

## DOCUMENT

**j20**

## SCORE

**75** of 100

## ISSUES FOUND IN THIS TEXT

**423**

## PLAGIARISM

**0%****Contextual Spelling****16**

Misspelled Words

14 

Unknown Words

1 

Mixed Dialects of English

1 **Grammar****53**

Determiner Use (a/an/the/this, etc.)

42 

Wrong or Missing Prepositions

6 

Faulty Subject-Verb Agreement

4 

Incorrect Verb Forms

1 **Punctuation****11**

Closing Punctuation

8 

Comma Misuse within Clauses

3 **Sentence Structure****8**

Incomplete Sentences

8 **Style****267**

Improper Formatting

240 

Passive Voice Misuse

26 

Unclear Reference

1 **Vocabulary enhancement****68**

Word Choice

68 

j20

Saudi Journal of Humanities and Social Sciences (SJHSS)

ISSN 2415-6256

(Print)

Scholars Middle East Publishers

ISSN 2415-6248

(Online)

Dubai, United Arab Emirates

Website: <http://scholarsmepub.com/>

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 <sup>1</sup>)

Indawati Lestari<sup>1\*</sup>, Arlina Nurbaity Lubis<sup>2</sup>, Beby <sup>2</sup> Karina

Fauzeeza Sembiring<sup>2</sup>

<sup>1</sup>Student of Faculty of Economics and Business,

Universitas Sumatera Utara, Medan, Indonesia.

<sup>2</sup>Faculty of Economics and Business, Universitas Sumatera

Utara, Medan, Indonesia.

<sup>1</sup> [UNPAB → PAB]

<sup>2</sup> [Beby → Baby]

Abstract: Tabita is one of the cosmetic products that are currently in high demand

\*Corresponding author

by young people and able to maintain customer loyalty among them among

Indawati Lestari

students <sup>3</sup>. This research focuses on students of Faculty of

Economics and Business <sup>4</sup>

UNPAB <sup>5</sup>. The purpose of this research is to know and analyze the influence of Article History brand image, trust and halal product to switching barrier and its impact on the Received: 11.02.2018 loyalty <sup>9 8 7</sup> of <sup>6</sup> Tabita cosmetic <sup>10</sup> user <sup>11</sup>. The type of this research is quantitative Accepted: 23.02.2018 associative <sup>12</sup>, and the nature of the research is explanatory <sup>13</sup> research. The population Published: 28.02.2018 of this study was 362 female students, and the sample of research <sup>14</sup> was 190

respondents <sup>15</sup>. Sample technique used in this research is purposive sampling. Data

DOI:

analysis <sup>18 17</sup> is <sup>16</sup> using <sup>19</sup> path <sup>20</sup> analysis <sup>21</sup>. Results of first submodel research show 10.21276/sjhss.2018.3.2.20 simultaneously and partial of the brand image have the positive and significant

effect <sup>23 22</sup> to <sup>24</sup> switching barrier. Trust and halal products have no significant positive <sup>25</sup>

effect <sup>27</sup> on <sup>26</sup> switching <sup>28</sup> barrier <sup>29</sup>. The results of second submodel research show

simultaneously and partial brand image, trust, and halal products have a positive

and <sup>30</sup> 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

<sup>3</sup> [~~students~~ → Students]

<sup>4</sup> [Business,]

<sup>5</sup> [~~UNPAB~~ → PAB]

<sup>6</sup> [~~loyalty-of~~ → loyalty of]

<sup>7</sup> [~~loyalty~~ → Loyalty]

<sup>8</sup> [the loyalty]

<sup>9</sup> Missing verb

<sup>10</sup> [~~Tabita-cosmetic~~ → Tabita cosmetic]

<sup>11</sup> [~~cosmetic-user~~ → cosmetic user]

<sup>12</sup> [~~associative~~ → Associative]

<sup>13</sup> Unusual word pair

<sup>14</sup> Repetitive word: *research*

<sup>15</sup> [~~respondents~~ → Respondents]

<sup>16</sup> [~~analysis-is~~ → analysis is]

<sup>17</sup> [~~analysis~~ → Analysis]

<sup>18</sup> [the analysis or an analysis]

<sup>19</sup> [~~is-using~~ → is using]

<sup>20</sup> [~~using-path~~ → using path]

<sup>21</sup> [~~path-analysis~~ → path analysis]

<sup>22</sup> [~~effect~~ → Effect]

<sup>23</sup> [the effect or an effect]

<sup>24</sup> [~~to~~ → of]

<sup>25</sup> [positive,]

<sup>26</sup> [~~effect-on~~ → effect on]

<sup>27</sup> [~~effect~~ → Effect]

<sup>28</sup> [~~on-switching~~ → on switching]

<sup>29</sup> [~~switching-barrier~~ → switching barrier]

<sup>30</sup> [~~and~~ → And]

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.

Fig-1: Development of Cosmetics Industry

Figure-1 illustrates the development of the cosmetics industry. The development <sup>31</sup> 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 <sup>32</sup> 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

<sup>31</sup> Repetitive word: *development*

Available online: <http://scholarsmepub.com/>

305

<sup>32</sup> [market → **Market**]

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

decrease <sup>34</sup> <sup>33</sup> 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]. <sup>35</sup>

According to Alma [3], the halal label <sup>36</sup> 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.

<sup>33</sup> [decrease → **Decrease**]

<sup>34</sup> [the decrease or a decrease]

The halal label of a product may be included on <sup>37</sup> a package if the product has obtained the halal certificate from LPPOM-MUI and BPOM. Cosmetic company is demande <sup>38</sup> to can produce a cosmetic product using raw <sup>39</sup>

<sup>35</sup> Wordiness

materials <sup>40</sup> that have been guaranteed both regarding quality and halal. The company should also focus on furthering the consumer (switching barrier). Angipora <sup>41</sup>

<sup>36</sup> Repetitive word: *label*

states <sup>42</sup> that <sup>43</sup> 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.

<sup>37</sup> [~~on~~ → in]

<sup>38</sup> Passive voice

<sup>39</sup> [raw.]

<sup>40</sup> [~~materials~~ → Materials]

<sup>41</sup> [~~Angipora~~ → Angora]

<sup>42</sup> [~~states~~ → States]

<sup>43</sup> [that ~~are~~ or that ~~were~~]

## 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 <sup>44</sup> will continue because some new brands continue to emerge with

□

various <sup>45</sup> 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

<sup>44</sup> Repetitive word: *competition*

<sup>45</sup> [*various* → *Various*]

Available online: <http://scholarsmepub.com/sjhss/306>

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

products <sup>46</sup> 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 <sup>47</sup>, 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 <sup>48</sup> 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.

<sup>46</sup> [~~products~~ → Products]

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

<sup>47</sup> [~~hydroquinone~~ → Hydroquinone]

<sup>48</sup> Passive voice

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 <sup>49</sup> 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 <sup>50</sup>, 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 <sup>51</sup>

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.

<sup>49</sup> Passive voice

Special cream, an advanced care cream that can be used <sup>52</sup> 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.

<sup>50</sup> Repetitive word: *countries*

Understanding Trust

Trust is an essential thing for a commitment. Confidence or trust is an essential <sup>53</sup> factor that can overcome the critical and difficulty between business partners and is also an essential asset in <sup>54</sup> developing long-term relationships

<sup>51</sup> [skin.]

between organizations. An

Available online: <http://scholarsmepub.com/sjhss/>

307

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

<sup>52</sup> Passive voice

organization <sup>55</sup> must be able to recognize the factors that product <sup>56</sup>, raw material, composition enhancement, can shape that trust to create, manage, maintain, and nutritional information, expiration date, product enhance <sup>57</sup> the level of customer relationships. According content <sup>58</sup>, and legal statement of Mahwiyah [16]. A label to Abdurrahman [2] states that trust is the attitude of a can be part of the packaging or can be an identifier particular party to another in conducting a transaction inherent <sup>60</sup> in <sup>59</sup> the <sup>61</sup> packaging <sup>62</sup>. Based on Government

based on a belief that the person he or she believes will Regulation No. 69/1999 on halal products, it is fulfill <sup>63</sup> all its obligations well <sup>64</sup> as expected <sup>65</sup>. Hasan [4] mandatory to include the halal label, namely any defines trust as the desire to rely on exchange partners description of the products in the form of drawings, believed <sup>66</sup>. Past experiences and previous interactions writings, combinations of both or other forms included shape <sup>68</sup> brand <sup>67</sup> trust <sup>69</sup>. Griffin [5] emphasizes that trust

in the food, put in, affixed to and or part of food <sup>71</sup> <sup>70</sup> occur when a group believes that another group's packaging <sup>72</sup>. According to government regulation chapter actions <sup>73</sup> will produce positive results for them. Griffin 10, any person who produces <sup>74</sup> and packs food packed

<sup>53</sup> Repetitive word: *essential*

states that trust is a process of calculating (calculative throughout the territory of Indonesia to be traded and process) between the costs incurred with the results declares that the product is lawful for Muslims is obtained <sup>75</sup>. Excellent service received now will continue responsible for the correctness of the statement and for the future, so service quality has a positive effect shall <sup>76</sup> include halal information on the label.

positive <sup>78</sup> influence <sup>77</sup> on <sup>79</sup> trust <sup>80</sup>. According to <sup>81</sup> the <sup>82</sup> Trust-

Commitment theory trust is a key <sup>83</sup> variable for LPPOM MUI is an institution whose task is to maintaining a long-term relationship, including a brand examine, review, analyze and decide whether the [6].

<sup>54</sup> Repetitive word: *essential*

<sup>55</sup> [~~the~~ organization or ~~an~~ organization]

<sup>56</sup> [~~the~~ product or ~~a~~ product]

products <sup>84</sup> are good food and its derivatives. It states that

<sup>57</sup> [~~enhance~~ → Enhance]

<sup>58</sup> [~~content~~ → Content]

medicines and cosmetics are safe for consumption both

The object attribute trust is the knowledge of regarding health <sup>85</sup> and <sup>86</sup> from <sup>87</sup> the <sup>88</sup> side <sup>89</sup> of <sup>90</sup> Islam that <sup>91</sup> is <sup>92</sup> an object <sup>93</sup> having <sup>94</sup> a <sup>95</sup> particular attribute <sup>96</sup> called <sup>97</sup> the <sup>98</sup>

kosher or not. It provides recommendations, formulates attribute-object trust. The object attribute trust connects provisions and guidance to the community. The institute an attribute with an object, such as a person, a good or

<sup>59</sup> [~~inherent in~~ → inherent in]

<sup>60</sup> [~~inherent~~ → Inherent]

<sup>61</sup> [~~in the~~ → in the]

<sup>62</sup> [~~the packaging~~ → the packaging]

was founded<sup>99</sup> on<sup>100</sup> the<sup>101</sup> decision<sup>102</sup> of<sup>103</sup> the<sup>104</sup>

Majelis Ulama

service. Thus, the belief that a four-wheeled vehicle Indonesia (MUI) based on the decree number 018 / driven on<sup>105</sup> a<sup>106</sup> rural road<sup>107</sup> is<sup>108</sup> an<sup>109</sup> object-attribute<sup>110</sup> trust<sup>111</sup>.

MUI / 1989, on 26 Jumadil Awal 1409 Hijri or 6 Through the object attribute trust, consumers state what January 1989. Halal product<sup>112</sup> certificate<sup>113</sup> is<sup>114</sup> a<sup>115</sup> decree

they know about something regarding variations of its issued by the MUI Leadership Board in the form of the attributes. The attribute-benefit belief is that someone certificate. This halal<sup>116</sup> product<sup>117</sup> certificate<sup>118</sup> is<sup>119</sup> a<sup>120</sup>

searches for products and services that will solve their requirement to list halal label. It means that before the problems and<sup>121</sup> meet<sup>122</sup> their<sup>123</sup> needs<sup>124</sup>, in other<sup>125</sup> words<sup>126</sup>, has

entrepreneur gets permission to include the halal label attributes that will provide recognizable benefits. The on his food products, first he pocketed the certificate of relationship<sup>128</sup> between<sup>127</sup> these<sup>129</sup> attributes<sup>130</sup> and<sup>131</sup> benefits<sup>132</sup>

halal products obtained by the Institute for Food and describes the second type of trust, the so-called trust<sup>133</sup> of Drugs and<sup>134</sup> Cosmetics Assessment (LPPOM) MUI. benefit<sup>135</sup> attributes. Trust attribute benefits are consumer Halal labeling<sup>136</sup> is<sup>137</sup> one<sup>138</sup> of<sup>139</sup> the<sup>140</sup> essential<sup>141</sup> points<sup>142</sup> in<sup>143</sup> this<sup>144</sup>

perceptions<sup>145</sup> about<sup>146</sup> how<sup>147</sup> far<sup>148</sup> a<sup>149</sup> particular attribute<sup>150</sup>

study. According to Alma [3], the halal<sup>151</sup> label<sup>152</sup> is<sup>153</sup> the

produces or provides specific benefits. The perception inclusion of<sup>154</sup> writing<sup>155</sup> or<sup>156</sup> a<sup>157</sup> statement of<sup>158</sup> halal<sup>159</sup> on<sup>160</sup> the<sup>161</sup>

that a vehicle driven in a field gives a better view of the packaging of products to indicate that the product in road<sup>162</sup>. The object trust is the third kind of trust<sup>163</sup> formed question as a halal product.

63 [fulfill → Fulfill]

64 [obligations well → obligations well]

65 [as expected → as expected]

66 [believed → Believed]

67 [shape brand → shape brand]

68 [shape → Shape]

69 [brand trust → brand trust]

70 Repetitive word: food

71 [the food or a food]

72 [packaging → Packaging]

73 [actions → Actions]

74 Repetitive word: produces

75 [obtained → Obtained]

76 [shall → Shall]

77

78

by <sup>164</sup> linking objects and benefits. The object-benefit trust

is the consumer's perception of how far a specific  
Switching Barrier

product <sup>165</sup>, person or service will provide specific <sup>166</sup>  
benefits.

Switching barrier is a hurdle felt by a

consumer to switch from an old product to a new  
Halal Product

product [14,15]. Moving obstacles refer to the difficulty

Halal products are food products, medicines,  
level to move to another service provider when the  
cosmetics and other products that contain no elements  
customer <sup>169</sup> <sup>168</sup> is not satisfied with the services they  
receive. <sup>167</sup>

or <sup>170</sup> illicit goods. Muslims are forbidden to consume raw

The moving barrier can be a financial, social and  
materials, additives, other auxiliaries including  
psychological constraint a customer feels when moving  
production materials processed through genetic  
to <sup>171</sup> a new service provider. The higher the barriers to  
engineering and irradiation processes whose processors  
moving will further encourage customers to stick with  
are

incompatible

with

Islamic

shari'a

the old <sup>172</sup> service providers. The substance measurement

79 [~~positive~~ ~~sp~~ ~~positive~~]  
[~~influence-on~~ → influence on]  
80 [~~on-trust~~ → on trust]  
81 [~~According-to~~ → According to]  
82 [~~to-the~~ → to the]  
83 Overused word: key

84 [~~products~~ → Products]

85 [~~regarding health~~ → regarding health]  
86 [~~health-and~~ → health and]  
87 [~~and-from~~ → and from]  
88 [~~from-the~~ → from the]  
89 [~~the-side~~ → the side]  
90 [~~side-of~~ → side of]  
91 [~~Islam-that~~ → Islam that]  
92 [~~that-is~~ → that is]  
93 [~~an-object~~ → an object]  
94 [~~object-having~~ → object having]  
95 [~~having-a~~ → having a]  
96 Incorrect spacing  
97 [~~attribute-called~~ → attribute called]  
98 [~~called-the~~ → called the]

(www.lpppomui.org). While in seeing these products of 173 consumer loyalty one of them is switching barrier. kosher or not the public can see the halal label on the The barrier 174 to move, which is about the barriers 175 that product 177 packaging 176. Labels 178 have a close relationship consumers feel when they move 179 from one product to with 181 marketing 180. Labeling is an essential product another 182. According to Angipora 183 [1] switching barrier element 184 that deserves careful attention with the aim of that is as difficult to move to the provider of other attracting 187 consumers 186 Rahmawati [2]. 185 In general, the products or services felt by consumers who are not label 188 must contain at least the name or brand of the satisfied with the current service, or the financial

Available online: <http://scholarsmepub.com/sjhss/>  
308

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

burden 189, social burden and 190 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

99 [~~was founded~~ → was founded]  
100 [~~founded on~~ → founded on]  
101 [~~on the~~ → on the]  
102 [~~the decision~~ → the decision]  
103 [~~decision of~~ → decision of]  
104 [~~of the~~ → of the]

105 [~~driven on~~ → driven on]  
106 [~~on a~~ → on a]  
107 [~~rural road~~ → rural road]  
108 [~~road is~~ → road is]  
109 [~~is an~~ → is an]  
110 Incorrect spacing  
111 Incorrect spacing  
112 [~~Halal product~~ → Halal product]  
113 Incorrect spacing  
114 [~~certificate is~~ → certificate is]  
115 [~~is a~~ → is a]

116 [~~This halal~~ → This halal]  
117 [~~halal product~~ → halal product]  
118 Incorrect spacing  
119 [~~certificate is~~ → certificate is]  
120 [~~is a~~ → is a]

121 [~~problems and~~ → problems and]  
122 [~~and meet~~ → and meet]  
123 [~~meet their~~ → meet their]  
124 [~~their needs~~ → their needs]  
125 [~~in other~~ → in other]  
126 [~~other words~~ → other words]

127 Incorrect spacing  
128 [~~the relationship~~ or a relationship]  
129 [~~between these~~ → between these]  
130 [~~these attributes~~ → these attributes]  
131 [~~attributes and~~ → attributes and]  
132 [~~and benefits~~ → and benefits]  
133 Repetitive word: *trust*  
134



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 <sup>191</sup> 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 <sup>192</sup> is all the factors that make the consumer challenging to switch brands. Switching <sup>193</sup> this barrier can be a barrier for consumers to move from one brand to another. Barriers <sup>194</sup> 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 <sup>195</sup> compelled to continue <sup>196</sup> 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 <sup>197</sup>, 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

[~~Drugs-and~~ → Drugs and]

135

[~~benefit~~ → Benefit]

136

[~~Halal-labeling~~ → Halal labeling]

137

[~~labeling-is~~ → labeling is]

138

[~~is-one~~ → is one]

139

[~~one-of~~ → one of]

140

[~~of-the~~ → of the]

141

[~~the-essential~~ → the essential]

142

[~~essential-points~~ → essential points]

143

[~~points-in~~ → points in]

144

[~~in-this~~ → in this]

145

~~this~~

146

[~~perceptions~~ → this perception]

147

[~~perceptions-about~~ → perceptions about]

148

[~~about-how~~ → about how]

149

[~~how-far~~ → how far]

150

[~~far-a~~ → far a]

151

Incorrect spacing

152

[~~the-halal~~ → the halal]

153

[~~halal-label~~ → halal label]

154

[~~label-is~~ → label is]

155

[~~inclusion-of~~ → inclusion of]

156

[~~of-writing~~ → of writing]

157

[~~writing-or~~ → writing or]

158

[~~or-a~~ → or a]

159

[~~statement-of~~ → statement of]

160

[~~of-halal~~ → of halal]

161

[~~halal-on~~ → halal on]

162

[~~on-the~~ → on the]

163

[~~the-road~~]

164

Repetitive word: *trust*

165

[~~by~~ → By]

166

[~~the-product~~ or a product]

167

Repetitive word: *specific*

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.

167 Unoriginal text: 9 words  
168 [www.coursehero.com/file/p3f5urhp/1...](http://www.coursehero.com/file/p3f5urhp/1...)  
169 [customer → Customer]  
169 [the customer or a customer]  
170 [or → Or]

The existence of differences of previous research results on the belief express trust significantly 198 affect customer loyalty. The different 199 results from research Bojei [10] stated that the 200 trust does not significantly 201 affect customer loyalty. The authors are interested in reexamining by linking the existence of a switching barrier among variables affecting loyalty. The 202 existence of a research gap between previous research by Patimah [11] which states halal label has a positive and significant effect on the 203 loyalty 204 of Wardah cosmetic customers. Then Wilson [12], showed that the halal label 205 has a positive and insignificant effect 206 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 207, but not all are considered 208 valid if faced with products that are considered 209 qualified to replace the halal label.

171 [~~to~~ → To]

172 [the old → The old]

173 [ef → Of]

## Table-2: Observation Results Trend of Brand Displacement

No

Brand

User

Duration

Halal

Displacement

1.

Erha

5

3<sup>210</sup> months

No

No

2.

Tabita

8

3<sup>211</sup> months

No

2 of 8

3.

Wardah

24

2<sup>212</sup> months

Yes

No

4.

Lbc

3

2<sup>213</sup> months

No

No

174

Repetitive word: *barrier*

175

Repetitive word: *barriers*

176

[~~product packaging~~ → product packaging]

177

[~~product~~ → Product]

178

Repetitive word: *Labels*

179

Repetitive word: *move*

180

[~~with marketing~~ → with marketing]

181

[~~with~~ → With]

182

[~~another~~ → Another]

183

[~~Angipora~~ → Angora]

184

[~~the element~~ or ~~an element~~]

185

Sentence fragment

186

Incorrect spacing

187

[~~attracting~~ → Attracting]

188

[~~the label~~ or ~~a label~~]

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 <sup>214</sup> Tabita cosmetics. Consumers are looking for products that are considered safe for

consumption and can be trusted. Consumers

□

189 [burden → Burden]  
190 [, and]

desire 215 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).

Available online: <http://scholarsmepub.com/sjhss/>

309

191 Repetitive word: *switch*

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

192 Repetitive word: *barrier*

## METHODOLOGY

### Data Collection

193 Repetitive word: *Switching*

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 216

□

195 Repetitive word: *feel*  
196 Repetitive word: *continue*

made 217 on the students of the Faculty of Economics and Business UNPAB. Of the 30 respondents who were asked 218 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

<sup>197</sup> Repetitive word: *right*

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 <sup>219</sup>

5

6

5

7

Acne Cream

10

16

12

8

Eye Cream

5

<sup>198</sup> [*affect* → *affects*]

<sup>199</sup> Repetitive word: *results*

<sup>200</sup> Repetitive word: *trust*

<sup>201</sup> Repetitive word: *significantly*

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

<sup>202</sup> Repetitive word: *existence*

<sup>203</sup> Unoriginal text: 8 words  
[randfonline.com/doi/abs/10.1080/000...](https://doi.org/10.1080/000...)

<sup>204</sup> Repetitive word: *loyalty*

<sup>205</sup> Repetitive word: *label*

<sup>206</sup> Repetitive word: *effect*

<sup>207</sup> Repetitive word: *labels*

<sup>208</sup> Passive voice

<sup>209</sup> Repetitive word: *considered*

## 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 <sup>220</sup> into a statement that should be filled by respondents amounting to 190 people. Questionnaire answers are provided <sup>221</sup> in five alternative answers <sup>222</sup>, such as:

<sup>210</sup> [3 → Three]

<sup>211</sup>

Strongly Agree (SS) with score 5

Agree (S) with score 223 4

Less agree (KS) with score 224 3

Disagree (TS) with score 225 2

Strongly disagree (STS) with score 226 1

[3 → Three]

<sup>212</sup> [2 → Two]

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.

<sup>213</sup> [2 → Two]

The analysis 227 used in this research is descriptive analysis 228 is to describe 229 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 230 to consumers of Tabita products. This following rules can see score interval scale of respondent's explanation.

<sup>214</sup> Repetitive word: *using*

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

<sup>215</sup> [the desire or a desire]

## 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 231 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

<sup>216</sup> [observations.]

Respondent  
Percentage (%)

<sup>217</sup> [made → Made]

<sup>218</sup> Passive voice

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

<sup>219</sup> [E-Gold → E-Gold]

Available online: <http://scholarsmepub.com/sjhss/>

310

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-  
3, Iss-2 (Feb, 2018): 305-317

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 <sup>232</sup> 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 <sup>234</sup> <sup>233</sup> 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

<sup>220</sup> Passive voice

<sup>221</sup> Passive voice

<sup>222</sup> Repetitive word: *answers*

<sup>223</sup> Repetitive word: *score*

<sup>224</sup> Repetitive word: *score*

<sup>225</sup> Repetitive word: *score*

<sup>226</sup> Repetitive word: *score*

5.26

Total

190

100

227

Repetitive word: *analysis*

228

Repetitive word: *analysis*

229

Repetitive word: *describe*

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.

230

[given → Given]

Characteristics of Respondents by Duration Table-6 explains that the number of

respondents based on the duration of 1-2 years usage is

□

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 235 of 3-4 years usage is 236 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.

231

Passive voice

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

Repetitive word: *age*

Total

190

100

<sup>233</sup>

[~~number~~ → Number]

<sup>234</sup>

[a ~~number~~ or ~~the~~ number]

## Respondents' Descriptions of Variables

respondent's answer to the statement as contained in the

Descriptive statistical analysis of respondents'  
questionnaire  
distributed  
to

the  
respondents.

answers about the brand image (X1) is based <sup>237</sup> on the  
Respondents' answers <sup>238</sup> can be seen <sup>239</sup> in Table 7.

Table-7: Tabulation of Brand Image Respondents

<sup>235</sup> Repetitive word: *duration*  
<sup>236</sup> [~~is~~ → are]

Respondent Answer

Mea

Std

Min

Max

Categ

n

Dev

ory <sup>240</sup>

N

Statement

SS

S

KS

TS

STS



0

(%)

(%)

(%)

(%)

(%)

1

Tabita Cosmetics have good quality

42

121

22

<sup>237</sup> Passive voice

3

<sup>238</sup> Repetitive word: *answers*

2

<sup>239</sup> Passive voice

4.04

.70397

1.00

5.00

Agree

22.11

63.68

11.58

1.58

1.05

2

Tabita Cosmetics is made 241 from harmless

<sup>240</sup>  
[ory → or]

ingredients

24

111

50

3

2

.71418

1.00

5.00

Agree

12.63

58.42

26.32

1.58

1.05

3.80

3

Tabita Cosmetic has an ad that features

interesting characteristics

39

150

23

3

2

3.94

.48926

1.00

5.00

Agree

7.89

78.95

<sup>241</sup> Passive voice

12.11

1.58

1.05

4

Tabita Cosmetics is easy <sup>242</sup> to remember



23

82

54

2

3

3.75

.90815

1.00

5.00

Agree

20.53

43.16

28.4

1.05

1.58

5

Tabita Cosmetics has a match for every skin

type

26

96

57

12

2

3.66

.81143

1.00

5.00

Agree

12.11

50.53

30.00

6.32

1.05

Available online: <http://scholarsmepub.com/sjhss/>

<sup>242</sup> Overused word: *easy*

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-  
3, Iss-2 (Feb, 2018): 305-317

6

Tabita has consistency in providing benefits

28

76

73

11

4

3.57

.87429

1.00

5.00

Agree

13.68

40.00

38.42

5.79

2.11

7

Tabita is a beauty product that is reliable

123

28

8

5

3.83

.81412

1.00

5.00

Agree

21.57

64.74

14.74

4.21

2.63

8

Tabita Cosmetics has various variants

41

93

47

7

2

3.86

.83076

1.00

5.00

Agree

21.58

48.95

24.74

3.68

1.05

The descriptive statistic analysis of respondents' answers about trust (X2) is based <sup>243</sup> on the respondent's answer to the statement as contained in the

□

questionnaire <sup>244</sup> distributed to the respondents.

Respondents' answers can be seen <sup>245</sup> in Table-8.

Table-8: Tabulation of Trust Respondents

Respondent Answer



N

Statement

SS

S

KS

TS

STS

Mea

Std

Min

Max

Categor <sup>246</sup>

o

(%)

(%)

(%)

(%)

(%)

n

Dev

y

1

I am sure Tabita cosmetics can

clean the face

.70397

1.00

5.00

46

124

17

1

2

4.11

Agree

24.21

65.26

8.95

0.53

1.05

2

I am sure Tabita cosmetics can keep

skin healthy

29

108

46

6

1

3.83

.71418

1.00

5.00

Agree

15.26

56.84

24.21

3.16

0.53

3

I am sure Tabita cosmetics do not

<sup>243</sup> Passive voice

<sup>244</sup> [a questionnaire or the questionnaire]

<sup>245</sup> Passive voice

contain harmful substances

1.00

Agree

34

115

35

4

2

3.92

48926

5.00

<sup>246</sup> [Categor → Category]

17.89

60.53

18.42

2.11

1.05

4

I am sure Tabita cosmetics are safe

to use in the long run

.90815

1.00

5.00

42

83

51

12

2

3.79

Agree

22.11

43.68

26.84

6.32

1.05

5

I am sure in the information

contained in the Tabita package

52

106

26

4

2

4.06

.81143

1.00

5.00

Agree

27.37

55.79

13.68

2.11

1.05



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 [247](#) in Table 9.

Table-9: Tabulation of Halal Product Respondents

Respondent Answer

No

Pernyataan

SS

S

KS

TS

STS

Mean

Std Dev

Min

Max

Category

(%)

(%)

(%)

(%)

(%)

1

I am sure the process of

making Tabita

3.52

.70397

1.00

5.00

cosmetics by Islamic

32

67

67

17

7

Agree

Shari'a

16.84

35.26

35.26

8.95

3.68

2

I am sure

Tabita

cosmetics

avoid

3.58

.71418

1.00

5.00

substances that

are

29

80

64

8

9

Agree

<sup>247</sup> Passive voice

forbidden

15.26

42.11

33.68

4.21

4.74

Descriptive statistical analysis of respondents' answers about Switching Barrier (Y1) is based <sup>248</sup> on the respondent's answer to the statement as contained in the □

questionnaire <sup>249</sup> distributed to the respondents. Respondents' answers can be seen <sup>250</sup> in Table 10.

Available online: <http://scholarsmepub.com/sjhss/>  
312

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

Table-10: Tabulation of Switching Barrier Respondents

## Respondent Answer

N

Statement

SS

S

N

KS

STS

Mean

Std

Min

Max

Category <sup>251</sup>

o

(%)

(%)

(%)

(%)

(%)

Dev

y

1

Recovery <sup>252</sup> process is faster than

Agree

competitors' products

33

72

73

11

1

3.657



.06171

1.00

5.00

17.37

37.89

38.42

5.79

0.53

2

Tabita Cosmetics is fast in

whitening skin

52

85

37

15

1

3.905

.06597

1.00

5.00

Agree

27.37

44.74

19.47

7.89

0.53

<sup>248</sup> Passive voice

3

Tabita Cosmetics is fast in

<sup>249</sup> [a questionnaire or the questionnaire]

<sup>250</sup> Passive voice

removing acne scars

30

92

58

10

0

3.747

.05680

1.00

5.00

Agree

15.33

48.42

30.53

5.26

4

Tabita Cosmetics is fast in

brightening the face

27

77

66

19

1

3.578

.06339

1.00

5.00

Agree

<sup>251</sup> [~~Categor~~ → Category]

16.55

40.53

34.74

10.00

0.53

<sup>252</sup> [The recovery or A recovery]

5

Tabita Cosmetics  
offers a

cheaper package

24

113

23

8

22

3.573

.08217

1.00

5.00

Agree

15.77

59.47

12.11

4.21

11.58

6

Tabita cosmetic prices are more

affordable than

competing

51

79

45

13

2

3.863

.06726

1.00

5.00

Agree

products

26.77

41.58

23.68

6.84

1.05



Descriptive statistical analysis of respondents' answers about loyalty (Y2) is based <sup>253</sup> on the respondent's answer to the statement as contained in the

□

questionnaire <sup>254</sup> distributed to the respondents. Respondents' answers can be seen <sup>255</sup> in Table 11.

Table-11: Tabulation of Loyalti <sup>256</sup> Respondents

Respondent Answer

No

Statement

SS

S

KS

TS

STS

Mean

Std Dev

Min

Max

Category

(%)

(%)

(%)

(%)

(%)

1

I am not interested in using

other cosmetics

27

68

72

16

7

3.657

.96349

1.00

5.00

Agree

14.21

35.79

37.89

8.42

3.68

2

I feel heavy replacing Tabita

cosmetics with other

22

76

68

20

4

3.905

.90692

1.00

5.00

cosmetic brands

11.58

40.00

35.79

10.53

2.11

<sup>253</sup>

Passive voice

Agree

<sup>254</sup>

[a questionnaire or the questionnaire]

<sup>255</sup>

Passive voice

<sup>256</sup>

[Loyalti → Loyalty]

3

I am not affected by the

promotional  
strategy that is

17

86

64

20

3

3.747

.85911

1.00

5.00

Agree

done by

other cosmetic

8.95

45.26

33.68

10.53

1.58

brands

4

I always buy Tabita

32

64

62

25

7

3.578

1.03717

1.00

5.00

Agree

cosmetics in large quantities

16.84

33.68

32.63

13.16

3.68

5

I always buy different kinds

31

96

44

15



4

3.573

.90583

1.00

5.00

Agree

of Tabita cosmetic brands

16.32

50.53

23.16

7.89

2.11

6

I always make Tabita

45

83

42

13

7

3.863

1.00741

1.00

5.00

Agree

cosmetics repeatedly

23.68

43.68

22.11

6.84

3.68

7

I always recommend Tabita

44

90

37

13

6

3.963

.97534

1.00

5.00

Agree

cosmetics to others

23.16

47.37

19.47

6.84

3.16

8

I always convey the positive

57

97

24

8

4

things of Tabita cosmetics to

3.763

.88750

1.00

5.00

Agree

30.00

51.05

12.63

4.21

2.11

others

Effect of Brand Image Against Switching Barrier Based on the result of data analysis known that

brand <sup>257</sup> image has the positive and significant effect on switching barrier. This switching barrier can make customers feel reluctant to switch <sup>258</sup> 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 <sup>259</sup> is all the factors that make the consumer difficult <sup>260</sup> to switch brands.

Effect of Belief on Switching Barrier

Based on the result of data analysis, it is known <sup>261</sup> that trust has the positive effect not significant to switching barrier. The results of this study rejected the results <sup>262</sup> of Soegoto's study [17] which concluded that

Available online: <http://scholarsmepub.com/sjhss/>

313

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

trust <sup>263</sup> has a significant effect on switching barrier. This impact on the loyalty of cosmetic customers Wardah. study <sup>264</sup> is also in line with the results of Arfianti's <sup>265</sup> [18] Boer [22] argues that the impact of labels on loyalty study which states that trust can influence the level of depends on the way consumers feel quality and trust switching barrier. The results of this study indicate that levels on labels. Perception is the impression obtained strong beliefs will shape consumer desires through their by the <sup>266</sup> individual <sup>267</sup> through <sup>268</sup> the <sup>269</sup> five <sup>270</sup> senses <sup>271</sup> and <sup>272</sup> then <sup>273</sup> perceptions to maintain and retain product use. analyzed (organized), interpreted and then evaluated so

that the individual gets the meaning of Robbins [15]. <sup>274</sup>

Effect of Halal Products on Switching Barrier

Based on the results of data analysis, it is Effect of Switching Barrier on Loyalty known that halal product has no significant effect <sup>275</sup> on Based on the result <sup>276</sup> of data analysis, it is switching <sup>277</sup> barrier. The results of this study rejected the known that switching barrier have the negative and not results of research [19] from the results obtained that significant effect on consumer loyalty of Tabita the halal <sup>278</sup> label significantly affects the switching barrier. cosmetic <sup>279</sup> user. The results of this study reject the results The results revealed that with the presence of halal <sup>280</sup> label of research Wantara [23] and Laroche [24], where

consumers 281 tend not to want to switch brands. The study Wantara [23], indicates that switching 282 barrier has a also rejected the research [20] which states that halal positive 284 and 283 significant 285 impact 286 on 287 customer 288 loyalty 289. label 290 has a positive and significant effect on switching While the results of research 291 Laroche [24], indicates barrier 294 293 292 in 295 fast food. Consumers who are Muslim will that switching barrier have a positive and insignificant tend to pay attention to the presence or absence of the effect 297 on 296 customer 298 loyalty 299. From the difference of halal 300 label on a product with the reason consumers want research result indicate 301 that with the existence of to know the composition and the process of making moving barrier made by the producer, the consumer these products 303 302 already 304 meet 305 the 306 Islamic Shari'a.

will tend to loyal and do not want to move 307 in using However, halal products do not significantly affect the other cosmetic product because of barriers that bind switching 308 barrier.

consumer 309.

Effect of Brand Image on Loyalty

Effect of Brand Image on Loyalty with Switching

Based on the result of data analysis known that

Barrier 310 as Intervening Variable

brand image has the positive and significant influence

The result of research stated that brand image

on 312 consumer 311 loyalty 313 of 314 Tabita cosmetic 315 usage 316. This

variable has positive effect (0,292) on consumer research is in line with Absharian [7] result indicate that loyalty 317. It shows that with a strong brand image will brand image has the positive and significant influence increase 319 consumer 318 loyalty 320 in 321 using 322 cosmetics 323. The

on customer loyalty on Wardah brand product in result 324 of research stated that brand image variable has Malang City. It can be seen 325 from the answers of most

the negative effect (-0.03) on consumer loyalty through respondents who stated Tabita has a good quality where switching barrier. It suggests that with a strong brand if this is improved then the loyalty of Tabita cosmetic image will not necessarily increase consumer loyalty; users will increase.

the negative influence on switching barrier indicates

this.

### Effect of Trust On Loyalty

Based on the results of data analysis is known

Effect of Trust on Loyalty with Switching Barrier as

that the trust has a positive and significant impact on

Intervening Variable

consumer loyalty using Tabita cosmetics. The results of

The result of research stated that trust variable

this study in line with the results of research Rahayu

has positive effect (0,190) on consumer

loyalty. It

[21] express trust significantly affect customer loyalty.

shows that with a strong belief it will increase consumer

According to Abdurrahman [2] belief is the attitude of

loyalty in using cosmetics. The result of research stated

certain parties against other parties in conducting a

that trust variable has negative effect (-0,002) on

transaction based on a belief that the party he believes

consumer loyalty through switching barrier. It shows

will fulfill all obligations well as

expected. Good

that with strong trust, not necessarily increase consumer

confidence in the eyes of consumers requires the

loyalty; the negative effect on switching barrier

company to generate consumer loyalty to cosmetic

indicates this.

products. Consumers who have been loyal to a product

tend to make repeat transactions and find what they

Effect of Halal Products on Loyalty with Switching



need to the product.

Barrier <sup>354</sup> <sup>353</sup> as The Intervening Variable.

The result of research stated that halal product  
Effect of Halal Products on Loyalty  
variable has the positive effect <sup>355</sup> (0,292) on consumer  
Based on the results of data analysis is known  
loyalty. It shows that with a strong <sup>356</sup> halal product it will  
that halal <sup>357</sup> products <sup>358</sup> have <sup>359</sup> a <sup>360</sup> positive and <sup>361</sup> significant <sup>362</sup>  
increase consumer <sup>363</sup> loyalty <sup>364</sup> in <sup>365</sup> using <sup>366</sup> cosmetics <sup>367</sup>. The  
impact on consumer loyalty of Tabita cosmetic users.  
result <sup>368</sup> of research stated that halal product variable has  
The results of this study in line with research Patimah  
the negative <sup>369</sup> effect (-0,03) on consumer loyalty through  
[10] states halal <sup>370</sup> label <sup>371</sup> has <sup>372</sup> a <sup>373</sup> positive and <sup>374</sup> significant <sup>375</sup>  
switching barrier <sup>376</sup>. It shows that with the consumer's

Available online: <http://scholarsmepub.com/sjhss/>

314

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

belief in a strong <sup>377</sup> halal product, not necessarily will

species is the most dominant to make peeling on

increase consumer loyalty; the negative influence on

the skin so that many of Tabita cosmetics

<sup>257</sup> [**brand** → **Brand**]

<sup>258</sup> Repetitive word: *switch*

switching barrier indicates this.

<sup>259</sup> [the barrier or a barrier]

<sup>260</sup> Overused word: *difficult*

<sup>261</sup> Passive voice

customers consider the materials used in making

<sup>262</sup> Repetitive word: *results*

<sup>263</sup> [~~trust~~ → Trust]

Tabita cosmetics do not have good quality. Tabita

<sup>264</sup> [the study or a study]

CONCLUSIONS

<sup>265</sup> [~~Arfianti's~~ → Affiant's]

cosmetics manufacturers should do a more

Based on the results of research and discussion in

vigorous promotion by expanding its marketing

the previous chapter, it is concluded as follows:

such as making events recruit brand famous

· Based on the result of data analysis known that

ambassador and display ads on television.

brand image has the positive and significant

To increase customer confidence, Tabita should

effect on switching barrier.

266 [~~by the~~ → by the]  
267 [~~the individual~~ → the individual]  
268 Incorrect spacing  
269 [~~through the~~ → through the]  
270 [~~the five~~ → the five]  
271 [~~five senses~~ → five senses]  
272 [~~senses and~~ → senses and]  
273 [~~and then~~ → and then]

274 Sentence fragment

275 Repetitive word: *effect*  
276 Repetitive word: *result*  
277 [~~switching~~ → Switching]

278 [~~the halal~~ → The halal]

279 [~~cosmetic~~ → Cosmetic]

280 [the halal or a halal]

281 [~~consumers~~ → Consumers]

provide detailed information about the effects of

- Based on the results of data analysis is known

Tabita use at the beginning of use. It is done<sup>378</sup> for

that the trust has a positive effect is not

each type of product on the packaging because<sup>379</sup> the

significant to switching barrier.

product information is only obtained<sup>380</sup> when

- Based on the results of data analysis is known

consumers bought in the form per package and

that halal products have a positive effect is<sup>381</sup> not

obtained if consumers are looking to know

significant to switching barrier.

themselves about the product via the internet and

- Based on the results of data analysis is known

other<sup>383</sup> social<sup>382</sup> media<sup>384</sup>. So that more convincing<sup>385</sup>

282 Repetitive word: *switching*

283 [~~positive and~~ → positive and]

284 [~~positive~~ → Positive]

285 [~~and significant~~ → and significant]

286 Incorrect spacing

287 [~~impact on~~ → impact on]

288 [~~on customer~~ → on customer]

289 [~~customer loyalty~~ → customer loyalty]

290 [the label or a label]

291 Repetitive word: *research*

292 [~~barrier~~ → Barrier]

293 [the barrier or a barrier]

294 Missing verb

295 [~~in~~ → to]

296 [~~effect on~~ → effect on]

297 [~~effect~~ → Effect]

298 [~~on customer~~ → on customer]

299 [~~customer loyalty~~ → customer loyalty]

300 [the halal or a halal]

301 [~~indicate~~ → indicates]

302 [~~these products~~ → These products]

303 [~~these products~~ → these products]

304 [~~products already~~ → products already]

305 [~~already meet~~ → already meet]

306 [~~meet the~~ → meet the]

307 Repetitive word: *move*

308 [~~switching~~ → Switching]

309 [~~consumer~~ → Consumer]

310 [A barrier or The barrier]

that the brand image has a positive and  
consumers that the products consumed do not  
significant impact on consumer loyalty

311 [~~on~~ consumer → on consumer]  
312 [~~on~~ → On]  
313 [~~consumer loyalty~~ → consumer loyalty]  
314 [~~loyalty of~~ → loyalty of]  
315 [~~Tabita cosmetic~~ → Tabita cosmetic]  
316 [~~cosmetic usage~~ → cosmetic usage]  
  
317 [~~loyalty~~ → Loyalty]

contain harmful ingredients such as the most

· Based on the results of data analysis is known

dominant smooth lotion products to make

that the trust

has

a

positive

and

significant

exfoliation on the skin and night cream products

318 [~~increase consumer~~ → increase consumer]  
319 [~~increase~~ → Increase]  
320 [~~consumer loyalty~~ → consumer loyalty]  
321 [~~loyalty in~~ → loyalty in]  
322 [~~in using~~ → in using]  
323 [~~using cosmetics~~ → using cosmetics]  
324 [the result or a result]  
325 Passive voice

326 [~~switching~~ → Switching]

327 [the image or an image]

328 [~~users~~ → Users]

that are <sup>386</sup> the type of Tabita cosmetics most quickly

impact on consumer loyalty

whiten<sup>387</sup> the face. Furthermore, to be able to provide

· Based on the results of data analysis is known

that

halal

products

have

a

positive

and

information about the content of substances in each

product<sup>388</sup> so that consumers feel more convinced that

329 [~~consumer~~ → Consumer]

330 [~~has positive~~ → has positive]

331 [~~has~~ → Has]

332 [~~positive effect~~ → positive effect]

333 [~~a positive~~ or the positive]

334 [~~on consumer~~ → on consumer]

335 [~~consumer loyalty~~ → consumer loyalty]

336 Overused word: *strong*

337 [2,]

338 Repetitive word: *belief*

339 [~~loyalty~~ → Loyalty]

340 Overused word: *negative*

341 [~~a negative~~ or the negative]

342 [~~consumer~~ → Consumer]

343 [~~will fulfill~~ → will fulfill]

344 [~~will~~ → Will]

345 [~~fulfill all~~ → fulfill all]

346 [~~all obligations~~ → all obligations]

347 [~~obligations well~~ → obligations well]

348 [~~well as~~ → well as]

349 [~~as expected~~ → as expected]

350 Overused word: *negative*

351 [~~indicates~~ → Indicates]

352 [~~products~~ → Products]

significant impact on consumer loyalty

Tabita is not a dangerous product used in the long <sup>389</sup>

· Based on the results of data analysis note that

term.

switching

barrier

has

a

353

Missing verb

354

[A barrier or The barrier]

355

Repetitive word: *effect*

356

Overused word: *strong*

357

[~~that halal~~ → that halal]

358

[~~halal products~~ → halal products]

359

[~~products have~~ → products have]

360

[~~have a~~ → have a]

361

[~~positive and~~ → positive and]

362

[~~and significant~~ → and significant]

363

[~~increase consumer~~ → increase consumer]

364

[~~consumer loyalty~~ → consumer loyalty]

365

[~~loyalty in~~ → loyalty in]

366

[~~in using~~ → in using]

367

[~~using cosmetics~~ → using cosmetics]

368

[the result or a result]

369

Overused word: *negative*

370

[~~states halal~~ → states halal]

371

[~~halal label~~ → halal label]

372

[~~label has~~ → label has]

373

[~~has a~~ → has a]

374

[~~positive and~~ → positive and]

375

[~~and significant~~ → and significant]

376

[~~switching barrier~~ → switching barrier]

negative

and

377

Overused word: *strong*

.

For

kosher

products,

Tabita

cosmetics

insignificant effect on consumer loyalty



manufacturers should register their products to the

· The result of research stated that brand image

authorized <sup>391</sup> institution that issued a halal certificate <sup>390</sup>.

variable

has

negative

effect

(-0,03)

on

Furthermore, Tabita producers

should

be

able

to

consumer <sup>392</sup> loyalty through switching barrier. It

convince consumers by including the composition

indicates that with the strong <sup>393</sup> brand image, not

in <sup>394</sup> making Tabita cosmetics. Consumers are now

necessarily

increase

consumer

loyalty;

the

<sup>378</sup> Passive voice

<sup>379</sup> [because of]

more selective in choosing products that are safe

negative <sup>396 395</sup> effect on switching barrier indicates

<sup>380</sup> Passive voice

for  
consumption even though consumers tend  
to

this.

381  
[is]

382  
[~~other social~~ → other social]  
383  
[~~other~~ → Other]  
384  
[~~social media~~ → social media]  
385  
[convincing.]

prefer  
products that  
provide  
benefits  
attracted

· The result of research stated that trust variable

<sup>386</sup>  
[are → is]

preferred by consumers but essential for Tabita to

has the negative <sup>397</sup> effect (-0,002) on consumer

further <sup>398</sup> convince consumers that the product is halal

loyalty <sup>399</sup> through switching barrier. It shows that

and  
does  
not  
contain  
the  
ingredients  
that  
are

<sup>387</sup>  
[whiten → Whiten]

with strong trust, not necessarily will increase

forbidden in making Tabita cosmetics

consumer

loyalty;

the

negative

influence

on

<sup>388</sup> [the product or a product]

· For switching barrier, Tabita should create a

switching barrier indicates this.

<sup>389</sup> [long.]

barriers that bind consumers to consumers tend to

- The results stated that the

halal product

be more loyal to using

Tabita

cosmetics <sup>400</sup>. These

variables

negatively

(-0.03)

on

consumer

obstacles

can

be

made

by

increasing

Tabita's

loyalty <sup>401</sup> through switching barrier. It shows that

390

Sentence fragment

391

[an authorized or the authorized]

benefits by 402 making the face cleaner by using Tabita

halal

product

will

not

necessarily increase

products 403. Obstacles to move also refer to the price

consumer

loyalty,

it

is

indicated

by

the

392

[consumer → Consumer]

393

Overused word: *strong*



at

which

Tabita

cosmetics

should

make

an

<sup>394</sup> [it → In]

negative influence on switching barrier.

<sup>395</sup> Overused word: *negative*

<sup>396</sup> [the negative or a negative]

innovation by selling Tabita which is more

## Future Scope

affordable and appropriate for all segments.

.

For

loyalty,

Tabita

create

a

more

binding

<sup>397</sup> Overused word: *negative*

After

analyzing

and

resulting

in

<sup>398</sup> [further,]

some

<sup>399</sup> [~~loyalty~~ → Loyalty]

attachment of consumers in the long term so that

conclusions on research that has been done <sup>404</sup> on Tabita

consumers  
are  
more loyal and

not interested  
in

cosmetic consumers, as for things that can be suggested <sup>405</sup>

using  
other cosmetics  
regarding  
service,  
bonuses

that the author may be the input and attention for Tabita

for <sup>406</sup> loyal customers Tabita. These services can be

cosmetics, such as:

inquiring about customer complaints using Tabita.

- To improve the brand image of Tabita, especially

<sup>400</sup> [~~cosmetics~~ → **Cosmetics**]

Furthermore, Tabita should always fix everything <sup>407</sup>

to keep the good <sup>408</sup> reputation is done by repairing

that continues to be a consumer complaint in using

certain

product

like kind

of

product

of

smooth

Tabita. Tabita

cosmetics

sellers

can also

provide

lotion

on

Tabita

cosmetic product <sup>409</sup>.

Where

this

<sup>401</sup> [~~loyalty~~ → Loyalty]

<sup>402</sup> [~~by~~ → of]

bonuses to consumers who make regular purchases

403 [products → Products]

Available online: <http://scholarsmepub.com/sjhss/>



Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

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 <sup>410</sup> 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.

#### REFERENCE <sup>411</sup>

ZA, M. M. B., & Lataruva, E. (2012). Analisis pengaruh

kualitas produk, kesesuaian harga dan intensitas promosi terhadap keputusan pembelian konsumen pada merek rokok djarum super (Studi kasus pada konsumen rokokDjarumSuperdikota

Semarang). Diponegoro Journal of Management, 1(4), 254-261.

Abdurrahman, N. H. (2015). Manajemen Strategi Pemasaran, Bandung: CV. Pustaka Setia.

Alma, B. (2011). Manajemen Pemasaran dan Pemasaran Jasa. Edisi Revisi. Cetakan Ketujuh, Bandung: Alfabeta, 2010. Hasan, Marketing Edisi Baru, Yogyakarta: Media Presindo.

Griffin, J. (2005). Customer loyalty: Menumbuhkan dan mempertahankan kesetiaan pelanggan. Jakarta: Erlangga.

Swastha, B. (2011). Manajemen Pemasaran Modern, Yogyakarta: Liberty.

Telagawathi, T. (2013). Tesis: Kepuasan Pelanggan Terhadap Citra Perusahaan dan Switching Barrier Serta Dampaknya Terhadap Loyalitas Pelanggan Industri Jasa Asuransi di Bali, Bali: Udayana.

Absharina, R. A., & Irawanto, D. W. (2015). The influence of brand image, brand trust, and customer perceived value in creating customer loyalty in halal <sup>412</sup> certificate of mui <sup>413</sup> on cosmetic <sup>414</sup> product: An Empirical Study on Customer of Wardah Cosmetics in Malang. Jurnal Ilmiah Mahasiswa FEB, 4(1).

Zhang, Y. (2015). "The Impact of Brand Image <sup>415</sup> on Consumer Behavior: A Literature Review,"OpenJournalofBusiness

<sup>404</sup> Passive voice

Management, vol. 3, pp. 58-62.

Bojei, J. (2017). "The Influence of Relationship Quality, trust on Loyalty in

Service Sector," dalam <sup>417</sup> IIER International Conference <sup>418</sup>, Tokyo.

□

Fatimah, A. (2017). Celebrity endorser, brand image, & kepuasan pelanggan terhadap loyalitas pelanggan. Al-Mu'amalat, 3(01).

<sup>405</sup> Passive voice

Wilson, J. (2016). "Shaping the Halal into a Brand?," Journal of Islamic Marketing, vol. 1, no. 2, pp. 107-123.

Nasution, M. D. T. P., & Rossanty, Y. (2018). Country of origin as a moderator of halal <sup>419</sup> label and purchase behaviour <sup>420</sup>. Journal of Business and Retail Management Research, 12(2).

Rusiadi, A. N., Khairani, P., & Siahaan, A. P. U. (2016). Indonesia Macro Economy Stability

Pattern Prediction (Mundell-Flamming Model). IOSR Journal of Economics and Finance (IOSR-JEF), 7(5), 6-23.

Siahaan, A. P. U. (2017). Marketing Strategy through Markov Optimization to Predict Sales on Specific Periods.

Robbins, S. P., Judge, T., & Breward, K.

(2003). Essentials of organizational behavior (Vol. 7). Upper Saddle River: Prentice Hall.

A'Dam, S. (2012). Pengaruh lebelisasi halal terhadap keputusan pembelian konsumen.

Soegoto, A. S. (2013). Persepsi nilai dan kepercayaan terhadap kepuasan dan

<sup>406</sup> [for → For]

dampaknya terhadap loyalitas konsumen. Jurnal EMBA: Jurnal Riset

Ekonomi, Manajemen, Bisnis dan Akuntansi, 1(3).

Arfianti, A. D. (2014). The Implementation <sup>421</sup> of Scientific Approach in the Teaching of English at SMPN 5 Malang. SKRIPSI Jurusan Sastra Inggris-Fakultas Sastra UM, 2014(2014).

Rahmadani, S. (2015). Pengembangan Panduan praktikum Biologi dan Instrumen Penilaian Kinerja Praktikum Berbasis Model Pembelajaran Kooperatif dan Efektivitasnya terhadap Kemampuan Berpikir Kritis Siswa SMA/MA Kelas XI. E-Journal Penelitian Pendidikan IPA, 1(2).

Hoang, T. H. G. (2010). A study on the pragmatic <sup>422</sup> features of collocation used in advertising hair care products in English and Vietnamese (Doctoral dissertation).

Rahayu, R., & Day, J. (2015). Determinant factors of e-commerce adoption by SMEs in

developing <sup>423</sup> country: evidence from Indonesia. Procedia-Social and Behavioral Sciences, 195, 142-150.

De Boer, J. F., Cense, B., Park, B. H., Pierce, M. C., Tearney, G. J., & Bouma, B. E. (2003). Improved <sup>424</sup> signal-to-noise ratio in spectral-domain compared with time-domain optical coherence tomography. Optics letters <sup>425</sup>, 28(21), 2067-2069.

Wantara, P. (2015). The Relationships among Service Quality, Customer Satisfaction, and <sup>426</sup>

Customer Loyalty in Library

Available online: <http://scholarsmepub.com/sjhss/>

Indawati Lestari et al., Saudi J. Humanities Soc. Sci., Vol-3, Iss-2 (Feb, 2018): 305-317

<sup>407</sup> [everything.]

Services. International Journal of Economics and Financial Issues, 5(1S).

Laroche, M., Habibi, M. R., & Richard, M. O.

(2013). To be or not to be in social media: How brand loyalty is affected by social media <sup>427</sup>?. International Journal of Information Management, 33(1), 76-82.

<sup>408</sup> Overused word: *good*

<sup>409</sup> [~~cosmetic-product~~ → cosmetic product]

Available online: <http://scholarsmepub.com/sjhss/>

317



410 Passive voice



411 [REFERENCE → REFERENCE]

412 [the halal or a halal]  
413 [~~mud~~ → mud]  
414 [the cosmetic or a cosmetic]

415 [The image or An image]  
416 [~~on~~ → of]

417 Unknown word: *dalam*  
418 [The conference or A conference]

419 [the halal or a halal]  
420 [~~behaviour~~ → behavior]

<sup>421</sup> Missing verb

<sup>422</sup> Unusual word pair

423

[developing → Developing]

<sup>424</sup> [The improved]

<sup>425</sup> [letters → Letters]

<sup>426</sup> Unoriginal text: 8 words

<sup>427</sup> Unoriginal text: 17 words  
[www.sciencedirect.com/science/articl...](http://www.sciencedirect.com/science/articl...)