



# Education Innovation and Mental Health in Industrial Era 4.0

Edited by: Yantri Maputra

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## Table of Content

<b>Mapping of Psychological Problems in Women Prisoners</b> <i>Dwi Puspasari<sup>1</sup>, Sartana<sup>2</sup>, Fitria Rahmi<sup>3</sup></i>	1
<b>Using Shaping Technique and Prompting to Increase Duration of On-Task Behavior in a Child with Autism Spectrum Disorder (ASD)</b> <i>Amatul Firdausa Nasa<sup>1</sup>, Sri Redatin Retno Pudjiati<sup>2</sup></i>	9
<b>The Role of Psychological Capital on Job Stress of Nurses</b> <i>Lala Septiyani Sembiring<sup>1</sup>, Maulina Agustin<sup>2</sup></i>	18
<b>Being a Parent: A Study Among the Mothers of Juvenile Sexual Offender</b> <i>Septi Mayang Sarry<sup>1</sup>, Nila Anggreiny<sup>2</sup>, Mafaza<sup>3</sup>, Agung Rachmadi<sup>4</sup></i>	25
<b>The Impact of Work Engagement to Individual Performance Among Team Member Programme AIESEC Andalas University</b> <i>Wyke Dymas Pratiwi<sup>1</sup>, Fitria Rahmi<sup>2</sup>, Annisa Aziza<sup>3</sup></i>	33
<b>Parental Mediation and Excessive Internet Use Behaviour in Teenagers</b> <i>Izzanil Hidayati<sup>1</sup>, Tina Afiatir<sup>2</sup>, Meria Susanti<sup>3</sup></i>	40
<b>Implementation of Competitive Memory Training (COMET) Module to Improve Self- Esteem in Adolescence Victims of Relational Bullying</b> <i>Evantrida Mailyza Musly<sup>1</sup>, Poeti Joeffiani<sup>2</sup>, Laila Qodariah<sup>3</sup></i>	47
<b>What Makes Orphan Happy? A Study in Padang City Orphanage</b> <i>Don Ozzy Rihhandini<sup>1</sup>, Sartana<sup>2</sup>, Diny Amenike<sup>3</sup></i>	56
<b>Video Tutorial Learning (VTL) to Improve Students' Motivation in Microteaching Activities</b> <i>Sirajul Munir<sup>1</sup>, Susi Herawati<sup>2</sup></i>	64
<b>Game is Fame! Negotiating Interests in Halal Knowledge via Halal@School Program by IHRAM: An Action Research on HalalRace</b> <i>Norhayati Rafida A. R.<sup>1</sup>, Safiyah, A. S.<sup>2</sup>, Siti Zubaidah<sup>3</sup>, Siti Nor Shahida<sup>4</sup>, Norfaizah Nadhrah<sup>5</sup>, Siti Nor Shahida<sup>6</sup>, Balqish Julian Ali<sup>7</sup>, Che Wan Zanariah<sup>8</sup>, Che Wan Ngah<sup>9</sup>, Muhammad Nizam Awang Ali<sup>10</sup></i>	70
<b>Assessing 6C's Pedagogy Deep Learning Attributes Using Exploratory Factor Analysis Among School Teachers in Malaysia</b> <i>Noziati Borhan<sup>1</sup>, Farah Mukhtar<sup>2</sup>, Zairinah Mohd Shukur<sup>3</sup></i>	82
<b>Expert System Model of Forward and Backward Chaining Methods to Detect Student Academic Stress Level</b> <i>Masril<sup>1</sup>, Fadriati<sup>2</sup>, Litasari Muchlis<sup>3</sup>, Fitra Kasma Putra<sup>4</sup></i>	88

<b>The Influence of Family in Adolescent's Halal Cosmetic Buying Behavior</b> <i>Meike<sup>1</sup>, Monika<sup>2</sup></i>	94
<b>Improving Guiding Ability of Senior Students of PAUD Department to Anticipate the Possibility of Child Abuses Through Classical Guidance</b> <i>Hadiarni<sup>1</sup>, Zubaidah<sup>2</sup>, Zulhermindra<sup>3</sup></i>	101
<b>Meta-Behavioral Skills and Decision-Making Skills among Undelinquent Students</b> <b>Zakri Abdullah<sup>1</sup>, Azlina Ahmad<sup>2</sup>, Farah Mukhtar Muhd. Yunos<sup>3</sup></b>	114
<b>Adversity Quotient, Expression of Emotion, and Family Functioning in Schizophrenia Caregiver</b> <i>Nelia Afriyeni<sup>1</sup>, Silfy Febrida Fitri<sup>2</sup>, Amalia Rizki Wahyuni<sup>3</sup></i>	123
<b>The Correlation of Assertive Behavior and Online Gaming Addiction with Cyberbullying Behavior at Social Media in Adolescents in Padang City</b> <i>Prima Aulia<sup>1</sup>, Wafda Nurhidayani<sup>2</sup>, Vanisa Afriona<sup>3</sup></i>	131
<b>Millennials: Can gratitude help them overcome mental health problems?</b> <i>Meiske Yunithree Suparman<sup>1</sup></i>	138
<b>Impacts of Contextual Teaching and Learning towards Student's Social Network (Study on Faculty of Psychology Students of University X)</b> <i>Ninawati<sup>1</sup>, Monika<sup>2</sup></i>	145
<b>The Effectiveness Realistic Mathematics Education Using Recitation Methods and Token Economy to Increase Student Mathematical Literacy</b> <i>Rahma Muti'ah<sup>1</sup>, Irmayanti<sup>2</sup>, Suriyani<sup>3</sup>, Laili Habibah Pasaribu<sup>4</sup></i>	155
<b>The Development of Expressive Writing Module to Improve Post-Traumatic Growth in Disaster Victims</b> <i>R Dwi Nikmah Puspitasari<sup>1</sup>, Ayu Dyah Hapsari<sup>2</sup>, Fonny Dameaty Hutagalung<sup>3</sup>, Yudi Tri Harsono<sup>4</sup>, Teha Apriliya Azzahra<sup>5</sup></i>	164
<b>Adolescence Opinions Regarding Nationalism in Jakarta</b> <i>Rahmah Hastuti<sup>1</sup>, Naomi Soetikno<sup>2</sup>, &amp; Pamela Hendra Heng<sup>3</sup></i>	171
<b>Children's Literacy Development: The Critical Role of Language</b> <i>Kate Cain<sup>1</sup></i>	179
<b>The Effectiveness of Expressive Writing to Improve Post-Traumatic Growth for Earthquake Victims in Lombok, West Nusa Tenggara</b> <i>Yudi Tri Harsono<sup>1</sup>, Dwi Nikmah Puspitasari<sup>2</sup>, Imanuel Hitipeuw<sup>3</sup></i>	189
<b>Counselors Performance Assessment In SMPN 49 Jakarta Timur</b> <i>Renatha Ernawati<sup>1</sup></i>	201

<b>Web Application Based on Analytic Approach to Assessing Workplace Bullying Behaviours</b>	209
<i>Ira Puspita Sari<sup>1</sup>, Tri Rahayuningsih<sup>2</sup>, Ardian Adi Putra<sup>3</sup></i>	
<b>Via DREEM, Dream of Medical Students Come True</b>	215
<i>Laila Isrona<sup>1</sup>, Yulistini<sup>2</sup>, Dian Anggraini<sup>3</sup></i>	
<b>Conducting Values Based Research in the Field of Leadership Based on the Naqli and Aqli Perspectives</b>	222
<i>Mahazan Abdul Mutalib<sup>1</sup></i>	
<b>The Construct Validity of the Teacher's Emotion Regulation Scale</b>	229
<i>Rozi Sastra Purna<sup>1</sup>, Johana Endang Prawitasari<sup>2</sup>, Imanuel Hitipeuw<sup>3</sup></i>	
<b>Parent Differentiation of Self: The Mother of Adolescent Sexual Offenders</b>	241
<i>Nila Anggreiny<sup>1</sup>, Septi Mayang Sarry<sup>2</sup>, Mafaza<sup>3</sup>, Agung Rachmadi<sup>4</sup></i>	

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# The Influence of Family in Adolescent's Halal Cosmetic Buying Behavior

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## Abstract

The growth of the world's Muslim population and increased income in Muslim-majority countries that show positive trends have brought a significant increase in demand for halal products globally, including halal cosmetic. Halal cosmetics products are currently on the rise in the Asia Pacific region, including in Indonesia. In Indonesia, one of the halal cosmetic product in recent years show 50% sales growth a years, others only no more than 10%. One of factor that influences purchasing behaviour is the reference group. The reference group has several types of influence that can be a force to influence buying interest and the use of certain goods or services (brand selection). Thus, reference groups are often used by marketers as part of marketing communication. Family (parents, siblings) is one of reference groups. This study aims to determine whether siblings influence the purchasing behavior of halal cosmetics, and find out how much they affect. This research is quantitative research, 200 halal cosmetic users. The data obtained is processed using simple regression. From the results of the regression test the influence of the parent & siblings, sequentially is 15.7%, and 18.4%.

**Keywords:** *Contextual learning and teaching, friendship network pattern*

## INTRODUCTION

According to Kotler (2002) consumer purchase behavior is influenced by cultural factors, social, personal, and psychological; therefore, some practices in Western countries for example, cannot simply be applied in Islamic countries (Schiffman et al., 2012) because of the religious teachings that has Become a culture has a very strong influence on human behavior. Product unauthorized or illegitimate would be very difficult, to sell to Muslim consumers for Muslim consumer behavior is largely governed by a shared understanding of what is allowed and what is forbidden by Islamic law.

The growth of the world's Muslim population and increased income in Muslim-majority countries that show positive trends have brought a significant increase in the demand of halal products globally (Endang, 2014). If previously the halal product market was considered limited and not profitable, currently halal products have been able to become popular that are used by several countries to increase foreign exchange (Endang, 2014). One of the halal products that currently developing into a positive trend is halal cosmetic products. The demand for halal cosmetic products in the Asia Pacific region has experienced a significant increase (www.gomuslim.co.id 2016), including in Indonesia.

Indonesia as a country with the largest Muslim population in the world. Based on data from the Central Statistics Agency (BPS) in 2010 the population of Muslims in Indonesia reached 237.6 million or around 87 percent. Indonesia is also one of the countries with a high Muslim consumer population of 13% of the world's total Muslim population (Pew Research Center,



2010). With the largest Muslim population in the world, coupled with a high Muslim consumer population, Indonesia is a potential market for halal cosmetic products.

The demand of halal cosmetics are increasingly in the world market. The global halal cosmetics market is projected to reach USD54 billion or around IDR783 trillion by 2022 and reach USD90 billion or IDR1,305 trillion (exchange rate of IDR14,500).

Indonesia's first Halal cosmetics was Wardah Kosmetik, since 1995. In the past few years Wardah have always ranked first in every survey regarding halal cosmetics. Even in one economic news website it was reported that the growth of cosmetics sales reached 50% every year, while other products were not more than 10%. Their revenue at least 200 billion per month go beyond the other two cosmetics which were only in the range of 400 - 600 billion per year (Handayani, 2016).

Increasing income trigger purchasing power in halal cosmetics. Purchasing decision also influenced by a reference group. According to Sumarwan (in Jayawijaya, Arifin & Sunarti, 2017) the reference group is an individual or group of people that significantly influences a person's behavior. The reference group influences buying interest and the use of certain goods or services, as well as brand selection. Reference groups are often used by marketers as part of marketing communication. The strategy for choosing the right reference group in marketing communication is needed so it will be able to increase sales. The wrong reference group selection will result in a failure in marketing communication which leads to failure to increase sales.

Reference groups are an important aspect in the study of consumer behaviour. Escalas & Bettman (Schulz, 2015) said that extensive research has shown that individuals often make consumption choices that are influenced by their various reference groups. Reference groups can also influence how the individual feels towards certain products or brands (Ramanathan and McGill, 2007) and can even influence the consumption choices the individual makes (Tanner *et al.*, 2008). Some reference groups may exist solely around the consumption of a certain brand or product (Muniz and O'Guinn, 2001). However, they more typically are composed of friends, co-workers and family members (Epp and Price, 2008; Kaufmann *et al.*, 2012).

One of the popularised reference group is: family (parents, siblings). Family is a social institution that is closest to an individual and is the first place for learning for someone. Examples received by consumers from their families are then internalized into themselves and become something that shapes consumer behavior in the future (Indah, 2014).

Moschis (in Kurniawati, 2018) states that families (especially parents) often influence a person's consumption patterns and attitudes. From parents also someone will get an orientation on religion, politics, and economics and personal ambitions. Even if the buyer no longer interacts deeply with his family, the family's influence on purchasing behavior remains significant (Kotler, 2000). The influence of parents can be even greater, in countries where parents remain with their children, even though the child is an adult, including in Indonesia. In addition, from several previous studies (Kurniawati, 2018; 2013); regarding reference groups with teenagers, it was found that parents always become idols for teenagers.

Seeing this phenomenon, previous researchs, its interesting to knowing how family (parents, siblings) influence the halal cosmetics's buying behaviour.

Adolescence chosen as a research participant because in psychology, adolescent is in transition time so it's make them in dubiety. So, they are dynamic, moody, always want something new,



and easy to influenced. Adolescence is in identity crisis, In the other hand, they want known as an individual but in the other hand they must identify themselves with peers, it makes them become loyal with their reference groups, in determining choice or decision making.

### **Family as a Reference Group**

Social sources such as the family often influence consumer-buying behaviour (Sharma, 2011). Bearden and Etzel (1982) maintain that the family influence on the individuals' consumption behaviour tends to be very strong, as family tends to help shape the individual's values, attitudes, and buying behaviour, through the process known as socialisation (Lamb, 2004). The socialisation process is defined as the manner parents pass cultural values and norms to children (Tucker, 2011).

When we go out to make a purchase, our decisions on which items to buy are usually influenced opinion leaders Opinion leaders are defined as a group of people where consumers look to get a stamp of approval before making a purchase (Foong & Yazdanifard, 2014).

Chandrasekar & Raj (2013) A family is a group of two or more persons related by blood marriage or adoption who reside together .The nuclear family is the immediate group of father, mother, and children living together. The extended family is the nuclear family, plus other relatives, such as grand parents, uncles and aunts, cousins, and parents-in law.

Individual members of families often serve different roles in decisions that ultimately draw on shared family resources. Some individuals are information gatherers, who seek out information about products of relevance. These individuals often have a great deal of power because they may selectively pass on information that favors their chosen alternatives. Some of them is decision maker(s). The *decision maker(s)* have the power to determine issues such: whether to buy; which product to buy; which brand to buy; where to buy it; and when to buy, etc.

Chandrasekar & Raj (2013) The Nature of Family Purchase. Initiators(s): The Family member who first recognises a need or starts the purchase process. Information gatherer(s): The individual who has expertise and interest in a particular purchase. Different individuals seek information at different times or on different aspects of the purchase. Influencer(s): The person who influences the alternatives evaluated, the criteria considered, and the final choice. Decision maker(s): The individual who makes the final decision. Purchaser(s): The family member who actually purchases the product. This is typically an adult or teenager. User(s): The user of the product .

### **Purchasing Behaviour**

The buying decision is to choose one of two or more alternative choices to buy (Shiffman, Kanuk, & Hansen, 2012). Sangadji & Sopiah (2013) states that purchasing decisions are the choice of an action from two or more alternative choices. Awantary (2014) states that purchasing decisions are a form of solving human problems in buying several or one product as a form of fulfilling and satisfying wants and needs.

Kotler & Armstrong (2016) explain that purchasing decisions are a stage in the decision making process of buyers where consumers actually buy. Setiadi (2015) defines purchasing decisions as an integration process that combines knowledge to evaluate two or more alternative behaviors and chooses one of them. Tjiptono (2008) states that based on consumer purchasing objectives can be classified as the purpose of purchase is to meet their own needs while consumer organizational goals for business needs.

Some of the factors that influence buying decisions include reference groups and perceptions of product quality (Fauziya & Lutfi, 2017). Previous studies of buying decisions state that decisions to buy products or brands are influenced by reference groups (Bearden & Michael, 2001). Another study conducted by Childers and Rao (1992) and Makgosa and Mohube (2007) examined the same thing, namely the influence of peer reference groups on buying decisions. Studies Kurniawati (2005, 2013, 2018) also found that reference groups (celebrities, parents, peers, teachers, etc) influence buying decision for many kind of product.

#### **Research Hypothesis is:**

H1: Parents significantly influence adolescent's halal cosmetic buying behavior

H2 : Siblings significantly influence adolescent's halal cosmetic buying behavior

#### **METHODS**

This research is quantitative research. Subjects were 200 young women, 18-24 years, and use halal cosmetics. The sampling technique is purposive sampling. The questionnaire used was a questionnaire from Martin & Bush (2000), which was developed by researchers. Data analysis using simple regression

#### **RESULTS**

The results of validity and reliability tests for parent influence variables, Cronbach alpha value of 0.897 with the validity value of all items above 0.2. This shows that the items in the parents's influence variables are valid and reliable.

The results of validity and reliability tests for sibling(s) influence variables, Cronbach alpha value of 0.854 with the validity value of all items above 0.2. This shows that the items in the celebrities's influence variables are valid and reliable.

Regression results for parent influence, it can be concluded that there is a significant effect of the parent's influence on the behavior of buying halal cosmetic products. This shown from the data that  $r = 0.396$  and  $\text{sig}(p) = 0.000$ ;  $p < 0.05$ . The value of  $R = 0.396$ ,  $R^2 = 0.157$  indicates that the artist's influence on the behavior of buying halal products is 15.7%.

Regression results for sibling's influence, it can be concluded that there is a significant effect of the sibling's influence on the behavior of buying halal cosmetic products. This shown from the data that  $r = 0.429$  and  $\text{sig}(p) = 0.000$ ;  $p < 0.05$ . The value of  $R = 0.429$ ,  $R^2 = 0.184$  indicates that the artist's influence on the behavior of buying halal products is 18.4%.

#### **DISCUSSION**

Families (parents and siblings) have a significant influence on the behavior of purchasing halal cosmetic products in adolescents. This is also in line with Moschis (in Martin and Bush, 2000) regarding the influence of families on one's consumption patterns. Parents are the most idolized idol figures. Coupled with the survey results prove that 46.5% idolizing their parents.

Moschis (in Martin and Bush, 2000) stating that families (especially parents) often influence a person's consumption patterns and attitudes. Sharma (2011) also said that family often influence consumer-buying behaviour. From parents also someone will get an orientation on religion, politics, and economics and personal ambitions. Cultural factors also influence the role of parents. Bearden and Etzel (1982) maintain that the family influence on the individuals' consumption behaviour tends to be very strong, tends to help shape the individual's values, attitudes, and buying behaviour, through the process known as socialisation (Lamb, 2004). The

socialisation process is defined as the manner parents pass cultural values and norms to children (Tucker, 2011).

Neeley (2005), Parents engage in consumer behaviour instruction through both direct and indirect. Direct consumer learning is the intentional instruction by the parent for the purpose of teaching the child some aspect of consumer behavior. Indirect learning is the unintentional instruction of some aspect of consumer behaviour that is initiated by the child through direct observation or participation (McNeal 1987). However, most consumer instruction between parents and children does not take place directly. Parents place children in consumer situations, simply because the parent and child are together when the activity takes place, often referred to as co-shopping. The role of parents is getting bigger, in country like Indonesia. Culture in Indonesia, parents still live with their children, even though the child is an adult. This makes the influence of parents can be even greater.

Cotte & Wood (2004), Siblings can be important role models for each other and in many cases could act as a relevant peer group for comparison and modeling. Especially in adolescence, when peer comparisons are especially salient (Pechmann and Knight 2002) siblings are likely to be a strong reference group. Thus, in some domains, the siblings in the home may socialize each other more than the parents do. In these instances, the influence can thus be thought of as intrageneration, and siblings become an important reference group influencing behavior (Bearden and Etzel 1982). Thus, some readers with children may note "my younger child copies everything the older one does,".

Reference groups are known as social groups that are significant to an individual and against which the individual compares himself or herself. Like it or not, parent & siblings are perceived as important role models to adolescence today. It is extremely vital that marketing managers consider building awareness and gaining support of these important individuals, as they can do a great deal to help influence adolescence market today. Business organizations can make significant strides in reaching adolescence market in by partnering with these influential role models (parents and sibling). By looking at the significant influence of family on the behavior of buying halal cosmetic products, it is important for marketers to engage family in marketing communications (below the line or and above the line).

## **CONCLUSIONS**

Based on the regression test, it can be concluded that reference groups (parents & sibling) significantly influence the buying behavior of halal cosmetic products in 15.7% and 18.4%. So it is important for marketers to use a reference group for parents and siblings as a part of promoting halal cosmetic products.

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