

## **CHAPTER IV**

### **GENERAL DESCRIPTION**

#### **A. GENERAL OVERVIEW OF RESEARCH OBJECT**

This chapter explains about the description of the research object overview that provides information about the research object. This study uses primary data by distributing questionnaires directly to the respondents. Respondents in this study were students from 3 Islamic university in Yogyakarta including, Universitas Muhammadiyah Yogyakarta, Universitas Islam Negeri Sunan Kalijaga Yogyakarta, and Universitas Islam Yogyakarta. This method is used for the efficiency of time efficiency and research costs.

In this study, the sample used was respondents from three Islamic campus students in Yogyakarta. 400 respondents had been obtained for this study, including 156 respondents from Universitas Muhammadiyah Yogyakarta students, 105 respondents from Universitas Islam Negeri Sunan Kalijaga Yogyakarta students and 139 respondents from Universitas Islam Indonesia students. This sampling method is useful to see the comparison of the effects of halal Halal awareness, price, and ingredients of the decision to purchase cosmetics product.

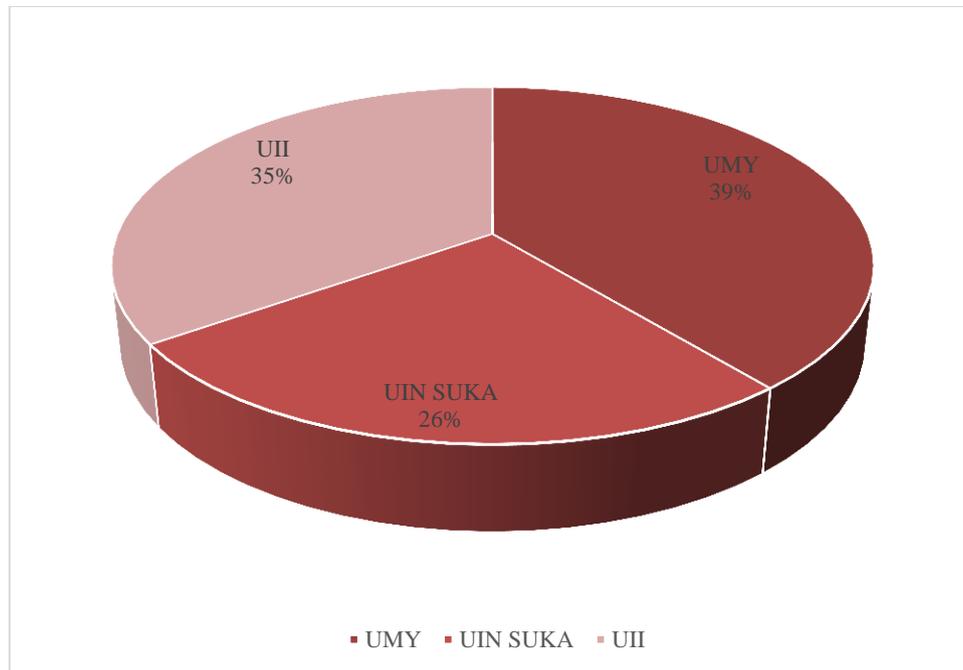
As a Muslim-majority country, Indonesia provides a policy regarding the product being sold in bulk through the Majelis Ulama Indonesian (MUI) procedure to get a Halal Certificate. This certainly helps consumers to buy cosmetic products that comply with Islamic (halal) provisions. However, cosmetics industry in Indonesia has been dominated by other non-Muslim

majority countries like Korea, Thailand, and the United States. The use of animal gelatin in cosmetic products is not surprising anymore due to the benefits of animal gelatin for treatment and cost production efficiency. It is not impossible for cosmetic products circulated in Indonesia currently to contain the ingredients of animal gelatin which is forbidden in Islam. However, it does not rule out the possibility of products with brands from Muslim minority countries which do not have the halal label from the MUI containing ingredients that are prohibited or forbidden in Islam which will further determine the purchasing decision to buy cosmetics product.

#### **B. DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS**

The data of demographic characteristic of the respondents obtained from questionnaires was divided into Universitas Muhammadiyah Yogyakarta, UIN Sunan Kalijaga Yogyakarta, and Universitas Islam Indonesia Students. The result of demographic characteristics was analyzed and presented in the following details.

## 1. Distribution of Respondents based on their University



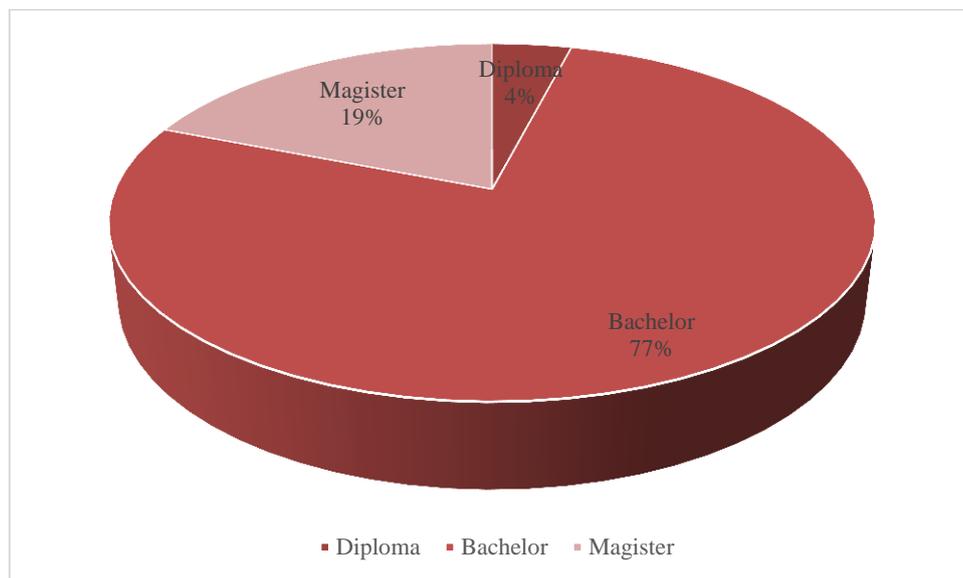
Source: Primary Data 2019

**FIGURE 4.1**  
**Demographic Characteristics of Respondents based on their University**

Based on the above table it can be seen that the respondents in this study were conducted by giving random questionnaires to students of Universitas Muhammadiyah Yogyakarta, UIN Sunan Kalijaga, and Universitas Islam Indonesia as many as 400 people. The research shows that the highest number of respondents were Universitas Muhammadiyah Yogyakarta students with 39% or 156 respondents, from the Universitas Islamic Indonesia there were 35% or 139 respondents, and from UIN Sunan Kalijaga Yogyakarta there were 26% or 105 respondents. The size of the sample in this study is determined by the population of each campus.

## 2. Educational Background

Educational background was divided into 3 ranges, including range 1 (Diploma), range 2 (Bachelor's degree), and range 3 (Master's degree). Table 4.2 shows the frequency distribution of respondent educational background.



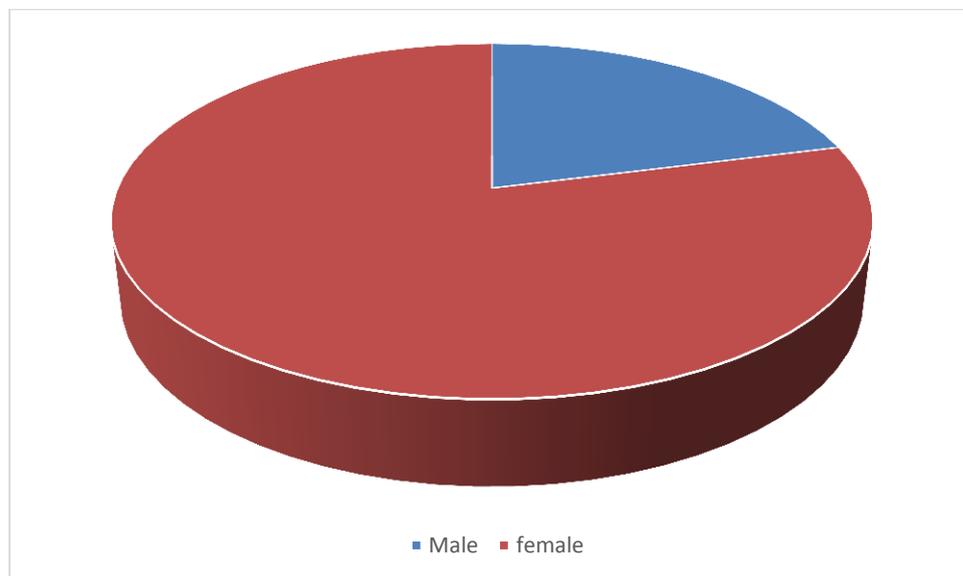
Source: Primary Data 2019

**FIGURE 4.2**  
**Educational Background**

The result from table 4.2 indicates that the majority of respondents in this study currently pursue a bachelor's degree (77%), followed by, master's degree (19%), and Diploma (4%) respectively.

### 3. Gender

Respondents in this research consisted of 400 people, including 156 respondents from Universitas Muhammadiyah Yogyakarta students, 105 respondents from UIN Sunan Kalijaga Yogyakarta Students, and 139 respondents from Universitas Islam Indonesia Students. Table 4.3 show the frequency distribution of respondents' gender.



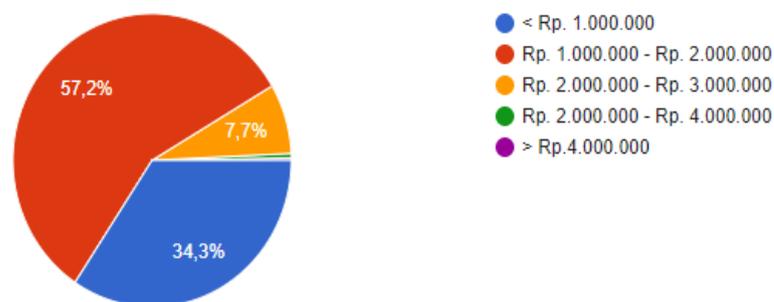
Source: Primary Data 2019

**FIGURE 4.3**  
**Gender**

The result from table 4.3 shows that the major of respondents in this study are female (316 respondents) who accounted for 79% of the total respondents. The rest are 84 male respondents who accounted for 21% of the total respondents.

### 4. Income

Current income was divided into 5 ranges, including range 1 (Rp 1,000,000 or less), range 2 (Rp 1,000,000 – Rp 2,000,000), range 3 (Rp 2,000,000 – Rp 3,000,000), range 4 (Rp 3,000,000 – 4,000,000), and range 5 (more than Rp 4,000,000). Table 4.4 shows the frequency distribution by income.



Source: Primary Data 2019

#### **FIGURE 4.4** **Income**

The result from table 4.4 shows that the majority of respondents have income in the range Rp 1,000,000 – Rp 2,000,000 (57,2%), followed by income in the range Rp 1,000,000 or less (34,3%), income in the range Rp 2,000,000 – Rp 3,000,000 (7,7%), income in the range Rp 3,000,000 – 4,000,000 (1%), and income more than Rp 4,000,000 (0%).

### **C. VARIABLE CATEGORY DESCRIPTION**

According to Echdar (2017), variable measurement is an integral part of the research and an important aspect of research design. The description of

variable categories describes the responses of respondents regarding the effect of the halal labels, prices, and product ingredients on the purchase decision. The research data were then categorized into three groups: high, medium and low. The categorization is based on the mean value and standard deviation of each research variable. The determination of category used for halal label, price, ingredients, and purchase decision descriptive analysis was based on the previous study which is applied in (Putri, 2018) and (Virawan, 2012).

The results of the categorization are presented below:

#### 1. Halal Label

Descriptive analysis results for the halal label dimension obtained value minimum is 16, the maximum value is 24, the medium is 17; 23. The number of questions for the halal label dimension consists of 8 questions, each of which has a score of 1, 2, 3 and 4. The categorization for the halal label dimension is presented in the following table.

**TABLE 4.1**  
**Descriptive Analysis of halal label**

Category	Score Interval	Frequency	%
High	$X \geq 24$	281	70%
Medium	$16 \leq X < 24$	118	29%
Low	$X < 16$	1	0,75%

Source: Primary data collected by author, 2019

The table shows that the majority of respondents gave an assessment of the dimensions of the halal label in the high category as many as 281 people (70%) and respondents who gave an assessment of the dimensions of the halal label in the medium category as many as 118

people (29%). The determination of category and the score interval used for halal label descriptive analysis was based on the previous study which is applied in (Putri, 2018) and (Virawan, 2012) Undergraduate Thesis.

## 2. Price

Descriptive analysis results for the price dimension obtained value minimum is 16, the maximum value is 24, the medium is 17; 23. The number of questions for the Price dimension consists of 8 questions, each of which has a score of 1, 2, 3 and 4. The categorization for the Price dimension is presented in the following table. The determination of category and score interval used for descriptive of price was based on the previous study which is applied in (Putri, 2018) and (Virawan, 2012) Undergraduate Thesis.

**TABLE 4.2**  
**Descriptive Analysis of price dimension**

Category	Score Interval	Frequency	%
High	$X \geq 24$	247	61,7%
Medium	$16 \leq X < 23$	152	38%
Low	$X < 16$	1	0,25%

Source; Primary data collected by author, 2019

The table shows that the majority of respondents gave an assessment of the dimensions of price in the high category as many as 247 people (61,7%) and respondents who gave an assessment of the dimensions of price in the medium category as many as 152 people (38%).

### 3. Ingredients

Descriptive analysis results for the ingredients dimension obtained value minimum is 10, the maximum value is 15, the medium is 11; 14. The number of questions for the ingredients dimension consists of 5 questions, each of which has a score of 1, 2, 3 and 4. The categorization for the ingredients dimension is presented in the following table. The determination of category and score interval used for descriptive of ingredients was based on the previous study which is applied in (Putri, 2018) and Virawan (2012) Undergraduate Thesis.

**TABLE 4.3**  
**Descriptive Analysis of ingredients dimension**

Category	Score Interval	Frequency	%
High	$X \geq 15$	273	68%
Medium	$10 \leq X < 15$	127	32%
Low	$X < 10$	0	0%

Source; Primary data collected by author, 2019

The table shows that the majority of respondents gave an assessment of the dimensions of ingredients in the high category as many as 273 people (68%) and respondents who gave an assessment of the dimensions of ingredients in the medium category as many as 127 people (32%).

The table shows that all respondents agree that ingredients effect the purchasing decision to buy cosmetics product.

#### 4. Purchase Decision

Descriptive analysis results for the purchase decision dimension obtained value minimum is 18, the maximum value is 27, the medium is 19; The number of questions for the purchase decision dimension consists of 8 questions, each of which has a score of 1, 2, 3 and 4. The categorization for the purchase decision dimension is presented in the following table. The determination of category and score interval used for descriptive of purchase decision was based on the previous study which is applied in Putri (2018) and (zVirawan (2012) Undergraduate Thesis.

**TABLE 4.4**  
**Descriptive analysis of purchase decision**

Category	Score Interval	Frequency	%
High	$X \geq 27$	338	84,5%
Medium	$18 \leq X < 27$	59	14,75%
Low	$X < 18$	3	0,75%

Source; Primary data collected by author, 2019

The table shows that the majority of respondents gave an assessment of the dimensions of purchase decision in the high category as many as 338 people (84,5%) and respondents who gave an assessment of the dimensions of purchasing decision in the medium category as many as 59 people (14,75%).