
The Effect of Altruism, Moral Obligation on Purchase Intention through e-WOM, on Halal Skincare Products

Nareswari Paramesti¹, Kurniawati²

Universitas Trisakti, Jakarta

Email: elmestiberlina@gmail.com, kurniawati@trisakti.ac.id

Abstract

The development of marketing communication through technology and the internet has progressed, triggered by technology and the availability of various marketing communication tools. Digital marketing expands the reach of marketing communications, increasing effectiveness with segmentation and personalization for a larger audience. The type of research used in this study is a hypothesis test because there are several hypotheses that will be proposed and tested. The hypothesis testing in this study is a causal hypothesis. The first analysis conducted by the researcher was a descriptive statistical analysis. This analysis is to describe or describe data. The descriptive statistics used are mean and standard deviation.

Keyword: Altruism, Moral Obligation, Halal Skincare

Corresponding Author; Nareswari Paramesti
E-mail: elmestiberlina@gmail.com



INTRODUCTION

Background

The development of marketing communication through technology and the internet has progressed, triggered by technology and the availability of various marketing communication tools. Digital marketing expands the reach of marketing communications, increasing effectiveness with segmentation and personalization for a larger audience. The development from a one-way to a two-way model changed communication, facilitating direct interaction between companies and consumers. The use of the internet has brought about a change in the way people interact. The internet is transforming people's interactions from physical to virtual, expanding the scope into a connected virtual world (Villamil et al., 2020).

The internet, as the primary place for exchanging information, allows trust without physical interaction between individuals at the end of the screen. This shows how the presence and development of cyberspace as a means of interaction have changed people's social interaction habits. Social media facilitates communication without face-to-face meetings, removing barriers of distance in interaction between individuals (This marks a shift to modern and virtual social interaction, with the internet as the main link between individuals (Nur, 2020)

The Altruism factor is one of the important factors in marketing a halal skincare product electronically. Altruistic behavior creates trust and confidence among consumers because when a person shares a positive experience about halal shampoo products with a sincere act of concern for the safety of others, that person's recommendations are considered more trustworthy and authentic. This credibility is able to deepen the brand's good name overall for a product (Astaguna et al., 2023)

Moral Obligation is no less important than Altruism. This variable refers to the obligation that a person must fulfill based on his own conscience and not based on law or contract. There is a sense of responsibility to do the right thing even though there is no legal obligation, and

moral obligation has a great influence on consumers' purchase of halal shampoo marketing electronically because moral obligation often includes a sense of social responsibility for a product. Consumers may feel obligated to support brands that prioritize ethical and sustainable practices. Halal products are considered ethically produced, and the purchase of a product is considered an act of supporting ethical consumption of halal skincare use (Afifa & Ambarwati, 2024).

For Muslims, ensuring that products comply with halal principles is essential for fulfilling religious requirements and convenience of use. A thorough evaluation of the product's features is important in their lives, reflecting trust and convenience. Social media is the main platform for information and interaction with halal brands (Shah et al., 2020). However, negative interactions on social media can hinder the objective evaluation of a product's halal compliance with a product. This reduces access to accurate information, influencing perceptions and purchase decisions. Therefore, it is important for them to find reliable sources of information and conduct a thorough product evaluation. This step is essential to ensure compliance with halal principles and support informed purchasing decisions (Khairunnisa, 2022)

Information sources can build strong relationships with target audiences, where a positive image increases brand loyalty. A strong image synchronizes the brand with the consumer's personal values and concepts, creating an emotional connection. In halal marketing, building a strong Halal Brand Image (HBI) is crucial. Effective marketing communications that focus on halal values with Sharia compliance strengthen the brand image, which is crucial to driving Muslim consumer preferences. In conclusion, a solid brand image plays an important role in marketing success, especially in the context of Halal skincare.

Product characteristics are considered to be factors that influence consumers' purchasing decisions. The more complete a product is, the more likely it is to attract consumer interest when choosing a hijab shampoo product. Female consumers wearing hijab first look at the features listed on the product, for example, a good brand, which reflects the product's reputation, procedures or good quality of halal skincare, which is able to provide consumer trust in halal skincare products (Ramadan, 2023).

However, gradually, many phenomena have arisen about halal skincare because sometimes it is just an advertisement, where consumers are only lured by quality skincare products when, in reality, they are not suitable. So far, in the aspect of digital marketing, especially in the development of halal skincare businesses, there has been a mismatch of intentions between marketers and social media users. Marketers use social media in the hope that the relationships built between people can increase sales of their products). Instead, people use social media primarily to connect with others, not to be a marketing target. Social media activities are less effective in improving product performance because people choose based on trusted sources, including hair health products, namely halal skincare, not just looking at advertisements (Siregar, 2022).

Problem Formulation

A summary of the problem can be made, which has previously been described in the background paragraph, covering many phenomena that arise with halal shampoo because sometimes it is just an advertisement, where consumers are only lured by quality skincare products when, in reality, it is not suitable. So far, in the aspect of digital marketing, especially in the development of halal skincare businesses, there has been a mismatch of intentions between marketers and social media users. Marketers use social media in the hope that the relationships built between people can increase sales of their products. Instead, people use social media primarily to connect with others, not to be a marketing target. Social media activities are less effective in improving product performance because people choose based on reliable sources, including hair health products, namely halal skincare, and not just look at advertisements.

With that, a problem formulation can be made with a question that includes variables, as in the question below:

1. Is there a positive influence of Altruism on e-WOM?
2. Is there a positive influence of Moral Obligation on e-WOM?
3. Is e-WOM positively influencing Halal's brand image?
4. Is there a positive influence of e-WOM on Purchase Intention?
5. Is Halal Brand Image positively influenced by purchase intention?

Research Objectives

1. To analyze the positive influence of Altruism on e-WOM.
2. To analyze the positive influence of Moral Obligation on e-WOM.
3. To analyze the positive influence of e-WOM on Halal Brand Image
4. To analyze the positive influence of e-WOM on Purchase Intention.
5. To analyze the positive influence of Halal Brand Image on Purchase Intention

Research Benefits

Theoretical Benefits

The results of this research can be useful in the future to be redeveloped by businessmen to pay more attention to existing variables so that a businessman can implement what consumers want with what is the goal of the marketer so that it can make consumers more confident in a product with existing attributes., Consumers in the future can increasingly like halal skincare products because of what is contained in the product's attributes, according to what has been advertised by the marketer.

Practical Benefits

The results of this study can have a positive influence and help companies in implementing digital marketing communication strategies. In addition, this research is also expected to provide insight to the general public about how to choose wise advertising that is in accordance with the characteristics of a product so that the public is not only a product marketing target.

RESEARCH METHODS

Research Design

The type of research used in this study is a hypothesis test because there are several hypotheses that will be proposed and tested. The hypothesis testing in this study is a causal hypothesis. In this study, hypothesis testing was carried out to determine whether there was an influence between the variables to be studied, namely the influence of Altruism and Moral Obligation on e-WOM, the influence of e-WOM on Halal Brand Image and the influence of Halal Brand Image on Purchase Intention. Based on the time period, the data used in the study is cross-sectional data, which is data collected once in a certain period of time to find answers to research questions (Wang & Cheng, 2020). Cross-sectional data from many customers who use e-commerce was collected in just one time period, so the results of this study are expected to be centralized. The unit of analysis used in this study is individual Halal skincare users.

Reliability Test

Reliability tests on measuring instruments need to be carried out to ensure that the instruments of the measuring instruments used for this research are consistent and accurate. The type of reliability in this research is internal consistency reliability, which includes the extent to which the instrument items are homogeneous and reflect the construct that underpinned it (Sekaran and Bougie, 2017). Reliability is related to the consistency, accuracy and predictability of a measuring instrument. Reliability tests are measured using Cronbach's alpha, which is used to find out whether the instruments used in this study are feasible and

related or not and to test the consistency of the indicators in a variable, with an alpha value of ≥ 0.6 (Sekaran and Bougie, 2017)

The basis for making reliability test decisions is as follows (Sekaran and Bougie, 2017):

1. If Cronbach's Alpha ≥ 0.6 , the variable is declared acceptable/reliable
2. If Cronbach's Alpha < 0.6 , the variable is declared unreliable.

Table 1. Reliability Test Results

Variable	Number of Statement Items	Cronbach Alpha	Results
Altruism	4	0.727	Reliable
Moral Obligation	4	0.752	Reliable
The Electronic Word-Of-Mouth	5	0.706	Reliable
Halal Brand Image	4	0.714	Reliable
Purchase Intention	5	0.655	Reliable

Source: SPSS 25 Data Processing Results

Based on Table 1, it is known that all statements on the variable Altruism, Moral Obligation, Electronic Word-Of-Mouth, Halal Brand Image, and Purchase Intention are Identified as reliable or can be said to be consistent in measuring variables because it has a Cronbach alpha value greater than 0.60.

Model Conformance Test

The overall model fit (overall fit model) must be analyzed first before the hypothesis can be analyzed. This is done to ensure that the model being studied can see the influence of cause and effect (Hair et al., 2019). The model conformity test was carried out by looking at several criteria as follows:

1. Absolute fit measure: Measures the overall fit model from the structural model to the measurement model simultaneously. In this criterion, the test can be seen from the chi-square value, probability, goodness of fit index (GFI) and root mean error approximation (RMSEA).
2. Incremental fit measure: Comparing the proposed model with other models specified by the researcher, this can be seen from the Turker-Lewis index (TLI) and comparative fit index (CFI).
3. Parsimonious fit measure: Adjusting the fit measurement to compare between models with different coefficients. This can be seen from the normed chi-square (CMIN/DF) value.

Table 2. Goodness of Fit Test

Measurement Type	Measurement	Batas Pengukuran (Hair, et al 2010)	Value	Results
Absolute fit measures	Chi-square	Small Chi-square	721.601	Poor Fit
	p-value Chi-square	≥ 0.05	0,000	Poor Fit
	RMSEA	≤ 0.10	0,099	Good Fit
	GFI	≥ 0.90 or close to 1	0,827	Marginal Fit
Incremental fir measures	NFI	≥ 0.90 or close to 1	0,641	Poor Fit
	TAG	≥ 0.90 or close to 1	0,671	Poor Fit

	RFI	≥ 0.90 or close to 1	0,594	Poor Fit
	CFI	≥ 0.90 or close to 1	0,709	Poor Fit
Parsimonious fit measure	CMIN/DF	Lower limit: 1.0 Upper limit: 2.0; 3.0 or 5.0	3.537	Good Fit

Source: AMOS (Attached)

From Table 2, it can be seen that there are three criteria that produce the goodness of fit, namely RMSEA, GFI and CMIN/DF. This is because the three criteria have values that are appropriate or higher than the measurement limit that has been set using the theory (Hair et al., 2019). Because there are several measurements that pass the model goodness of fit, then, further testing can be carried out.

RESULTS AND DISCUSSION

Descriptive Statistics

The first analysis conducted by the researcher was a descriptive statistical analysis. This analysis is to describe or describe data. The descriptive statistics used are mean and standard deviation. Mean is the average value of all respondents' answers, while standard deviation is a variation of respondents' answers. If the standard deviation value is close to zero, the respondent's answer will be less varied, but if the standard deviation is away from zero, the respondent's answer will be more varied. The results of the descriptive statistical calculation of each variable can be seen below.

Table 3. Descriptive Statistics of Altruism Variables

Indicator	Mean	Standard Deviation
People must be willing to help others who are less fortunate	4.015	1.028
Helping Others with their problems is very important to me	4.130	0.949
People should be more generous to others in society	4.103	0.909
People in need should receive support from others	3.919	0.961
Rata-rata mean	4.042	0.962

Source: SPSS 25 Data Processing Results

Based on Table 3, it can be seen that the mean average value is 4,042, which means that the average respondent feels that helping others is very important in the eyes of others.

With a standard deviation value of 0.962, it can be concluded that the answers given by the respondents are quite varied.

Table 4. Descriptive Statistics of Moral Obligation Variables

Indicator	Mean	Standard Deviation
My conscience calls me to contribute and share on social media	4.019	0.984
My decision to share or not on social media is entirely in accordance with moral convictions	3.954	0.886
I feel morally obligated to share the halal experience of a brand	4.012	1.038
I feel morally obligated to help people in the online community	3.973	0.968
Rata-rata Mean	3.989	0.969

Source: SPSS 25 Data Processing Results

Based on Table 4, it can be seen that the mean average value is 3.989, which means that the average respondent feels that someone is important to contribute to helping others. With a standard deviation value of 0.969, it can be interpreted that the answers given by the respondents are quite varied.

Table 5. Descriptive Statistics of The Electronic Word-Of-Mouth Variable

Indicator	Mean	Standard Deviation
I always give my experience of using the brand with other members on social media	4.088	0.868
I always gather information from social media before I buy a particular brand	4.015	0.865
To choose the right brand, I always consult or read reviews given by other members elsewhere on social media	4.065	0.896
I always discuss the products/services offered with other members on social media	4.065	0.879
I intend to share my experience in using the brand more often in the future	4.004	0.822
Rata-rata Mean	4.048	0.866

Source: SPSS 25 Data Processing Results

Based on Table 5, it can be seen that the mean average value is 4,048, which means that the average respondent feels that having information on social media about a product is important. A standard deviation value of 0.866 shows that the answers given by respondents are quite varied.

Table 6. Descriptive Statistics of Halal Brand Image Variables

Indicator	Mean	Standard d
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		Deviation
		n
My current halal brand is the best benchmark for halal commitments	3.912	0.903
My current halal brand is the most famous among other halal brands	3.885	1.081
My current halal brand meets all my halal needs	4.123	1.069
My current halal brand is trustworthy about halal promises	4.100	0.912
Rata-rata Mean	4.005	0.991

Source: SPSS 25 Data Processing Results

Based on Table 6, it can be seen that the mean average value is 4,005, which means that the average respondent feels that the respondent will look for a halal brand to fulfill their Halal commitment to a product, with a standard deviation value of 0.991, which shows that the answers given by the respondents are quite varied.

Table 7. Descriptive Statistics of Purchase Intention Variables

Indicator	Mean	Standard Deviation
		n
I will also be buying current halal brands in the near future	3.858	0.842
I will buy the current halal brand from other halal brands	3.881	0.981
I tend to buy halal brands recommended by members on social media	3.915	0.967
I want to buy a halal brand that is recommended by members if I have the money	3.858	0.982
I plan to buy halal brands recommended by members on social media	3.838	1.053
Rata-rata Mean	3.870	0.965

Source: SPSS 25 Data Processing Results

Based on Table 7, it can be seen that the mean average value is 3.870, which means that the average respondent feels that the purchase of a halal brand is quite important. With a standard deviation value of 0.965, it can be interpreted that the answers given by the respondents are quite varied.

Hypothesis Testing

The analysis of results and interpretation was carried out on the basis of the results of hypothesis testing. The goal is to reject the null hypothesis (H_0) so that the alternative hypothesis (H_a) is accepted. Hypothesis testing uses structural equation model (SEM) analysis. The purpose of this method is to predict changes in bound variables (dependent/criterion variable) that are associated with changes that occur in the independent variable (independent / predictor variable) (Hermawan and Yusran, 2017). The error tolerance limit (α) used was 5% (0.05). Therefore, the hypothesis is acceptable if the P-value value < 0.05 . The results of the hypothesis test are seen in the following tables:

Table 8. Hypothesis Test Results 1

Hypothesis	Estimates	P-Value	Results
There Is A Positive Influence Of Altruism On The Electronic Word-Of-Mouth	0,188	0,033	Supported Hypothesis

Source: AMOS (Attached)

Hypothesis 1

Ho: There is no positive influence of altruism on electronic word-of-mouth.

Ha: Altruism has a positive influence on electronic word-of-mouth.

Based on Table 4.7, it is seen that the first hypothesis has a p-value of 0.033 with a value of ≤ 0.05 estimate of 0.188; it can be concluded that the hypothesis is supported (Ho is rejected). It states that Altruism has a positive effect on The Electronic Word-Of-Mouth.

Table 9. Hypothesis Test Results 2

Hypothesis	Estimates	P-Value	Results
There Is a Positive Influence of Moral Obligation on The Electronic Word-Of-Mouth	0,594	0,010	Supported Hypothesis

Source: AMOS (Attached)

Hypothesis 2

Ho: There is no positive effect of moral obligation on electronic word-of-mouth.

Ha: Moral obligation has a positive influence on electronic word-of-mouth.

Based on table 4.8. It is seen that the second hypothesis has a p-value of $0.010 \leq 0.05$ with a value of estimate by 0.594. It can be concluded that the hypothesis is supported (Ho is rejected). It states that Moral Obligation has a positive effect on The Electronic Word-Of-Mouth.

Table 10. Hypothesis Test Results 3

Hypothesis	Estimates	P-Value	Results
There is a positive influence of The Electronic Word-of-Mouth on Halal Brand Image	0,723	0,010	Supported Hypothesis

Source: AMOS (Attached)

Hypothesis 3

Ho: There is no positive influence of The Electronic Word-of-Mouth on the Halal Brand Image.

Ha: Electronic word-of-mouth has a positive influence on Halal's brand image.

Based on Table 4.9, it can be seen that the third hypothesis has a p-value of 0.010 with a value of ≤ 0.05 estimate of 0.723; it can be concluded that the hypothesis is supported (Ho is rejected). It states that The Electronic Word-Of-Mouth has a positive effect on Halal Brand Image.

Table 11. Hypothesis Test Results 4

Hypothesis	Estimates	P-Value	Results
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There is a Positive Influence of Electronic Word-Of-Mouth on Purchase Intention	0,049	0,686	Hypothesis not supported
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Source: AMOS (Attached)

Hypothesis 4

Ho: There is no positive effect of electronic word-of-mouth on purchase intention.

Ha: Electronic word-of-mouth has a positive influence on purchase intention.

Based on Table 11, it is seen that the fourth hypothesis has a p-value of $0.686 > 0.05$ with a value of an estimated 0.049; it can be concluded that the hypothesis is not supported (Ho is accepted). It states that The Electronic Word-Of-Mouth does not have a positive effect on Purchase Intention.

Table 12. Hypothesis Test Results 5

Hypothesis	Estimates	P-Value	Results
There is a Positive Influence of Halal Brand Image on Purchase Intention	0,197	0,019	Supported Hypothesis

Source: AMOS (Attached)

Hypothesis 5

Ho: There is no positive influence of halal brand image on purchase intention.

Ha: Halal brand image has a positive influence on purchase intention.

Based on Table 4.11, it is seen that the fifth hypothesis has a p-value of 0.019 with a value of ≤ 0.05 estimated by 0.197; it can be concluded that the hypothesis is supported (Ho is rejected). It states that Halal Brand Image has a positive effect on Purchase Intention.

Hypothesis Discussion

Hypothesis 1

The first hypothesis tests the positive influence of Altruism on The Electronic Word-Of-Mouth. From the results of this hypothesis test, a p-value of $0.033 < 0.05$ was obtained with an estimated value of 0.188 so that it can be concluded that there is a positive influence of Altruism on The Electronic Word-Of-Mouth.

This shows that the more someone helps others who do not understand a product, the more that person will give their opinion on related social media.

Aspects of altruism include giving sincere attention to others, volunteering to help others, and putting the interests of others ahead of the interests of others. (Rahmadani & Hardianti, 2024)

Altruism refers to the intention in which a person is motivated to act selfishly or voluntarily based on one's own interests or simply to help others, which is better both in the real world and electronically. (Mazaya et al., 2024)

Hypothesis 2

The second hypothesis tests the positive influence of Moral Obligation Against The Electronic Word-Of-Mouth. From the results of this hypothesis test, a p-value of $0.010 < 0.05$ was obtained with a value of an estimated 0.594 so that it can be concluded that there is a positive influence of Moral Obligation on The Electronic Word-Of-Mouth.

This shows that the more a person has a sense of moral responsibility towards others, the more it will help others to believe what they say. Moral obligation is related to a person's behavior in judging likes and dislikes.

Because of their attitude, people usually behave a certain way. The general rules of society about right and wrong are referred to by these attitudes (Widhyatmika et al., 2023).

The existence of a moral obligation is useful for producing data with controlled quality that takes into account treatment recommendations that come from other people's speakers (Hargiyarto & Witono, 2024).

Hypothesis 3

The third hypothesis tests the positive influence of Electronic Word-Of-Mouth Against Halal Brand Image. From the results of this hypothesis test, a p-value of $0.010 < 0.05$ was obtained with a value of estimated 0.723, so it can be concluded that there is a positive influence The Electronic Word-Of-Mouth Against Halal Brand Image.

This shows that the more someone gives their insight into a product, the more others will consider the image of the product, with information from related people.

eWOM is often used outside of marketing and consumer contexts to refer to a common type of exchange of information between individuals, as opposed to consumer-generated content with the commercial implication that all online content created by consumers about a product should be recognized as eWOM, although far from a direct recommendation to other consumers. (Babić Rosario et al., 2020)

With the advancement of Internet technology, consumers are increasingly using electronic word-of-mouth (eWOM) as an easy tool to find information. eWOM is a dynamic exchange of information available to many individuals and institutions over the Internet between potential, actual, or former consumers about a product, service, brand, or company and is defined as an ongoing process that helps consumers share their experiences with other consumers of a product (Ismagilova et al., 2021)

Hypothesis 4

The fourth hypothesis tests the positive influence of Electronic Word-Of-Mouth Against Purchase Intention. From the results of this hypothesis test, a p-value of $0.686 > 0.05$ was obtained with a value of estimated 0.049, so it can be concluded that there is no positive influence The Electronic Word-Of-Mouth Against Purchase Intention.

This shows that the more information the respondents have from others, the more it will influence their decision to buy a product.

eWOM, as a useful marketing communication tool, is defined as "comments made about a product or company by potential, actual, or former customers either positively or negatively. eWOM is purchased by people who have never heard of a product before (Kanje et al., 2020)

Until recently, electronic communications created by a person were considered organic and more reliable than marketing communications created by marketers, thus influencing purchase intent (Litvin et al.)

Hypothesis 5

The fifth hypothesis tests the positive influence of Halal Brand Image Against Purchase Intention. From the results of this hypothesis test, a p-value of $0.019 < 0.05$ with a value of estimate of 0.197, it can be concluded that there is a positive influence of Halal Brand Image Against Purchase Intention.

This shows that the more respondents know the existence of the Halal brand image of a product, the more it will affect consumer behavior to intend to buy the known product.

Halal brand image (HBI) is a brand perception that is in the minds of consumers and is related to Islamic beliefs and Halal commitments. A strong halal brand image can satisfy Muslim consumers (Scientific & Education, 2024)

Brand image is anything that a company can use to identify its products or services, such as a name or symbol that stands out from other companies' products. The importance of a good brand image cannot be ignored because it can affect customer purchase intentions, as well as brand image regarding the Halal of a product, which can affect purchase intentions from Muslim consumers in Indonesia (Afifa & Ambarwati S, 2024)

CONCLUSION

Based on the results of the research and discussion carried out, it can be concluded that of the five hypotheses proposed in this study, there is a positive influence of altruism against e-WOM. There is a positive influence on Moral Obligation against e-WOM. There is a positive influence of e-WOM Against Halal Brand Image. There is a positive influence of e-WOM Against Purchase Intention. There is a positive influence of Halal Brand Image Against Purchase Intention.

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