



# Analysis of Factors Affecting the Intention to Buy Halal Cosmetics

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**Abstract:** The halal lifestyle trend is rapidly growing around the world. With the increasing number of Muslims population, the demand for halal products is also increasing. This study aiming to analyze the factors that influence consumer purchase intention towards halal cosmetic products. The factors used are product knowledge, religiosity, and Islamic advertising ethics. This research was conducted at the State Islamic University of North Sumatra by distributing questionnaires to 90 students. The data were processed using descriptive analysis and Structural Equation Modeling (SEM) with the Partial Least Square (PLS) approach. The research results show that product knowledge, religiosity, and Islamic advertising ethicshave a significant positive influence on the intention to purchase halal cosmetics. A person's knowledge of a product is accompanied by their adherence to religion, US well US cosmetics advertising which applies the ethical values of Islamic advertising which causes an increase in purchase intention. This research provides a more comprehensive understanding of consumer behavior related to halal products. The The results of this study are also useful for stakeholders of the halal cosmetics industry and researchers interested in this field. Future research can explore other factors that influence Muslim consumers' purchase intention towards halal cosmetics.

**Keywords:** Halal Cosmetics, Purchase Intention, Products Knowledge, Religiosity, Advertising Ethics

## Introduction

The halal lifestyle *has* recently been increasing throughout the world, not only only in countries with a Muslim majority population but also in countries with the majority of the population is non-Muslim (Astuti 2020). From 1.7 billion in 2015 to 2.9 billion on year 2060, population Muslim in all over world estimated will increase around 71% in 45In the coming years, with the increasing Muslim population, the demand for halal products will also increase. (Pew Research Center 2019). Like as it is drugs And cosmetics halal projected experience growth as big as 134 billion dollars and 95 billion dollars in 2024, "Based on the description, the market size economy Islam (in outside finance sharia) projected will grow 6.2% during period 2018–2024 from 2.2 trillion become 3.2 trillion on year 2024." With existence contribution shopping Which big for product halal for people Islam in all over world, This Possible become Wrong One mover growth Islamic economics (Thank you, Wiryawan, A., Kusnadi, J. 2020). The word "halal" comes from

Arabic, meaning "permissible" or "in accordance with Islamic law". Muslims, consuming halal goods is an obligation (Khan and Haleem 2016). Halal different from haram, which means forbidden or not allowed.

Halal and haram are not only related to consumption, but also to all human life, such as trading which must free from usury And fraud. Al-Qur'an And Hadith used as reference For determine its halalness (Mohammad Taghi Malboobi 2010) like on Al-Qur'an letter Al-Baqarah verse 168 " *O people, eat what is halal and good from what is found in earth, and do not follow the steps of the devil; because it really is the devil is the real enemy for you* " (QS. 2:168) In the context of the rapid development of the halal lifestyle trend, this study aims to analyze factors Which influence intention buy consumer to product cosmetics halal (Astuti 2020; Pew Research Center 2019). With increasing amount person Muslim in all overworld, request will goods halal Also Keep going increase.

Consumer Now more considering things like religiosity (Johnson et al. 2001), knowledge of the product (Ahmat et al. 2011), Islamic advertising ethics (Zulkifli et al. 2019), and other things that influence decision they For buy something (Paramita, Ali, and Dwikoco 2022). Has Lots study conducted regarding the influence of product knowledge, religiosity, and Islamic advertising ethics on purchase intention. The purpose of this study is to gain a better understanding about how these variables relate to each other in determining buyer desires. For using halal cosmetic products. Purchase intention is an important factor that influences consumer decisions to purchase. product cosmetics halal. Study Which done with use approach statistics Which strong can give understanding Which more comprehensive about factors Which influence intention buy halal cosmetics (Endah 2014). And religiosity is an important factor in product marketing because it influences social behavior, consumption patterns, and consumer choices (Suparno 2020). This cause a trend in society Which called "migration", Which change standard halal from product food and beverages into service and lifestyle products. Today, cosmetics are considered as lifestyle products. (Sukardani, Setianingrum, and Wibisono 2020). Consumer behavior is a term For the process of taking decision used For buy something. As a result, this research helps to improve our understanding of buyer behavior. in terms of halal products and can provide valuable guidance for industry stakeholders. cosmetics and researchers interested in this field. We will provide further explanation about the theoretical framework used in this study, as well as the research methodology that we use. use.

## Methodology

### Framework Thinking

The halal cosmetics industry can help sustain Islamic economics in Indonesia. According to Survey (Bizteka 2015) there is a positive trend in the sales value of the cosmetics industry in Indonesia from year to year. 2010 to 2015. Halal cosmetics are becoming more popular as people become more aware of them. organic product which is environmentally friendly and contains no animal material. Indonesia own potential For becoming market main And manufacturer of halal products as country with Muslim population the world's largest. Ironically, local companies have yet to tap into the huge

potential of the cosmetics industry. national halal. The domestic cosmetics industry is just developing and reaches 25–30 percent of the total domestic trading value (industry). With say other, multinational brand contribution continues to dominate domestic trading. To increase local role players in the cosmetics industry promising halal, scientific research is needed from the perspective of producers and consumers. This study investigates consumer characteristics through descriptive analysis, purchasing characteristics through descriptive analysis, and makes a development model of consumer behavior on halal cosmetics products through Structural Equation Modeling analysis with the Partial Least Square approach. Based on theory and framework thinking, so the hypothesis on this study includes:

H1: There is a significant influence between the Product Knowledge factor on Intention to Purchase halal cosmetics  
H2: There is a significant influence between the factor Religiosity to Purchase Intention to Purchase halal cosmetics

H3: There is a significant influence between Islamic Advertising Ethics factors on Intention to Purchase halal cosmetics

### **Data Collection Methods**

This research was conducted at the State Islamic University of North Sumatra (UINSU) considering UINSU as one of the largest Islamic universities in Indonesia. Period The research took place from November 2023 to December 2023. In this study, the primary data was collected using a purposive sampling method, where researchers in a selective way determine respondents who are in accordance with the target market of the majority of halal cosmetic users, namely students. Use questionnaire in a way on line done For to obtain factual data with a more effective and efficient method. Furthermore, the data is grouped based on the variables which are researched and explained again using secondary data from scientific literature. relevant.

### **Data Processing and Analysis Methods**

Descriptive analysis used To analyze primary study data To identify frequent distribution on consumer characteristics. Besides that, to develop a development model of halal cosmetic consumer behavior, using Structural Equation Modeling analysis (SEM) with a Partial Least Squares (PLS) approach. As stated by (Ghozali 2011). SEM is a multivariate statistical analysis method which allows researchers to evaluate direct and no direct influence between complex variables, both recursive and also non-recursive, to gain a better understanding of the model. The results of data processing with SEM analysis will show which factors most influence consumer decisions to buy halal cosmetics.

### **Measurement Variables**

Study This uses instrument in the form of questionnaire Which measurement the variables refers to previous studies. There are four variables in this study, namely other product knowledge, religiosity, Islamic advertising ethics, and purchase intention. Grid instrument questionnaire research is presented in the table following.

**Table 1.** Measurement Variables

VARIABLES	DEFINITION	SUB-INDICATOR	QUESTIONNAIRE
Knowledge Product (X 1 )	Knowledge means understanding And awareness Which obtained individual or a group individual through theoretical understanding or practical to a certain objects (Guidance et a. nd)	Attitude Religious	I understand law Islam about halal And forbiddenFor product cosmetics
		About product	
		Cosmetics Halal	I feel that I own knowledge WhichEnough about product cosmetics Which forbidden by Islam
		Certification and product standards cosmetics halal	I know about issues latest aboutingredients Which suspected of being haram
Religiosity(X 2 )	To what extent somebody committed on his religion and how is religion is realized in attitude and his behavior known as religiosity (Johnson et al.2001).	Trust on	I with like heart And Like willing usecosmetic products halal
		Understanding	
		Religion in	I tend choose product cosmetics halal Because religion I teach For choosethe product that halal
		Cosmetics Halal	
Ethics Advertising Islam (X 3 )	Ethics advertising Islam is a process message delivery commercial and also community service Which based on on rules Islam, which originates from Al-Qur'an And Al-Hadith. Ethics This	Level experience religion inuse cosmetics halal	I feel more calm And comfortable useproduct cosmetics halal Because No violate rule religion I
			I feel more Good use productcosmetics halal Because halal is part from belief religion I
Ethics Advertising Islam (X 3 )	Ethics advertising Islam is a process message delivery commercial and also community service Which based on on rules Islam, which originates from Al-Qur'an And Al-Hadith. Ethics This	Compatibility with Value Islam	I believe that product cosmetics halal must adhere to the values of purity and internal cleanliness Islam
			I agree that advertisement cosmetics halal must honor values And descendants religion Islam in his service
		Compliance to	I believe that advertisement cosmetics halal must comply principle, accountability, will free, permission, and truth in Islam

## Result and Discussion

### Characteristics Consumer

Based on the research results, the characteristics of respondents were obtained based on age, gender, and education. gender, and the frequency of each. A more complete distribution of respondent characteristics can be seen in Table 2.

**Table 2.** Characteristics Consumer

Characteristics	Group	Frequenc y	Percentage (%)
Type Sex	Woman	62	68.9
	Man	28	31.1
Sub-Total		90	100
Age	17-19	56	62.2
	20-23	34	37.8
Sub-Total		90	100

Source : Data processed (2023)

Part big Respondent aged 17 year until 19 year with majority Woman more higher than men. The table shows that 56 individuals (62.2%) are in the category age "17 – 19 years" and 34 individuals (37.8%) are in the age category "20 – 23 years". Given cosmetics halal for Woman become trend require use cosmetics halal with percentage 68.9%, and the age range of 17 years to 19 years are halal cosmetic users with presentation 62.2%. So from table This can seen that majority user cosmetics halal in University Islam Country Sumatra North is Woman from 90 sample there is 62. consumer And tall percentage 68.9% with level age from 17 year until 19 year as much as 56 consumers and tall percentage 62.2%.

### Results Instrument Test Validity And Reliability

To determine whether a statement in a questionnaire is valid or not, a test is used. validity. One of the bases for measuring validity is by comparing the *Pearson value correlation* or *r* count on coefficient correlation on every Items statement in questionnaire. If mark *r* count more big from *r* table, so Items statement in questionnaire can stated valid (Ghozali2011). Based on the results of the validity test, all questionnaire statement items in this study have been proven valid. *r* value table Which used is as big as 0.2072 with level 5% significance.

**Table 3.** Results Test Validity based on Average Variance Extracted (AVE)

Variables	Average Variance Extracted (AVE)	Conclusion
Ethics Advertising Islam	0.759	Valid
Intention Buy	0.623	Valid
Knowledge Product	0.622	Valid
Religiosity	0.763	Valid

Source: Data processing SmartPLS primer 3.0, 2023

Based on results the known that variable Ethics Advertising Islam own mark AVE of 0.759. This variable can be said to be valid because the AVE value it has is greater than 0.50. Furthermore, the Purchase Intention variable has an AVE value of 0.623 which also shows validity of the variable because the AVE value is greater than 0.50. Product Knowledge Variable has an AVE value of 0.622 which indicates the validity of the variable because the AVE value exceeds 0.50. Finally, the Religiosity variable has an AVE value of

0.763, which indicates validity variable the Because mark AVE more big from 0.50. With thus, in a way Overall, the four variables in this study can be said to be valid based on the AVE value. each variable which exceeds 0.50.

**Table 4.** Results Test Reliability

Variables	Cronbach's Alpha	Composite Reliability	Conclusion
Ethics Advertising Islam	0.893	0.926	Reliable
Intention Buy	0.799	0.868	Reliable
Knowledge Product	0.801	0.866	Reliable
Religiosity	0.897	0.928	Reliable

Source: Data processing SmartPLS primer 3.0, 2023

Based on table Results Test Reliability, can concluded that fourth variable study This can be said to be reliable based on the Cronbach's Alpha and Composite Reliability values respectively. each variable Which exceed 0.70.

### Results Test Path Coefficients (Test Coefficient Track)

**Table 5.** Results Test Path Coefficients

Path Analysis	T Statistics	P Values	Conclusion
Ethics Advertising Islam -> Intention Buy	3,129	0.002	Significant Positive
Knowledge Product -> Intention Buy	2,550	0.011	Significant Positive
Religiosity -> Intention Buy	2,055	0.040	Significant Positive

Source: Data processing SmartPLS primer 3.0, 2023

Based on results analysis Path Coefficients, can concluded that:

1. The Influence of Islamic Advertising Ethics on Purchase Intention has a T Statistics value of 3.129 And P Values as big as 0.002. With mark P Values Which not enough from 0.05 can concluded that influence the significantly positive.
2. The influence of product knowledge on purchase intention has a T statistics value of 2.550. And P Values as big as 0.011. With mark P Values Which not enough from 0.05 can concluded that influence the significantly positive.
3. The influence of religiosity on purchasing intentions has a T statistics value of 2.055 and P Values of 0.040. With P Values of less than 0.05 it can be concluded that influence the significantly positive.

Furthermore, in this study, an R square test was conducted to evaluate the suitability of the model. In the following table, it can be seen that the average R square value for the purchase intention variable is 54.6%.



**Table 6.** Results Test R Square

<b>Variables</b>	<b>R Square</b>	<b>Percentage</b>	<b>Conclusion</b>
Intention Buy	0.546	54.6%	Strong

## Discussion

### Influence Knowledge Product To Intention Buy

The influence between product knowledge and purchase intention produces a T-value of 2,550 greater than the T-table, which is 1.987. So the first hypothesis (H1) of the research is positive. And the results From this analysis, it is shown that the product knowledge variable has a positive influence. And significant. . Viewed on acquisition test t test on column coefficient its significance  $0.011 < 0.05$  Which It means Influence between variable knowledge product (X1) to intention buy (Y) positive And significant, so that first hypothesis accepted. In this case, consumer knowledge about halal products does not influence the decision. they For buy product the. Besides That, No There is approach or socialization Which doneby cosmetic products halal related with product Which for sale to consumers. These results are the same as the findings of (Antoni and Hakim 2021), namely the influence between Product knowledge with purchase intention for multi service indihome services results in positive no significant. Results analysis This No in line with study Which done by (Bachelor and Supernatural2018) which shows that there is a positive and significant influence between knowledge product halal against the intention buy.

### Influence Religiosity To Intention Buy

Influence between religiosity to purchase intention produce mark T-count as big as 2,055 morethe largest of the T-table is 1.987. So the first hypothesis (H1) of the research is positive. And the results of the analysis connection between variable religiosity with intention buy produce positive And significant. Viewed on the t-test results in the significant coefficient column are  $0.04 < 0.05$ , which means that the religiosity variable (X2) on purchase intention (Y) produces a positive and significant influence, so the hypothesis second accepted. Basically women want to look beautiful and they are even more interested in beauty products. instant cosmetics without knowing whether the product is halal or not. They are not too influenced by their religiosity to buy halal cosmetics. This study involved people- person aged 17 to 25 year Which own mentally Which No stable. Results analysis This in line with analysis from (Fauzi, Mr. Gunawan, and Darussalam 2020) in conclusion influence religiosity with intention buy produce positive No significant. But resultsanalysis This No in line with analysis from (Jacob and Sham 2021) his findings state influence between religiosity with intention buy produce positive And significant.

## Influence Ethics Advertising Islam To Intention Buy

The influence of Islamic advertising ethics on purchasing intentions produces a T-value of 3.129 is greater than the T-table, which is 1.987. So the first hypothesis (H1) of the study is accepted. And the results from analysis connection between variable ethics advertising Islam with intention buy produce positive And significant. in conclusion influence between ethics advertising Islam (X3) to mark buy (Y) produce positive and significant, so the third hypothesis accepted. The higher the level of compliance of halal cosmetic advertisements with advertising ethics in Islam, The interest of Muslim consumers in purchasing halal cosmetic products is also increasing. This finding is consistent with previous research showing that ethical violations advertising Islam own connection negative with intention buy consumer. The results of this analysis are in line with the analysis (Usvita 2017) which concluded that there was an influence significant between variable advertisement And attitude consumer to decision purchase Which done on student High School Foundation of Economics Pasaman Education (YAPPAS ELECTRICITY STUDENTS' UNIVERSITY).

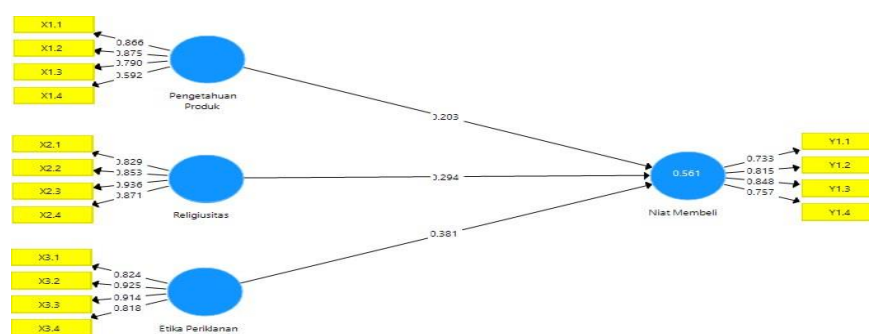


Figure 1. Results Research Model

## Conclusion

Knowledge product, Religiosity, And Ethics Advertising Islam is factor -factor important Which influence intention buy cosmetics halal. Although consumer own knowledge Which tall about cosmetics halal, matter the No always means that they will more tend to buy the product. On the other hand, religiosity has a positive and significant influencetowards the intention to buy halal cosmetics. The higher the level of religiosity of a person, the greater the interest them to buy halal cosmetics. In addition, Islamic advertising ethics also have an influence positive and significant on the intention to buy halal cosmetics. The more halal cosmetic advertisements comply with ethics advertising in Islam, the more tall interest consumer purchase muslims against the product. In this context, the most dominant factor influencing the intention to purchase halal cosmetics is the ethics of Islamic advertising, followed by religiosity. Meanwhile, product knowledge is not has a significant influence on purchase intention. It is expected that the results of this study can provide a better understanding for halal cosmetic industry players and marketers in understand behavior consumer Muslim in buy halal cosmetic products.



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