

Effect and Impact of Brand, Trust, and Halal Products towards Switching Barrier on the Loyalty of Tabita Cosmetic Users (Case Study: Students of Faculty of Economics and Business, UNPAB)

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Abstract: Tabita is one of the cosmetic products that are currently in high demand by young people and able to maintain customer loyalty among them among students. This research focuses on students of Faculty of Economics and Business UNPAB. The purpose of this research is to know and analyze the influence of brand image, trust and halal product to switching barrier and its impact on the loyalty of Tabita cosmetic user. The type of this research is quantitative associative, and the nature of the research is explanatory research. The population of this study was 362 female students, and the sample of research was 190 respondents. Sample technique used in this research is purposive sampling. Data analysis is using path analysis. Results of first submodel research show simultaneously and partial of the brand image have the positive and significant effect to switching barrier. Trust and halal products have no significant positive effect on switching barrier. The results of second submodel research show simultaneously and partial brand image, trust, and halal products have a positive and significant impact on loyalty. The results also show the brand image, trust, and halal products negatively affect loyalty through switching barrier.

Keywords: Brand Image, Trust, Halal Product, Switching Barrier, Loyalty.

INTRODUCTION

Cosmetics is a unique product because in addition to this product can meet the basic needs of women for beauty as well as often become a means for consumers to clarify his identity socially in the eyes of society. One of the industries that managed to dominate the domestic market and is the cosmetics industry. The

Indonesian population of around 255 million makes Indonesia a promising market for cosmetic companies and a large number of adult female population is increasing every year as evidenced by the mastery of the cosmetics industry market share can be seen in the following figure.

Perkembangan Industri Kosmetik

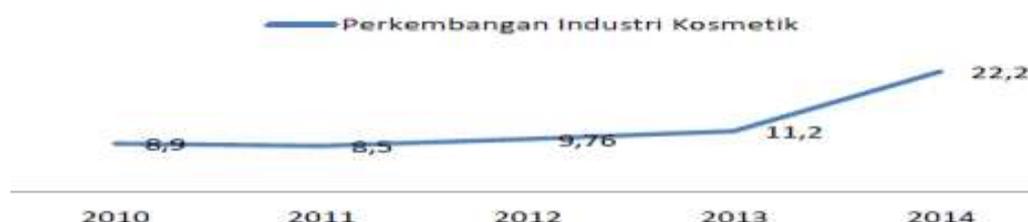


Fig-1: Development of Cosmetics Industry

Figure-1 illustrates the development of the cosmetics industry. The development of the cosmetics industry is increasing every year. It proved that with many types of cosmetics circulating both domestic production and abroad. Cosmetic products on the

market significantly affect a person's attitude towards the purchase and use of goods. Purchase of a product is no longer to meet the needs, but because of the desire along with the many cosmetics industry in Indonesia, cosmetic sales also experienced an increase and

decrease in this caused increased competition and public interest to buy the product. All cosmetic products are vying to increase sales and a vast market share with the advent of civilization technology, the tastes of the consumer market are increasingly advanced so companies must strive to continue capturing new potential customers to anticipate customers who start switching to other products.

Besides the image, brand, and belief, halal product problem is a thing to be considered by cosmetics company because it is one of the quality attributes that can influence consumer loyalty, although there are still many consumers who have not pay attention to the presence or absence of halal label contained in the cosmetic products [13]. According to Alma [3], the halal label is the inclusion of writing or a statement of halal on the packaging of products to indicate that the product in question as a halal product. The halal label of a product may be included on a package if the product has obtained the halal certificate from LPPOM-MUI and BPOM. Cosmetic company is demanded to can produce a cosmetic product using raw

materials that have been guaranteed both regarding quality and halal. The company should also focus on furthering the consumer (switching barrier). Angipora [1] states that switching barriers are difficult to move to other service providers or services felt by consumers who are dissatisfied with current services, or the financial, social and psychological burden that customers feel when switching to a product provider or other services. Consumers will be increasingly forced to be loyal to their existing customers. It is what makes it difficult for consumers to switch to other products so that consumers still use the products they choose. Cosmetic product in this research is Tabita Skin Care. It is a beauty product with various packaging and exciting benefits. Mouth to mouth does the sale of Tabita skin care products in Indonesia, and online marketing assists it; there is no official place in its sales in Indonesia only through distributors. Knowledge of Tabita skin care products can be from customer satisfied review of the results and benefits on the purchase of Tabita care products. The following figure is one of the Tabita cosmetic products.



Fig-2: Tabita skin care products

The sample selection in this research is the students of Faculty of Economics and Business UNPAB. Many students in this faculty are Muslim, and some students are cosmetic consumers. Students have excellent access to information and can also distinguish one product from another based on the information they obtain from print, electronic, social media and the surrounding environment they will seek as much information as to the product to be purchased before finally buying and consume the product. The research was done at UNPAB because the author got recommendations from some sellers of Tabita cosmetics that their most significant market share in selling Tabita cosmetics is on UNPAB students.

The phenomenon in this research about the brand image is the lack of promotion made by the manufacturer of Tabita cosmetics, so it is considered Tabita cosmetics is a less well-known cosmetics and not easy to remember. More and more cosmetic brands are circulating in the market, making the competition increasingly tight. The competition will continue because some new brands continue to emerge with

various famous brands such as Wardah, Sariayu, and others. Many consumers are more interested in buying famous cosmetic brands than Tabita cosmetics brands because famous cosmetic brands are considered more qualified and prestigious. Many factors influence the decision making in choosing cosmetic products, one of which is the brand image that is imaged by the company. The diversity of cosmetic products that exist today encourages consumers to identify in decision making when determining a brand that they think fulfills the criteria of an appropriate cosmetic product. With so many cosmetic brands emerging has led to increased competition. The rise of various brands of Tabita cosmetics in circulation followed by the variety of prices offered. Consumers still lack the confidence to use Tabita products because of lack of knowledge about these products, where Tabita products only promote their products through online media that most online media still can not be fully trusted because of various fraud against consumers. It happens due to the exchange of information flow in the current era of globalization that is increasingly quick and easy to make consumers more selective in choosing the

products they buy, it happens because information about a product offered more and wide open for the community. Consumers Tabita cosmetic products that start with a level of confidence so high that no longer examine the expiration date of goods purchased. Consumers also have a high commitment to take the time to submit a complaint, but because they do not get a reasonable response, then there is the disappointment by saying irritation that shows a fading commitment.

The problem in this research is Tabita cosmetic product does not have the certificate from LPPOM-MUI and BPOM. Tabita has also been

included in the list of toxic cosmetics released by BPOM this product is circulated without BPOM permission and is considered to contain mercury, hydroquinone, retinoic acid, and resorcinol (www.kompas.com). Mercury is a prohibited substance in cosmetics. High levels of radiation make this material as one of the factors that trigger cancer. While hydroquinone is used for skin whitening, but its use must be prescribed by a doctor. Excessive use will trigger skin irritation. While the use of retinoic acid is feared will erode the surface of the skin even this material should not be used in medicine because it can cause fetal defects.

Table-1: Halal cosmetic products list

No.	Cosmetic Product	No.	Cosmetic Product
1	Wardah	8	PAC
2	Ristra	9	Mustika Ratu
3	La Tulipe	10	Moors
4	Marcks Venus	11	Mustika Puteri
5	Sariayu	12	Biocell
6	Biokos	13	Rivera
7	Caring Colours	14	Theraskin

Table-1 describes a list of cosmetic products that have the halal label and registered in LPPOM-MUI and BPOM while Tabita cosmetic products are not listed. It is the reason for the author to examine why there are still students who use Tabita products, even though they know the absence of halal label and students still tend to trust the recommendations of friends who are also inconsistent. It can be said of the phenomenon of the gap in the study, where consumers pay more attention to the halal certificate, but in reality, consumers do not care about the absence of kosher label Tabita cosmetic products.

THEORIES

Tabita Skin Care

Tabita skin care is a cosmetic product that is currently a trend among women both adolescents and adults. The sale of Tabita cosmetics is marketed through word of mouth and aided by online marketing. Tabita does not have an official outlet for its sales. Tabita only has a distributor of Tabita cosmetics that sell it to resellers. Resellers from Tabita cosmetics have started to expand to various regions and even to foreign countries including Malaysia, Thailand, Singapore, and other Southeast Asian countries, Tabita Skin Care has several kinds of beauty care products include:

- Facial soap is soap for washing face.
- Smooth lotion, serves as an advanced cleanser for the skin
- Day cream, the day cream that is used in the morning until the afternoon to protect the skin from the sun. Tabita Daily cream serves as an

SPF 30 sunblock that can keep skin from sunburn.

- Night cream, worn at night to whiten skin
- Benzoyl is an ingredient to repair problematic skin.
- Special cream, an advanced care cream that can be used as a substitute for night cream after using Tabita for three months.
- Vitamin E-Gold serum is Vitamin E supplement.
- Acne cream to get rid of acne.
- Eye cream, as a moisturizer that brightens and tighten around the area of the eye skin.
- Face powder is a powder.
- Matt finishing is a liquid powder.

Facial care products have specialized functions and benefits in each of its products. Tabita also has an exclusive package and regular package; the exclusive package is Tabita sales with large size while regular with small size consisting of facial soap, daily cream, nightly cream and smooth lotion. Types of Tabitha cosmetics are sold at different prices depending on the package to be purchased by consumers. Currently, sales of Tabita cosmetics have started to spread to the public because of reviews of consumers who have felt the benefits.

Understanding Trust

Trust is an essential thing for a commitment. Confidence or trust is an essential factor that can overcome the critical and difficulty between business partners and is also an essential asset in developing long-term relationships between organizations. An

organization must be able to recognize the factors that can shape that trust to create, manage, maintain, and enhance the level of customer relationships. According to Abdurrahman [2] states that trust is the attitude of a particular party to another in conducting a transaction based on a belief that the person he or she believes will fulfill all its obligations well as expected. Hasan [4] defines trust as the desire to rely on exchange partners believed. Past experiences and previous interactions shape brand trust. Griffin [5] emphasizes that trust occur when a group believes that another group's actions will produce positive results for them. Griffin states that trust is a process of calculating (calculative process) between the costs incurred with the results obtained. Excellent service received now will continue for the future, so service quality has a positive effect positive influence on trust. According to the Trust-Commitment theory trust is a key variable for maintaining a long-term relationship, including a brand [6].

The object attribute trust is the knowledge of an object having a particular attribute called the attribute-object trust. The object attribute trust connects an attribute with an object, such as a person, a good or service. Thus, the belief that a four-wheeled vehicle driven on a rural road is an object-attribute trust. Through the object attribute trust, consumers state what they know about something regarding variations of its attributes. The attribute-benefit belief is that someone searches for products and services that will solve their problems and meet their needs, in other words, has attributes that will provide recognizable benefits. The relationship between these attributes and benefits describes the second type of trust, the so-called trust of benefit attributes. Trust attribute benefits are consumer perceptions about how far a particular attribute produces or provides specific benefits. The perception that a vehicle driven in a field gives a better view of the road. The object trust is the third kind of trust formed by linking objects and benefits. The object-benefit trust is the consumer's perception of how far a specific product, person or service will provide specific benefits.

Halal Product

Halal products are food products, medicines, cosmetics and other products that contain no elements or illicit goods. Muslims are forbidden to consume raw materials, additives, other auxiliaries including production materials processed through genetic engineering and irradiation processes whose processors are incompatible with Islamic shari'a (www.lpppomui.org). While in seeing these products kosher or not the public can see the halal label on the product packaging. Labels have a close relationship with marketing. Labeling is an essential product element that deserves careful attention with the aim of attracting consumers Rahmawati [2]. In general, the label must contain at least the name or brand of the

product, raw material, composition enhancement, nutritional information, expiration date, product content, and legal statement of Mahwiyah [16]. A label can be part of the packaging or can be an identifier inherent in the packaging. Based on Government Regulation No. 69/1999 on halal products, it is mandatory to include the halal label, namely any description of the products in the form of drawings, writings, combinations of both or other forms included in the food, put in, affixed to and or part of food packaging. According to government regulation chapter 10, any person who produces and packs food packed throughout the territory of Indonesia to be traded and declares that the product is lawful for Muslims is responsible for the correctness of the statement and shall include halal information on the label.

LPPOM MUI is an institution whose task is to examine, review, analyze and decide whether the products are good food and its derivatives. It states that medicines and cosmetics are safe for consumption both regarding health and from the side of Islam that is kosher or not. It provides recommendations, formulates provisions and guidance to the community. The institute was founded on the decision of the Majelis Ulama Indonesia (MUI) based on the decree number 018 / MUI / 1989, on 26 Jumadil Awal 1409 Hijri or 6 January 1989. Halal product certificate is a decree issued by the MUI Leadership Board in the form of the certificate. This halal product certificate is a requirement to list halal label. It means that before the entrepreneur gets permission to include the halal label on his food products, first he pocketed the certificate of halal products obtained by the Institute for Food and Drugs and Cosmetics Assessment (LPPOM) MUI. Halal labeling is one of the essential points in this study. According to Alma [3], the halal label is the inclusion of writing or a statement of halal on the packaging of products to indicate that the product in question as a halal product.

Switching Barrier

Switching barrier is a hurdle felt by a consumer to switch from an old product to a new product [14,15]. Moving obstacles refer to the difficulty level to move to another service provider when the customer is not satisfied with the services they receive. The moving barrier can be a financial, social and psychological constraint a customer feels when moving to a new service provider. The higher the barriers to moving will further encourage customers to stick with the old service providers. The substance measurement of consumer loyalty one of them is switching barrier. The barrier to move, which is about the barriers that consumers feel when they move from one product to another. According to Angipora [1] switching barrier that is as difficult to move to the provider of other products or services felt by consumers who are not satisfied with the current service, or the financial

burden, social burden and psychological burden felt by customers when switching to other product or service providers. When customers are dissatisfied with the performance of the product, more new considerations arise as to why consumers are willing to share their usual brand selection. Customer satisfaction never entirely indicates a tendency to buy back, because customers are entirely free to choose products. Consumers are limited to making choices on some of the products that the market is trying to offer.

Switching barrier can make customers feel reluctant to switch brands because of several advantages. It can be an asset for the company to make this switching barrier a strength for the company's survival. Telagawathi [7] said that switching barrier is all the factors that make the consumer challenging to switch brands. Switching this barrier can be a barrier for consumers to move from one brand to another. Barriers are an investment whose relationship can be measured by matter, just as it seeks to encourage and support the consumer to feel willing to continue the relationship, and how to feel compelled to continue the relationship.

Related Works

Absharina [8] shows that brand image has a positive and significant impact on customer loyalty on Wardah brand product in Malang City. While the results of research Zhang [9], indicates that the brand image has a positive and insignificant effect on customer loyalty on Wardah brand products. From the results of this study, there are inconsistent results (research gap) between Absharina and Zhang [9]. This study examines the consistency of Absharina and Zhang studies on brand image and loyalty. The difference between the two studies is on the type of Wardah brand that is believed to have a right brand image, and the results will also be right, but this research takes a brand image that is not yet widely known in the community, therefore the result of whether it is proven right or not. Contributions resulting from the different types of brands will give a different picture of the brand image results from favorite products and unfamiliar product brand image.

For the problem of trust, consumers are still less confident to use Tabita products due to lack of knowledge about the product, where Tabita products only promote their products through online media that most online media still cannot be trusted entirely because of various fraud against consumers. It happens due to the exchange of information flow in the current era of globalization that is increasingly quick and easy to make consumers more selective in choosing the products they buy, it happens because information about a product offered more and wide open for the community. Consumers Tabita cosmetic products that start with a level of confidence so high that no longer examine the expiration date of goods purchased. Consumers also have a high commitment to take the time to submit a complaint, but because they do not get a reasonable response, then there is the disappointment by saying irritation that shows a fading commitment.

The existence of differences of previous research results on the belief express trust significantly affect customer loyalty. The different results from research Bojei [10] stated that the trust does not significantly affect customer loyalty. The authors are interested in reexamining by linking the existence of a switching barrier among variables affecting loyalty. The existence of a research gap between previous research by Patimah [11] which states halal label has a positive and significant effect on the loyalty of Wardah cosmetic customers. Then Wilson [12], showed that the halal label has a positive and insignificant effect on customer loyalty. From the results of this study, there are inconsistent results (research gap) between research Patimah and Wilson. The difference is as a basis for researchers to re-examine consistency by choosing different products or products that are not well known but the customer is quite a lot. The most fundamental contribution to the concept of halal labels is that customers tend to buy products that have halal labels, but not all are considered valid if faced with products that are considered qualified to replace the halal label.

Table-2: Observation Results Trend of Brand Displacement

No	Brand	User	Duration	Halal	Displacement
1.	Erha	5	3 months	No	No
2.	Tabita	8	3 months	No	2 of 8
3.	Wardah	24	2 months	Yes	No
4.	Lbc	3	2 months	No	No

Table-2 shows that from 40 students using various cosmetic brands that is about eight people using Tabita brand cosmetics and there are 2 of 8 consumers want to change the brand. Consumers switch to other products and are inconsistent in using Tabita cosmetics. Consumers are looking for products that are considered safe for consumption and can be trusted. Consumers

desire to switch brands shows that consumers are not loyal to using Tabita cosmetics and the need for producers to create barriers that bind the consumer (switching barrier).

METHODOLOGY

Data Collection

With the issue of brand image, beliefs and halal products that exist in Tabita products this makes consumers more and more hesitant in using Tabita cosmetics. It proved that with the initial observations

made on the students of the Faculty of Economics and Business UNPAB. Of the 30 respondents who were asked about the use of Tabita cosmetics, there is a tendency for increased use, but this phenomenon does not match the image of Tabita is not well known.

Table-3: Rate of Tabita product usage

No.	Product Name	2015	2016	2017
1	Daily Cream	28	29	24
2	Nightly Cream	29	25	22
3	Facial Soap	23	25	29
4	Smooth Lotion	12	16	15
5	Special Cream	8	8	5
6	Serum Vitamin E Gold	5	6	5
7	Acne Cream	10	16	12
8	Eye Cream	5	8	4
9	Face Powder	6	6	5
10	Matt Finishing	8	7	9
11	Hand and Body Lotion	11	14	12
12	Body Scrub	13	13	13
	Average	14	15	13

Descriptive Statistics Analysis

This research consists of five variables, three independent variables such as brand (X1), trust (X2), halal label (X3) and two dependent variables such as switching barrier (Y1) as intervening variable, and loyalty (Y2) as the dependent variable. In the questionnaire, each variable is manifested into a statement that should be filled by respondents amounting to 190 people. Questionnaire answers are provided in five alternative answers, such as:

- Strongly Agree (SS) with score 5
- Agree (S) with score 4
- Less agree (KS) with score 3
- Disagree (TS) with score 2
- Strongly disagree (STS) with score 1

In answering the problem of research presumably described the characteristics of the data source, so that the data used to answer the question more accurate. The authors will describe the characteristics of respondents based on the results of the questionnaire analysis contained in the field. The analysis used in this research is descriptive analysis is to describe the respondent's perception of the items of the proposed statement. The number of respondents ranging from the number 1 to 5. Each questionnaire was

given to consumers of Tabita products. This following rules can see score interval scale of respondent's explanation.

- 0.00 - 1.80 is strongly disagree
- 1.81 - 2.60 is disagree
- 2.61 - 3.40 Neutral
- 3.41 - 4.20 is agreed
- 4.21 - 5,00 is very amenable

RESULT AND DISCUSSION

Respondents in this study are 190 students of the Faculty of Economics and Business Development UNPAB who use Tabita cosmetics. Characteristics of respondents are described by age, education level and how long to use Tabita cosmetics.

Characteristics of Respondents by Age

The following table explains that the number of respondents based on the age of 17-18 years is ten people with the 5.26%, respondents aged 19-20 years there are 85 people with 44.73%, respondents aged 21-25 years there are 80 people there 42.10%. Respondents aged 26-30 years there are 15 people with 7.89%. It shows that customers who buy and use Tabita's most dominant cosmetic products are at the age of 18-20 years.

Table-4: Respondents by Age

No	Age	Respondent	Percentage (%)
1	17-18	10	5.26
2	19-20	85	44.73
3	21-25	80	42.10
4	26-30	15	7.89
	Total	190	100

It is because the average age of students is at the age of 18-20 years. It confirms that respondents are still in the productive age who use Tabita cosmetics because the product is a trend among students. These products are capable of delivering benefits to their liking and product performance that does not take a long time to achieve maximum results.

Characteristics of Respondents by Education Level

Based on Table-5, it can be seen that the number of respondents based on high school education level is 175 people with 92.10%, respondents with diploma level, there are five people with 2.63%, and respondents with degree level there are ten people with 5.26%. It shows that the most dominant customers using Tabita cosmetic products among students are at the last level of senior high school education.

Table-5: Respondents by Education Level

No	Education Level	Respondent	Percentage (%)
1	Senior High School	175	92.10
2	Diploma	5	2.63
3	Degree	10	5.26
	Total	190	100

It happens because the number of UNPAB degree students is more than senior high school. Students who are undergoing study periods at degree level get more recommendation to use the product because of the interaction among students who have benefited in using Tabita cosmetics to provide an input to use the product.

135 people with 71.05%, respondents with the duration of use 2-3 years there are 35 people with 18.42%, and respondents with the duration of 3-4 years usage is 20 people with 10.52 %. It shows that the average users of Tabita cosmetics have been using more than one year, the reason they survive using Tabita cosmetic products because of the dependence in using these products, where Tabita cosmetics products can give a white face, clean and make them more confident.

Characteristics of Respondents by Duration

Table-6 explains that the number of respondents based on the duration of 1-2 years usage is

Table-6: Respondents by Duration

No.	Duration	Respondent	Percentage (%)
1	1-2 Year	135	71.05
2	2-3 Year	35	18.42
3	3-4 Year	20	10.52
	Total	190	100

Respondents' Descriptions of Variables

Descriptive statistical analysis of respondents' answers about the brand image (X1) is based on the

respondent's answer to the statement as contained in the questionnaire distributed to the respondents. Respondents' answers can be seen in Table 7.

Table-7: Tabulation of Brand Image Respondents

No	Statement	Respondent Answer					Mean	Std Dev	Min	Max	Category
		SS (%)	S (%)	KS (%)	TS (%)	STS (%)					
1	Tabita Cosmetics have good quality	42 22.11	121 63.68	22 11.58	3 1.58	2 1.05	4.04	.70397	1.00	5.00	Agree
2	Tabita Cosmetics is made from harmless ingredients	24 12.63	111 58.42	50 26.32	3 1.58	2 1.05	3.80	.71418	1.00	5.00	Agree
3	Tabita Cosmetic has an ad that features interesting characteristics	39 7.89	150 78.95	23 12.11	3 1.58	2 1.05	3.94	.48926	1.00	5.00	Agree
4	Tabita Cosmetics is easy to remember	23 20.53	82 43.16	54 28.4	2 1.05	3 1.58	3.75	.90815	1.00	5.00	Agree
5	Tabita Cosmetics has a match for every skin type	26 12.11	96 50.53	57 30.00	12 6.32	2 1.05	3.66	.81143	1.00	5.00	Agree

6	Tabita has consistency in providing benefits	28 13.68	76 40.00	73 38.42	11 5.79	4 2.11	3.57	.87429	1.00	5.00	Agree
7	Tabita is a beauty product that is reliable	41 21.57	123 64.74	28 14.74	8 4.21	5 2.63	3.83	.81412	1.00	5.00	Agree
8	Tabita Cosmetics has various variants	41 21.58	93 48.95	47 24.74	7 3.68	2 1.05	3.86	.83076	1.00	5.00	Agree

The descriptive statistic analysis of respondents' answers about trust (X2) is based on the respondent's answer to the statement as contained in the

questionnaire distributed to the respondents. Respondents' answers can be seen in Table-8.

Table-8: Tabulation of Trust Respondents

No	Statement	Respondent Answer					Mean	Std Dev	Min	Max	Category
		SS (%)	S (%)	KS (%)	TS (%)	STS (%)					
1	I am sure Tabita cosmetics can clean the face	46 24.21	124 65.26	17 8.95	1 0.53	2 1.05	4.11	.70397	1.00	5.00	Agree
2	I am sure Tabita cosmetics can keep skin healthy	29 15.26	108 56.84	46 24.21	6 3.16	1 0.53	3.83	.71418	1.00	5.00	Agree
3	I am sure Tabita cosmetics do not contain harmful substances	34 17.89	115 60.53	35 18.42	4 2.11	2 1.05	3.92	.48926	1.00	5.00	Agree
4	I am sure Tabita cosmetics are safe to use in the long run	42 22.11	83 43.68	51 26.84	12 6.32	2 1.05	3.79	.90815	1.00	5.00	Agree
5	I am sure in the information contained in the Tabita package	52 27.37	106 55.79	26 13.68	4 2.11	2 1.05	4.06	.81143	1.00	5.00	Agree

The descriptive statistic analysis of respondents' answers about halal products (X3) is based on the respondent's answer to the statement as contained

in the questionnaire distributed to the respondents. Respondents' answers can be seen in Table 9.

Table-9: Tabulation of Halal Product Respondents

No	Pernyataan	Respondent Answer					Mean	Std Dev	Min	Max	Category
		SS (%)	S (%)	KS (%)	TS (%)	STS (%)					
1	I am sure the process of making Tabita cosmetics by Islamic Shari'a	32 16.84	67 35.26	67 35.26	17 8.95	7 3.68	3.52	.70397	1.00	5.00	Agree
2	I am sure Tabita cosmetics avoid substances that are forbidden	29 15.26	80 42.11	64 33.68	8 4.21	9 4.74	3.58	.71418	1.00	5.00	Agree

Descriptive statistical analysis of respondents' answers about Switching Barrier (Y1) is based on the respondent's answer to the statement as contained in the

questionnaire distributed to the respondents. Respondents' answers can be seen in Table 10.

Table-10: Tabulation of Switching Barrier Respondents

No	Statement	Respondent Answer					Mean	Std Dev	Min	Max	Category
		SS (%)	S (%)	N (%)	KS (%)	STS (%)					
1	Recovery process is faster than competitors' products	33 17.37	72 37.89	73 38.42	11 5.79	1 0.53	3.657	.06171	1.00	5.00	Agree
2	Tabita Cosmetics is fast in whitening skin	52 27.37	85 44.74	37 19.47	15 7.89	1 0.53	3.905	.06597	1.00	5.00	Agree
3	Tabita Cosmetics is fast in removing acne scars	30 15.33	92 48.42	58 30.53	10 5.26	0	3.747	.05680	1.00	5.00	Agree
4	Tabita Cosmetics is fast in brightening the face	27 16.55	77 40.53	66 34.74	19 10.00	1 0.53	3.578	.06339	1.00	5.00	Agree
5	Tabita Cosmetics offers a cheaper package	24 15.77	113 59.47	23 12.11	8 4.21	22 11.58	3.573	.08217	1.00	5.00	Agree
6	Tabita cosmetic prices are more affordable than competing products	51 26.77	79 41.58	45 23.68	13 6.84	2 1.05	3.863	.06726	1.00	5.00	Agree

Descriptive statistical analysis of respondents' answers about loyalty (Y2) is based on the respondent's answer to the statement as contained in the

questionnaire distributed to the respondents. Respondents' answers can be seen in Table 11.

Table-11: Tabulation of Loyalti Respondents

No	Statement	Respondent Answer					Mean	Std Dev	Min	Max	Category
		SS (%)	S (%)	KS (%)	TS (%)	STS (%)					
1	I am not interested in using other cosmetics	27 14.21	68 35.79	72 37.89	16 8.42	7 3.68	3.657	.96349	1.00	5.00	Agree
2	I feel heavy replacing Tabita cosmetics with other cosmetic brands	22 11.58	76 40.00	68 35.79	20 10.53	4 2.11	3.905	.90692	1.00	5.00	Agree
3	I am not affected by the promotional strategy that is done by other cosmetic brands	17 8.95	86 45.26	64 33.68	20 10.53	3 1.58	3.747	.85911	1.00	5.00	Agree
4	I always buy Tabita cosmetics in large quantities	32 16.84	64 33.68	62 32.63	25 13.16	7 3.68	3.578	1.03717	1.00	5.00	Agree
5	I always buy different kinds of Tabita cosmetic brands	31 16.32	96 50.53	44 23.16	15 7.89	4 2.11	3.573	.90583	1.00	5.00	Agree
6	I always make Tabita cosmetics repeatedly	45 23.68	83 43.68	42 22.11	13 6.84	7 3.68	3.863	1.00741	1.00	5.00	Agree
7	I always recommend Tabita cosmetics to others	44 23.16	90 47.37	37 19.47	13 6.84	6 3.16	3.963	.97534	1.00	5.00	Agree
8	I always convey the positive things of Tabita cosmetics to others	57 30.00	97 51.05	24 12.63	8 4.21	4 2.11	3.763	.88750	1.00	5.00	Agree

Effect of Brand Image Against Switching Barrier

Based on the result of data analysis known that brand image has the positive and significant effect on switching barrier. This switching barrier can make customers feel reluctant to switch brands because of some advantages. It can be an asset for the company to make this switching barrier a strength for the company's survival. Further Telagawathi [6] said that switching

barrier is all the factors that make the consumer difficult to switch brands.

Effect of Belief on Switching Barrier

Based on the result of data analysis, it is known that trust has the positive effect not significant to switching barrier. The results of this study rejected the results of Soegoto's study [17] which concluded that

trust has a significant effect on switching barrier. This study is also in line with the results of Arfianti's [18] study which states that trust can influence the level of switching barrier. The results of this study indicate that strong beliefs will shape consumer desires through their perceptions to maintain and retain product use.

Effect of Halal Products on Switching Barrier

Based on the results of data analysis, it is known that halal product has no significant effect on switching barrier. The results of this study rejected the results of research [19] from the results obtained that the halal label significantly affects the switching barrier. The results revealed that with the presence of halal label consumers tend not to want to switch brands. The study also rejected the research [20] which states that halal label has a positive and significant effect on switching barrier in fast food. Consumers who are Muslim will tend to pay attention to the presence or absence of the halal label on a product with the reason consumers want to know the composition and the process of making these products already meet the Islamic Shari'a. However, halal products do not significantly affect the switching barrier.

Effect of Brand Image on Loyalty

Based on the result of data analysis known that brand image has the positive and significant influence on consumer loyalty of Tabita cosmetic usage. This research is in line with Absharian [7] result indicate that brand image has the positive and significant influence on customer loyalty on Wardah brand product in Malang City. It can be seen from the answers of most respondents who stated Tabita has a good quality where if this is improved then the loyalty of Tabita cosmetic users will increase.

Effect of Trust On Loyalty

Based on the results of data analysis is known that the trust has a positive and significant impact on consumer loyalty using Tabita cosmetics. The results of this study in line with the results of research Rahayu [21] express trust significantly affect customer loyalty. According to Abdurrahman [2] belief is the attitude of certain parties against other parties in conducting a transaction based on a belief that the party he believes will fulfill all obligations well as expected. Good confidence in the eyes of consumers requires the company to generate consumer loyalty to cosmetic products. Consumers who have been loyal to a product tend to make repeat transactions and find what they need to the product.

Effect of Halal Products on Loyalty

Based on the results of data analysis is known that halal products have a positive and significant impact on consumer loyalty of Tabita cosmetic users. The results of this study in line with research Patimah [10] states halal label has a positive and significant

impact on the loyalty of cosmetic customers Wardah. Boer [22] argues that the impact of labels on loyalty depends on the way consumers feel quality and trust levels on labels. Perception is the impression obtained by the individual through the five senses and then analyzed (organized), interpreted and then evaluated so that the individual gets the meaning of Robbins [15].

Effect of Switching Barrier on Loyalty

Based on the result of data analysis, it is known that switching barrier have the negative and not significant effect on consumer loyalty of Tabita cosmetic user. The results of this study reject the results of research Wantara [23] and Laroche [24], where Wantara [23], indicates that switching barrier has a positive and significant impact on customer loyalty. While the results of research Laroche [24], indicates that switching barrier have a positive and insignificant effect on customer loyalty. From the difference of research result indicate that with the existence of moving barrier made by the producer, the consumer will tend to loyal and do not want to move in using other cosmetic product because of barriers that bind consumer.

Effect of Brand Image on Loyalty with Switching Barrier as Intervening Variable

The result of research stated that brand image variable has positive effect (0,292) on consumer loyalty. It shows that with a strong brand image will increase consumer loyalty in using cosmetics. The result of research stated that brand image variable has the negative effect (-0.03) on consumer loyalty through switching barrier. It suggests that with a strong brand image will not necessarily increase consumer loyalty; the negative influence on switching barrier indicates this.

Effect of Trust on Loyalty with Switching Barrier as Intervening Variable

The result of research stated that trust variable has positive effect (0,190) on consumer loyalty. It shows that with a strong belief it will increase consumer loyalty in using cosmetics. The result of research stated that trust variable has negative effect (-0,002) on consumer loyalty through switching barrier. It shows that with strong trust, not necessarily increase consumer loyalty; the negative effect on switching barrier indicates this.

Effect of Halal Products on Loyalty with Switching Barrier as The Intervening Variable.

The result of research stated that halal product variable has the positive effect (0,292) on consumer loyalty. It shows that with a strong halal product it will increase consumer loyalty in using cosmetics. The result of research stated that halal product variable has the negative effect (-0,03) on consumer loyalty through switching barrier. It shows that with the consumer's

belief in a strong halal product, not necessarily will increase consumer loyalty; the negative influence on switching barrier indicates this.

CONCLUSIONS

Based on the results of research and discussion in the previous chapter, it is concluded as follows:

- Based on the result of data analysis known that brand image has the positive and significant effect on switching barrier.
- Based on the results of data analysis is known that the trust has a positive effect is not significant to switching barrier.
- Based on the results of data analysis is known that halal products have a positive effect is not significant to switching barrier.
- Based on the results of data analysis is known that the brand image has a positive and significant impact on consumer loyalty
- Based on the results of data analysis is known that the trust has a positive and significant impact on consumer loyalty
- Based on the results of data analysis is known that halal products have a positive and significant impact on consumer loyalty
- Based on the results of data analysis note that switching barrier has a negative and insignificant effect on consumer loyalty
- The result of research stated that brand image variable has negative effect (-0,03) on consumer loyalty through switching barrier. It indicates that with the strong brand image, not necessarily increase consumer loyalty; the negative effect on switching barrier indicates this.
- The result of research stated that trust variable has the negative effect (-0,002) on consumer loyalty through switching barrier. It shows that with strong trust, not necessarily will increase consumer loyalty; the negative influence on switching barrier indicates this.
- The results stated that the halal product variables negatively (-0.03) on consumer loyalty through switching barrier. It shows that halal product will not necessarily increase consumer loyalty, it is indicated by the negative influence on switching barrier.

Future Scope

After analyzing and resulting in some conclusions on research that has been done on Tabita cosmetic consumers, as for things that can be suggested that the author may be the input and attention for Tabita cosmetics, such as:

- To improve the brand image of Tabita, especially to keep the good reputation is done by repairing certain product like kind of product of smooth lotion on Tabita cosmetic product. Where this

species is the most dominant to make peeling on the skin so that many of Tabita cosmetics customers consider the materials used in making Tabita cosmetics do not have good quality. Tabita cosmetics manufacturers should do a more vigorous promotion by expanding its marketing such as making events recruit brand famous ambassador and display ads on television.

- To increase customer confidence, Tabita should provide detailed information about the effects of Tabita use at the beginning of use. It is done for each type of product on the packaging because the product information is only obtained when consumers bought in the form per package and obtained if consumers are looking to know themselves about the product via the internet and other social media. So that more convincing consumers that the products consumed do not contain harmful ingredients such as the most dominant smooth lotion products to make exfoliation on the skin and night cream products that are the type of Tabita cosmetics most quickly whiten the face. Furthermore, to be able to provide information about the content of substances in each product so that consumers feel more convinced that Tabita is not a dangerous product used in the long term.
- For kosher products, Tabita cosmetics manufacturers should register their products to the authorized institution that issued a halal certificate. Furthermore, Tabita producers should be able to convince consumers by including the composition in making Tabita cosmetics. Consumers are now more selective in choosing products that are safe for consumption even though consumers tend to prefer products that provide benefits attracted preferred by consumers but essential for Tabita to further convince consumers that the product is halal and does not contain the ingredients that are forbidden in making Tabita cosmetics
- For switching barrier, Tabita should create a barriers that bind consumers to consumers tend to be more loyal to using Tabita cosmetics. These obstacles can be made by increasing Tabita's benefits by making the face cleaner by using Tabita products. Obstacles to move also refer to the price at which Tabita cosmetics should make an innovation by selling Tabita which is more affordable and appropriate for all segments.
- For loyalty, Tabita create a more binding attachment of consumers in the long term so that consumers are more loyal and not interested in using other cosmetics regarding service, bonuses for loyal customers Tabita. These services can be inquiring about customer complaints using Tabita. Furthermore, Tabita should always fix everything that continues to be a consumer complaint in using Tabita. Tabita cosmetics sellers can also provide bonuses to consumers who make regular purchases

of new offers such as providing a free Tabita package for free to consumers who buy in large quantities.

- This research may also be used as the reference for further research relating to concepts or theories that support marketing management knowledge and the limitations of this study on brand image, beliefs, and halal products on switching barrier and its impact on the loyalty of Tabita cosmetics users. Also, other researchers should examine other variables such as service quality, price, and product quality by combining other studies with this research, so it is known the relationship of various variables that can measure customer loyalty.

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