

\* $\leq 0,10$ ; \*\* $P \leq 0,005$ ; \*\*\* $P \leq 0,001$  N= 100

Tabel 2. Hypothesis Testing Result

Source: Primary Data Processing using PLS

Based on the Original sample values, T-statistics and p-values above, the results of each hypothesis test are as follows:

Hypothesis 1 (H1): The effect of halal certification (X1) on purchasing decisions (Y). The results of the smart PLS 3.2 calculation show that halal certification has a positive and significant effect on purchasing decisions with an original sample value of 0.195, a t-statistic of  $2.426 > 1.95$  and a p-value of  $0.016 < 0.10$ . Therefore, it can be said that the first hypothesis is accepted.

Hypothesis 2 (H2): The effect of brand image (X2) on purchasing decisions (Y). The results of the smart PLS 3.2 calculation show that brand image has a positive and significant impact on purchasing decisions with an original sample value of 0.379, a t-statistic of  $3.547 > 2.58$  and a p-value of  $0.000 < 0.001$ . Therefore, it can be said that the second hypothesis is accepted.

Hypothesis 3 (H3): The effect of celebrity endorser (X3) on purchasing decisions (Y). The results of the smart PLS 3.2 calculation show



that celebrity endorsers have a significant positive effect on purchasing decisions with an original sample value of  $0.353 > 2.58$  and a p-value of  $0.002 < 0.005$ . Therefore, it can be said that the third hypothesis is accepted.

After testing the hypothesis, the inner model or structural model is evaluated on the Partial Least Square (PLS) which is assessed using an R-Square table below:

Construct	R-Square
Purchase Decision	0.730

Tabel3. R-Square Value

Source: *Outputsoftware* SmartPLS 3.2

The results of the data processing output above explain that the effect of halal certification, brand image and celebrity endorser on the Zoya hijab purchase decision has an R-square value of 0.730. It can be presented that in this study the variables of halal certification, brand image and celebrity endorser have a strong influence on purchasing decisions, about 73%, while the remaining 27% percent are influenced by other variables outside of this study.

Halal certification is required not only for food and beverage products, but also for worn products such as clothing. In Article 1 of Law Number 33 of 2014 concerning Halal Product Assurance or Jaminan Produk Halal (JPH), it is stated that products are goods and/or services related to food, beverage, drug, cosmetic, chemical product, biological product, genetically engineered product, as well as consumer goods that are worn, used, or utilized by the public. Meanwhile, the definition of halal product is a product that has been declared halal (lawful) according to Islamic Sharia (Faried, 2019).

Another opinion stated that religious symbols are correlated with

consumerism among middle class Muslims, awareness of the consumption of halal products is increasing, Muslim clothing and hijab outlets and shops are spreading in various big cities and small towns, TV shows are decorated with various “Islamic” characteristics, the collective spirit of wearing the hijab with various brands and trade marks is easy to find. Hijab and Muslim clothing no longer function as clothes that can cover the aurat (the intimate parts in Islam) but they have become a Muslim lifestyle today. Middle class Muslims have a strong concern on products with excellent quality and services based on halal and Sharia principles (Darojatun, 2018).

At a global scale, it is projected that the world’s total Muslim population will increase from 1.6 billion people in 2010 to 2.2 people in 2030. This will certainly be a driving force for the world’s halal product industry, since the demand for halal products will also be increasing to follow the demand of Muslim population. In fact, the demand for halal products does not only come from Muslims, but also from non-Muslims population, given that there is an increasing preference of non-Muslim communities to consume halal-labeled products (Faried, 2019).

Besides halal label or halal certification, there is another factor influencing consumer decisions to buy halal fashion, namely brand image. A brand is a name, term, sign or symbol, design, color, motion, or a combination of other attributes that are expected to provide identity and to distinguish the product from its competitors. For buyers, brands are useful for creating quality and paying more attention to new products that may be beneficial to them. Consumers assume that brands that are well-known in the market are safer than brands that are less popular, since the popular brands provide complete information compared to the least popular ones (Juliana, Telagawathi, and Susila, 2018).

Brand image is an association of all available information about the products, services and companies. This information is obtained in two

ways, the first one is through direct consumer experience, which consists of functional satisfaction and emotional satisfaction. Besides working optimally and delivering their best performance, brands also need to understand consumer needs. Brand image is a representation of the overall perception of a brand and that image is formed from information and past experiences that the brand has gone through. The image of the brand is related to consumers' beliefs and preferences for a brand. Consumers who have a positive image of a brand are more likely to make a purchase (Amilia and Nst, 2017).

In line the above opinion, brand image can also be interpreted as a picture or impression about a brand that appears in the consumers' mind. Instilling a brand image into the consumers' minds is essential so that the consumers perceive the brand positively. When a brand has a positive image, it will be easier for the consumers to remember the brand and eventually make a purchase. A positive brand image has a positive effect on purchasing decisions, the higher the brand image created by the company, the higher the level of decision making applied by the consumers (Dharma and Sukaatmadja, 2015).

Aside from halal certification and brand image, another variable that influences purchase decision of Zoya hijab is celebrity endorser. Endorsement is used to attract public attention to a product assuming that the endorsers can transfer their personal characters onto a certain product. If the target consumers feel relatable to the characters shown by the endorsers, then the consumers would eventually buy the products. When choosing an endorser, advertisers can choose a celebrity or a spokesperson. The target consumers will associate the brand with their favorite celebrity and this will make the advertisement becomes more effective. Using celebrity endorsers is one of the most effective tools to attract consumers' attention since they can convey the message accordingly despite the limited time and space (Tanjung & Hudrasyah, 2016).

## **Halal Certification and its Effects on the Purchase of Zoya Hijab**

The definition of Halal according to the Decree of Minister of Religious Affairs number 518 of 2001 on Guidelines and Procedures for the Inspection and Determination of Halal Food is: "... it does not contain elements or unlawful material or prohibited on Muslims to be consumed, and its processing is not contrary to Islamic Law" (Bulan, 2016). Meanwhile, halal certification (halal certification) is a main issue which comes from Islamic religious principles and procedures to prove that a product must be good, safe, and suitable for consumption by Muslims (Hayani, 2019).

Based on the results of data processing in this study, halal certification has a significant and positive effect on purchasing decisions for Zoya's hijab in Yogyakarta, and this hypothesis is in line with Widyaningrum's research (2016) which says that halal labels or halal certification have a positive effect on consumers' purchasing decisions. Another study with the same result is a study written by Fauzia (2019) which also found that halal certification has a significant effect on purchasing decisions. From these two studies, it can be concluded that if a product has a halal certification from the MUI, consumers will highly trust the products. Alfian and Marpaung (2017) justified this opinion by stating that with the halal label listed on the product packaging, it will directly affect target consumers to use the product. When consumers feel the sense of safety and comfort in consuming a product, then the person will likely make a purchase decision.

The results of the study concluded that certification has a strong influence on purchasing decisions because when a product has obtained halal certification by the authorized institution, consumers will have more trust on the product and the producers or manufacturers can provide halal verification for their products. This way, the producers or manufacturers can attract consumers to make purchases. Respondents in this study

explained that halal certification is highly needed to make it easier for consumers, especially Muslims to identify or recognize halal products, so they can build a sense of safety and comfort while using the products.

Halal certification is a security assurance for a Muslim consumer to be able to select food based on religious rules. The MUI Halal Certificate is a written fatwa from the Indonesian Ulema Council stating the halalness of a product in accordance with Islamic law. Meanwhile, the Assessment Institution for Food, Drug, and Cosmetics of the Indonesian Ulama Council or LPPOM MUI is an institution in charge of researching, reviewing, analyzing and deciding whether products, both food and their derivatives, medicines and cosmetic products, are safe for consumption both in terms of health and in terms of Islamic religious teachings, so it is permissible to be consumed by Muslims in Indonesia (Hayani, 2019). The MUI Halal Certificate is a requirement to obtain permission to embed a halal label on product packaging.

For Muslims, falsely choosing food products can cause both physical and spiritual losses. In physical sense, consuming products that contain hazardous materials will badly affect their health, while in spiritual sense, consuming non-halal products is considered sinful, and by labeling products as halal, Muslim consumers feel more protected. Halal label is a means of delivering information from producers to consumers that the food is safe to be consumed. This should be done to allow consumers understand ingredients used in the products, as well as additional ingredients written on the package of the product being sold. (Wibowo and Mandusari, 2018).

The need for halal status and safety of a product is the real reason why Halal Product Assurance or abbreviated as JPH (Jaminan Produk Halal) was established. With the establishment of the JPH Law, not only food and beverages that must be certified halal, but also non-food and beverage products, including cosmetic products and worn goods such as headscarves. For this reason, business actors must immediately certify

their products to receive MUI halal certification as a form of company commitment to support the JPH. Besides, the halal certification will add value to the products and help future business trends welcoming the halal industry era. Conversely, labeling products as halal would attract consumers with high levels of religiosity (Nugroho and Anwar, 2020).

In a Muslim-majority country such as Indonesia, the responsibility for identifying the halalness of a product is usually carried out by a government agency whose duty is to set regulations for the producers and manufacturers on how to market their products locally or internationally. By following the regulations, halal products can attract a wider range of consumers who believe that certified products maintain quality and hygiene standards (Janmohamed, 2017). Politics and commodification must not interfere the process of halal certification. In a global capitalist society, the exploitation and commodification of all resources and the consumption of their products have reached their climax. When everything becomes a commodity, it becomes nothing but a pile of objects or goods, and thus enabling the emergence of materialist ideology (Ibrahim and Akhmad, 2014). This should never happen in Indonesia or in other countries.

### **Brand Image and its Effects on the Purchase of Zoya Hijab**

Brand image has a significant and positive effect on consumers' purchasing decision of Zoya hijab in Yogyakarta. This hypothesis is supported by the research of Indrawati (2015) which explained that brand image has a positive and significant impact on purchasing decisions. Research with the same results is a study written by Pertiwi (2019) which stated that brand image has a significant and positive influence on purchasing decisions.

The hypothesis in this study is supported by several elements that enable brand image to affect purchasing decisions. The results of this statement can be explained by 3 factors from the brand image indicators,

including: (1) Strengths: Respondents revealed that if a company already built a strong brand image, it will have the power to compete with other companies. Take Zoya hijab as the example; this brand is widely known by the wider community as it offers many selections of colors and designs with elegant and contemporary look that it helps the brand to keep growing since its first establishment in 2005. (2) Uniqueness: Respondents from this study also explained that the uniqueness of Zoya hijab allow them to use the hijabs for various events. Additionally, the hijabs can be worn by all consumers regardless of their ages. (3) Advantages: The respondents also described advantages of wearing hijabs from Zoya, including its recognizable designs, its simple pronunciation for the brand name and its uniqueness that makes it easier for consumers to remember the product. Therefore, when being asked to mention a hijab brand, Zoya was the first thing that came to the respondents' minds.

Innovation is one of the factors that attracts the consumers of Zoya hijab. Innovation is not merely about finding new things or products, but these new things must intersect with the added value in products. So if a new product is created or a new inventor does not offer added value in the products, then it cannot be called product innovation. Continuous innovation in a company is a basic need which in turn leads to the creation of competitive advantage (Hayati, Putri, and Suwarsi, 2020). Zoya is always innovating to maintain the loyalty of its consumers. This is in line with the statement of consumers that explained how Zoya maintain its existence by offering array selections of colors and designs with elegant and contemporary look for their products.

### **Celebrity Endorse and its Effects on the Purchase of Zoya Hijab**

*Celebrity endorsers* have a significant and positive effect on the purchasing decision of Zoya hijab in Yogyakarta. This hypothesis is supported by

Restanti's research(2019) which revealed that celebrity endorsers have a significant influence on purchasing decisions. Additionally, a journal studied by Afriliantini (2019), also revealed similar result; that celebrity endorsers have a positive and significant effect on purchasing decisions. This is also in line with the research done by Zahra and Rina (2018) which stated that celebrity endorsers have an influence on purchasing decisions of 52.1%. The celebrity endorser variables include Visibility, Credibility, Attraction and Power. The results of this study support the statement of Lini and Nurcahya (2014) which explained that celebrity endorsers have a positive influence on purchasing decisions and have similarities to Sari and Djatikusuma's (2012) statement which strengthen the fact that celebrity endorsers affect one's purchasing decisions.

The role of celebrity endorders is significant to the image of a product. A celebrity is someone who is popular and who has a strong reputation, character and personality. The strategy in creating and communicating a profitable brand image can be done through brand ambassadors or endorsers. Building celebrity network aims to develop image and attractiveness of a product. The use of celebrities as endorsers is believed to be able to build an image for the product being promoted (Wulandari and Nurcahya, 2015).

Khan, Memon, and Kumar (2019) confirmed that celebrity attractiveness, credibility, and product suitability can lead to purchase intentions. Brand loyalty and perceived product quality are also positively related to purchase intentions. Perceived quality affects brand loyalty, whereas brand loyalty mediates relationship between perceived quality and purchase intention. It is important for marketing managers to select the right celebrity as their endorsers. Not all celebrities are effective for various product categories and target audiences. Therefore, marketing managers need to map product attributes, personality, and audience characteristics before deciding to select a celebrity endorser. The aspects of quality and brand loyalty should not be neglected as these two factors have a positive relationship with purchase intention and brand image.



The hypothesis in this study is accepted because there are several factors that strengthen the celebrity endorser variable that influences purchasing decisions. This can be explained through 5 indicators, namely: (1) Trust: according to respondents who are willing to fill out the questionnaire given by the researcher, the presence of a celebrity endorser in a product is very important to attract the public as the message conveyed by the celebrity endorser is trusted by the target consumers. (2) Physical attractiveness: a celebrity endorser must be attractive, and attractive here means that the endorser must be beautiful, friendly and elegant so they can attract the public attention. (3) Similarity: According to respondents who have filled out a questionnaire for advertisement, it will be appropriate for celebrity endorsers to have the same characteristics to the products being advertised, for example in Zoya's advertisement, the endorsers must also be Muslim women who wear Muslim clothing and hijab in their daily life in order to get the chemistry with both the products and the consumers. (4) Expertise: A company must be able to select celebrity endorsers who are experts in their fields. The endorsers must be able to convey messages and deliver the producers' information to the consumers so the advertisement can be carried out effectively and efficiently.

In line with the results of this study, Khan, Memon, and Kumar (2019) stated that there are three aspects of support for a celebrity (celebrity attractiveness, credibility, and product suitability) to encourage purchase intention. It is important for marketing managers to choose the right celebrity to gain support. In addition, the selected celebrity endorser must not support too many products or, even worse, support product competitors as it will affect negatively to the brand image.

Recently, celebrity endorsers have been established as one of the most popular advertising tools. Most of the popular brands are endorsed by popular figures. This has become a trend and is considered the best

formula for product marketing and building a brand. In Indonesia, most brands are supported by young artists, singers, or models, hoping that it will encourage a positive effect on the companies' profits. The high frequency of celebrity endorsers in the advertising strategy in Indonesia, attracts great interest for consumers who perceive the conformity of these celebrities with the products being promoted.

### **The Contribution of Halal Certification, Brand Image, and Celebrity Endorse to the Consumers' Purchasing Decision of Zoya Hijab**

Based on the results of the R-square test from this study, it can be stated that Halal certification, brand image and celebrity endorser have a significant effect on the Zoya hijab purchase decision in Yogyakarta. The magnitude of the R-square number is 0.730 or equal to 73%. This figure means that the halal certification variable (X1), brand image (X2) and celebrity endorser (X3) affect the purchasing decision variable (Y) by 73%. While the rest ( $100\% - 73\% = 27\%$ ) is influenced by other variables outside of this study, such as in Tarigan's (2016) study which applies price and lifestyle variables.

Previous research written by Widyaningrum (2016) explained that the celebrity endorser and halal label variables had a positive and significant effect on purchasing decisions. In addition, a journal written by Laela (2015) also agreed that brand image in a company has a significant effect on consumers' purchasing decision so it can be concluded that the stronger the brand image created by a company, the higher the level of purchasing decisions will be.

Another variable is celebrity endorser. The celebrity endorsers play an important role in a developing market as an effective tool in building a company brand. Osei-Frimpong, Donkor & Owusu-Frimpong (2019) suggest celebrity endorsers as a strategic tool to increase brand awareness

and consumer attention, influencing their perceptions of quality, purchase intention and brand loyalty. Celebrity endorsers have completely changed the ancient way of marketing used in the old days. This new trend has been accepted as a “common feature of modern marketing” (Malik and Qureshi, 2016).

The purpose of selecting an expert and professional celebrity endorser is for the customers to feel secure when the celebrity supports the brand. For example, companies use celebrities who have good brand knowledge, experience, and skills in promoting the brand. Thus, the customers can ultimately increase their purchase intentions. In addition, brand image also has a great influence on customer purchase intentions. This is because the celebrities must be famous and recognizable by the public so that they can attract a wide range of audience (Fern, Boon, Ling, & Huat, 2015).

Halal certification guarantees the safety of a product so that it can be consumed by Muslims. Based on government regulation Number 69 of 1999 concerning halal labels and advertisements, it is stated that labels are any information regarding products in the form of images, writing, a combination of both or other forms that are included in the product, inserted into, affixed or part of the packaging (Hayani, 2019). Another regulation regarding halal certification is Law Number 33 of 2014 concerning Halal Product Assurance. Article 1 states that halal products are products that have been declared halal by Islamic law. The halal process is a series of activities to ensure product halalness including material procurement, processing, storage, packaging, distribution, sales, and product presentation. In addition, article 4 states that products circulating and traded in Indonesian territory must be certified halal (Hasan, 2021). Correct labeling in accordance with applicable regulations will force an honest and responsible buying and selling process. This will also facilitate the supervision of food safety and protect consumers from unreliable

perceptions.

Halal labeling plays a role in increasing sales to attract consumers, specifically Muslim consumers. The purchase decision can serve as a measure to analyze the level of sales for the halal-labeled products and the non-labeled products (Wibowo and Mandusari, 2018). The consumers should be able to distinguish halal from haram (forbidden). The halal criterion is *thayyib* (wholesome). While the criteria for haram are five, namely *khābīst* (foul), dangerous, unclean, intoxicating and made from human organs (Riski, Harahap, & Ridwan, 2019).

The halal label can improve purchasing decisions because products that receive halal certification has gone through a strict supervision by the MUI. As for the substances used to make cosmetics or worn products, they must be made halal even though they do not enter the body. This is because there may be unclean or something unlawful during the production process that may lead to haram based on Islamic Law. The halal label on a product packaging provides a positive impression to consumers, especially to the Muslims. The trust of Muslim consumers can increase because of a sense of security and comfort when they decide to buy the product (Nugroho and Anwar, 2020).

Halal certification on product packaging or in store outlets will add value and price of the product. This is because obtaining halal certification requires additional costs to be paid by the company. Besides, the strict selection of raw materials provides a sense of safety to the consumers. Therefore, products that have obtained halal certification can enter the Muslim market and will be an option for Muslim consumers in their purchasing decisions. Halal certification can also improve the brand image of a product. The more famous and the better the brand image perceived by the public, the higher the price of a product will be (Alfian and Marpaung, 2017).

## Conclusion

Halal certification is a consumers' assurance for the quality of a product. The products that have received a halal label have also been rated *thayyib* (wholesome). Based on the results of data analysis which is processed by using software *smartPLS 3.2*, it can be concluded that the halal certification variable has a positive and significant impact on the consumers' purchasing decision of Zoya hijab in Yogyakarta. The halal certification owned by Zoya hijab is proven to increase consumers' trust to buy products from Zoya Yogyakarta. The stronger the brand image built by a company, the higher the level of consumers' purchasing decision will be. Therefore, the trust of consumers depends on the brand image created by Zoya.

Zoya hijab in Yogyakarta has used celebrity endorsers as one of their modern marketing strategies. Celebrity endorsers increase consumers' interest and intention to buy the product. The results of data processing show that the celebrity endorser variable has a positive and significant effect on the consumers' decision to purchase Zoya hijab in Yogyakarta. It can be concluded that the use of celebrity endorsers on Zoya hijab to promote the products can increase consumers' trust to purchase hijabs from Zoya.

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