

Muslimah Intention on Halal Cosmetic: A SEM PLS

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Since the last 5 years the halal industry has now captured a lot of public attention, not only from the food sector but also extends to the tourism, hospitality, pharmaceutical and cosmetic sectors. The increasing demand for Muslim consumers for halal products is a business opportunity for producers or companies. The growth of the cosmetics market is projected to increase by 7% in 2021. This study aims to determine the buying intention of Muslims in buying or using halal cosmetics using the Theory of Planned Behavior (TPB). Data was collected by distributing questionnaires online. Then the collected data was processed using Structural Equation Modeling-Partial Least Square (SEM-PLS) and concluded that it is known that the latent variable attitude has a path coefficient value of 0.026, this shows a positive influence on purchase intentions.

Keywords: Halal Cosmetic, Theory of Planned Behavior, PLS

OPEN ACCESS

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Received: 17 October 2022

Accepted: 7 December 2022

Published: 30 December 2022

Citation:

(2022) Muslimah Intention on Halal
Cosmetic: SEM PLS
Fara'id & Wealth Management
2.2.

INTRODUCTION

Indonesian resident reached 275.36 million people in June 2022. This number increased by 1.48 million people (0.54%) compared to December 2021. This number also increased by 3.13 million people (1.15%) when compared to June 2020 previously. Based on gender, 50.48% of Indonesia's population are male and 49.52% female in June 2022 (Databoks.katadata.co.id). 136.37 million people are women, this is a big opportunity for Indonesia in producing cosmetics. Coupled with the increasing sensitivity of men in terms of paying attention to appearance, the market for cosmetic products is expanding. Based on data from the Central Statistics Agency (BPS) in the first quarter of 2020 the growth of the chemical, pharmaceutical and traditional medicine industries including cosmetics grew 5.59%. Market growth cosmetics in Indonesia is also projected to increase by 7% in 2021.

Indonesia is a Muslim-majority country, which in this case creates great opportunities for the halal industry. Based on reports State of Global Islamic Economy 2020-2021, Indonesia is included in the top 10 Islamic economic players. For the halal food industry, Indonesia is in 4th place. Meanwhile, in the Muslim fashion industry, Indonesia is in 3rd place after the UAE and Turkey ([Jawa Pos 2020](#)). In the halal cosmetic pharmaceutical industry, Indonesia is in 6th place. Halal tourism and finance industry, Indonesia is in 6th place. In 2014 the world's demand for halal cosmetic products amounted to USD 54 billion and is expected to increase to USD 80 billion in 2020 ([Aniq, 2018](#)). The Halal industry has evolved from focusing solely on food to a variety of other industries covering a wider range of lifestyles, and driving demand in non-food areas such as cosmetic products, toiletries, Islamic finance, and tourism ([Hanzee & Ramezane, 2011](#)). Halal generally refers to things or actions that are permitted under Sharia (Islamic) law. Not only within the scope of Halal cosmetics, the concept covers all aspects of production, storage, packaging and delivery according to Sharia requirements ([HussinAnd al., 2013](#)).

Cosmetic products are included in the category Fast Moving Consumer Goods (FMCG) where the product has a relatively short shelf life. For the majority of Indonesian people, especially women, cosmetics are a routine necessity that they always buy. Demand towards halal cosmetics continues to increase, 95 percent of Muslim women in Indonesia feel the need to ensure the halal cosmetic products they use ([tirto.id 2016](#)).

Based on the results of [Aisyah's research \(2017\)](#), which was analyzed with 100 respondents, 42% of respondents did not understand the potential for non-halal ingredients and the use of permitted ingredients in cosmetics and personal care products. In addition, the survey also shows that 30% of respondents often check halal labels on cosmetics and body care product packaging before buying, while 41% rarely check halal labels, and 29% never check halal labels before buying. It can be concluded that less than 50% of respondents paid attention to the halal label before buying the cosmetic product they were going to buy. Meanwhile, from the research conducted by [Tifany Crisma \(2020\)](#) regarding the factor of halal awareness in cosmetic products among Muslim women in Indonesia, it states that the largest percentage of Muslim women's considerations in choosing cosmetics is facial skin compatibility of 79.4%. The halal factor has a percentage of 58.3%, this proves that halal is an important factor in Muslim women's considerations in buying cosmetic products. From these two studies it can be shown that there has been an increase in consumer awareness in choosing halal cosmetics.

On this occasion the researchers tried to observe how Muslim women behaved in choosing halal cosmetics in the Riau region. The underlying reason for choosing Riau Province as the object of research is because 87.11% of the population in Riau Province are Muslims. Research on halal cosmetics in Riau has not been done much. Some researchers only conduct research from certain segments, for example research conducted by [Nurliah Hayu \(2015\)](#) Consumer Interest in Cosmetics Labeled Halal and Not Labeled Halal is reviewed according to an Islamic Economic Perspective (Case Study of Student of the Faculty of Sharia and Law UIN Suska Riau). However, the data that we present has novelty in the object of research. We took respondents from all Muslim communities in Riau. Therefore, the purpose of this study is to try to expand the scope of research to find out how big the buying intention of the Muslim community is in choosing halal cosmetic products and what are the factors that influence it.

LITERATURE REVIEW

Halal Concept

According to Yusuf Qardawi, everything is originally halal, unless there is a strict and syar'i text to prohibit it. Halal rules are not only limited to things, but also include actions and other manners or practices ([Qardawi, 1993](#)). According to Qardawi, the term halal is everything that can be done, and the sharia permits

and the person who does it is not subject to sanctions from Allah Swt (Khalek and Ismail, 2015). "And eat halal and good food from what God has provided for you, and fear God in whom you believe." (QS: Al Maaidah: 88). According to this verse, we are obliged to eat the lawful food that Allah has bestowed upon us, and obey Allah. Based on this, it can be concluded that halal is very important. Halal is not only about food or drink, at this time with the development of the era, halal everything is given more and more attention, for example in cosmetics, pharmaceuticals, tourism and others. Halal is also not limited to the use of alcohol and goods that are forbidden, but also how the process of production and distribution. As the argument which is also the legal basis regarding the halalness of a matter is found in surah Al-Baqarah verse 168. "O man! Eat from the halal and good (food) found on earth, and do not follow the footsteps of Satan. Indeed, the devil is a real enemy for you".

Within the scope of Halal cosmetics, the concept covers all aspects of production, including the source of halal ingredients and the use of materials that are permitted to be produced, stored, packaged and shipped in accordance with Sharia requirements, this is not only found in the scope of halal cosmetics but all transaction activities. economics done. Islam requires its adherents to adhere to specific guidelines and principles for the consumption of goods and services, thus Muslim consumers have a high demand for Halal products that comply with the Islamic approach. Abdul Nassir and Nur Shahira (2010) state that Halal covers a broad area of consideration such as purchase intention, source of income, attitude towards advertising, and attitude towards product and purchase intention. The realm of halal can extend to all consumables such as toiletries, pharmaceuticals, cosmetics and services including finance.

Theory of Planned Behavior (TPB)

The theory of planned behavior was originally named after theory of reasoned action (the theory of reasoned action), developed in 1967, then the theory was continually revised and expanded by Icek Ajzen and Martin Fishbein. In 1980, theory of reasoned action used to study human behavior. Theory of reasoned action (the theory of reasoned action) works when applied to behavior that is under the individual's own control. If the behavior is not completely under the control or will of the individual, even if he is highly motivated by his attitudes and subjective norms, he may not actually display certain behaviors. To overcome the shortcomings of the theory of reasoned action discovered by Ajzen and Fishbein, then in 1988 theory of

planned behavior developed to predict behavior that is not fully under individual control by adding the variable perceived behavioral control that individual behavior is limited by a lack or limitation of the resources used to carry out the behavior. This theory recognizes the possibility that many behaviors are not all under the full control of the individual (Guanabara et al., n.d.)

The theory of planned behavior (theory of planned behavior) is a theory that analyzes consumer attitudes, subjective norms, and perceived behavioral control of consumers. Consumer attitude measures the way a person perceives an object as something positive or negative, as well as beneficial or detrimental. Theory of planned behavior (the theory of planned behavior) is based on the assumption that humans are rational beings and use the information that is possible for them, in a systematic manner. People think about the implications of their actions before they decide to do or not to do certain behaviors.

Attitude

Attitude in planned behavior theory is defined as an individual's evaluation of a behavior or object. This attitude consists of two dimensions, evaluative beliefs and outcome evaluations (results assessment). Evaluative beliefs are individual beliefs about whether a behavior is considered good or bad, while outcome assessment is an individual's assessment of the consequences that may occur as a result of that behavior (Taylor et al., 2014).

Subjective Norm

Subjective norms in planned behavior theory refer to the social pressure felt by individuals to perform or not perform certain behaviors. Subjective norms consist of two dimensions, namely injunctive norms and descriptive norms. Injunctive norms refer to individual beliefs about what should or should not be done based on social norms, while descriptive norms refer to individual beliefs about what other people do in the same situation.

Perceived Behavior Control

Perceived behavioral control in the theory of planned behavior refers to an individual's belief about his own ability to do or not to do certain behaviors. Perceived behavioral control consists of two dimensions, namely control beliefs and perceived power. Control beliefs refer to individual beliefs about the factors that influence their ability to perform or not perform certain behaviors, while perceived power refers

to individual beliefs about the extent to which they are able to control these factors (Sniehotta et al., 2005).

Research on halal cosmetics has been carried out in many regions, including the Bogor area by Stevia Septiani & Retno Indraswari (2019) conducting research that aims to analyze several factors related to halal purchasing decisions. Primary data collection in this study was carried out using a purposive sampling method, namely female workers. The results of the SEM analysis show that the Psychological latent variable has a direct positive effect on Purchases, with a path coefficient of 0.603. The psychological aspect is a relevant factor in purchasing halal cosmetics because the motive for using halal can reflect the fulfillment of attractive recognition as a female workforce.

The legal awareness of Muslim consumers in choosing halal-certified products has begun to develop, this shows that 90% already know about halal-certified cosmetic products, even though only 52% understand the law about using halal cosmetics every day. However, 70% of respondents admitted that they had difficulty choosing products, but in the end only 10% of respondents always chose to use halal cosmetics. Although this data shows that people's legal awareness is still relatively low, this shows that customers still apply halal awareness in their lives (Hasan et al., 2021).

Based on Huda, et al., (2018) the variable of Knowledge, Attitudes, Subjective Norms, Behavior Control, and Religious Commitment have a significant influence on behavior through the intention to consume halal products. Tamsi & Fahlevi (2022) also state that perceived value has an effect on the attitude toward the product, Brand Image has an effect on the attitude toward the product, religious belief has an effect on the attitude toward the product, Halal certification has an effect on the attitude toward the product and an attitude toward the product has an effect on the purchase intention. The factor that significantly influences consumer behavior to use halal cosmetics is intention (Masrul & Sevie, 2020).

Research by Maisyarah Rahmi Hasan, et al., (2021) using the PLS SEM Method, was found that the legal awareness of Muslim consumers in choosing halal certified products has begun to develop, this shows that 90% already know about cosmetic products that are halal certified, even though their legal understanding is only 52%, while 40% use halal cosmetics every day. However, 70% of respondents admitted to difficulty in choosing products and in the end only 10% of respondents always chose to use halal cosmetics. Although this data shows that the community's legal

awareness is still relatively low, customers still apply halal awareness in their lives.

Briliana and Mursito (2017), Septiani and Indraswari (2018), Hasan and Aulia (2021) explain to provide an understanding of the factors that influence attitudes towards halal cosmetic products. In the journal Briliana and Mursito (2017) using the TRA (Theory of Reasoned Action) approach, when used to explain actions that can be controlled by individuals, the idea of reasoned action is effective. Even if the person is highly motivated by his or her subjective views and norms, he may not actually exhibit certain behaviors if those activities are not completely under his control or will. The theory of planned behavior was created in 1988 to address the deficiencies in the theory of reasoned action discovered by Ajzen and Fishbein. It predicts behavior that is partly beyond the control of the individual by including the perceived behavior control variable, which states that individual behavior is limited by the availability of the resources used to perform the behavior. This definition recognizes the notion that not all activities are fully within the control of the individual (Guanabara et al., n.d.). Therefore, this study tries to use TPB (Theory of Planned Behavior) to find out the variable perception of control behavior that predicts behavior that is not completely under the control of the individual.

On this occasion the researchers tried to observe how Muslim women behaved in choosing halal cosmetics in the Riau region. The reason for choosing Riau Province as the object of research is because Riau Province received the 2023 Adinata Syariah award sponsored by the National Sharia Economic and Finance Committee (KNEKS), at the Bank Syariah Indonesia (BSI) Tower, Jakarta, Friday. (26/05/2023). Riau is one of the five provinces that is of concern to the National Sharia Economic and Finance Committee (KNEKS), besides Aceh, West Sumatra, West Java and West Nusa Tenggara. KNEKS wants Riau to become a center for research, training and development of the Indonesian halal industry.

Other newest studies on halal cosmetics can be seen at Masood et al., (2023), Isa et al., (2023), Shahid et al., (2023), Kasri et al., (2023), Masood & Zaidi (2023) and also Anubha (2023). Specifically, Septiarini et al., (2023) try to review on non-Muslim behavioral intention on halal cosmetics in several countries in Southeast Asia or ASEAN countries, for example Indonesia, Malaysia and also Singapore.

METHODOLOGY

In this study the authors used primary data. Data collection was carried out by distributing questionnaires online which were given to the respondents who had been determined in this study. The questions in this research questionnaire used a five-point Likert scale, namely 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly agree). This type of research uses a quantitative approach. The model used in this research is Structural Equation Model Partial Least Square (SEM-PLS) using SmartPLS4.

SEM is also a multivariate analysis technique used to build and test statistical models which are usually in the form of causal models, PLS is an alternative method of analysis with Structural Equation Modeling (SEM) based on Variance.

The sampling technique used in this study is purposive sampling. According to Umar (2011), purposive sampling is a sample selection method based on certain characteristics that are considered to have relevance to previously known population characteristics. The characteristics of the sample used in this study are Muslimah who are currently between 15 to 40 years old and Indonesian citizens according to the research objectives. The samples collected in this study were (still in the data collection stage) respondents. The exogenous latent variable (η) in this study consisted of 3 variables namely Attitude, Subjective Norms, and Perceived Behavioral Control, than endogenous latent variable (e) Intention. Referring to these variables, it can be developed into several indicator variables, namely as follows:

Table 1: Variables indicator

<i>Latent Variables</i>	<i>Indicators</i>	<i>Symbol</i>
Attitude (η)	Interest in using halal cosmetics	ATT1
	The belief that halal cosmetics are good for skin health	ATT2
	Using halal cosmetics is a must	ATT3
Subjective Norm (η)	People around recommend me to use halal cosmetics	SN1
	Choosing halal cosmetics of personal will, without coercion and pressure from the surrounding environment	SN2
	I will recommend halal cosmetics to those closest to me	SN3
Perception of Control Behavior (η)	I can easily find halal cosmetics on the market	PBC1
	I see a lot of advertisements promoting halal cosmetics	PBC2
	I am interested in buying halal cosmetics because of the benefits I feel	PBC3
	I feel I have enough information about halal cosmetics	PBC4
Intention (e)	I will look for halal cosmetic information before buying it	INT1
	I will buy halal cosmetics even though they are more expensive than other cosmetics	INT2
	I will buy halal cosmetics even if the brand is not well known	INT3
	I intend to buy halal cosmetics in the near future	INT4

The following is the framework for this research using the SEMPLS model:

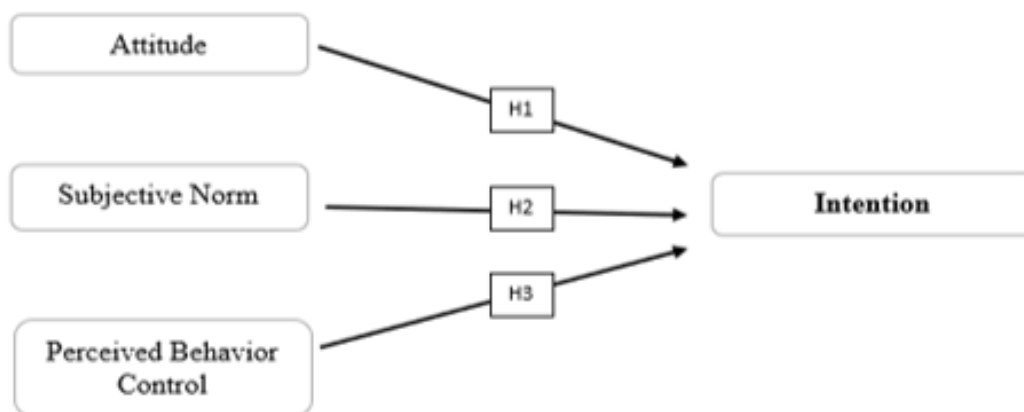


Figure 1: Model Framework

Hypothesis;

H1: Attitude has a positive and significant effect on Muslim intentions in using halal cosmetics

H2: Subjective norms have a positive and significant effect on Muslim intentions in using halal cosmetics

H3: Perceived Behavioral Control has a positive and significant effect on Muslim intentions in using halal cosmetics

RESULTS AND DISCUSSION

Consumer Profile

Based on the results of the study with 150 respondents, the characteristics of the respondents were obtained based on gender, age, region of origin, occupation, monthly income, average monthly expenses for buying skincare/cosmetics.

Table 2. Consumer Profile

Characteristics	Group	Percentage (%)
Gender	Man	24,7
	Women	75,3
Age	15-20	38
	21-29	59,3
	30-40	2,7
Origin	DKI Jakarta	3
	West Java	5
	Central Java	9
	East Java	3
	Lampung	2
	Riau	70
	West Sumatra	2
Work	Bangka Belitung	2
	Student	88
	Officer	6,7
Monthly Income	dll	
	<500.000	45,3
	500.000-3.000.000	48,7
Monthly average spending on skincare/cosmetics	>3.000.000	6
	<100.000	44,7
	100.000-500.000	42,7
	>500.000	12,7

Source: processed data (2023)

Most of the respondents were female (75.3%) with the most age being 21-29 (59.3%). Most respondents came from the Riau area (70%) with the largest percentage working as students (88%). Respondents with the largest percentage had a monthly income of 500,000-3,000,000 (48.7) and had an average expenditure of buying skincare/ cosmetics with the largest percentage is <100,000 (44.7%). because most of the respondents to the questionnaire are students, the average expenditure for purchasing skincare/cosmetics <100,000 is normal and according to the needs of each individual, but the percentage of spending on the average purchase of skincare/cosmetics is the second largest as much as 100,000-500,000 (42.7%) thereby explaining that the prices of skincare/cosmetics used by respondents varied widely with various prices.

Characteristics of Purchase Intention for Halal Cosmetics

Based on the characteristics of the respondents in Table 2, it can be concluded that the respondents in this study were consumers dominated by students.

The results of data processing in Table 3 show that the majority of respondents use Wardah brand cosmetics with a percentage of 14% of the various skincare/cosmetic brands that we have included in the questionnaire and the largest purchasing decision is influenced by quality with a percentage of 45% and the second reason after quality with the largest percentage is a halal label (35.6%). This data shows that the public considers a product quality more than a halal label with a percentage difference of 5.6%.

Table 3: Characteristics of Purchasing Halal Cosmetics

Characteristics	Group	Percentage (%)
Cosmetics/Skincare products used	Ms Glow	10
	Wardah	14
	Garnier	9,3
	Scarlett	3,3
	Safi	2,7
	Emina	8
	Kahf	6,7
	Skintific	10
	etc	
	Reasons for buying cosmetics	Quality
Affordable price		18,8
Halal		35,6
Brand		0,7

This study also examines consumer intentions in buying cosmetics. Respondents were given several choices when making a decision to buy cosmetics, starting from questions with answers that strongly disagree, disagree, neutral, agree and strongly agree with rating points from 1-5.

The results of this study found that respondents were interested in using halal cosmetics (75%) with trust in halal cosmetics good for skin health (62%). Respondents feel that using halal cosmetics is a must (69.3%) and people around the respondents suggest using halal cosmetics (47.3%) this shows *self-awareness* is very important because the people around us don't always convey these kinds of things either.

Respondents choose halal cosmetics on their own accord (70%) when they decide to buy halal cosmetics, respondents do not get pressure from the surrounding environment and will also recommend halal cosmetics to the people around them (48%). Not all of the respondents found it easy to find halal cosmetics on the market (36%), this was also because there were not many Halal cosmetic promotional advertisements that respondents could find (38%).

Most respondents are interested in buying halal cosmetics because of the perceived benefits (49.7), but not many respondents feel they have sufficient knowledge about halal cosmetics (22%) but respondents seek information about halal cosmetics before buying (49.7). With a variety of cosmetics/skincare on the market, of course, people also have different interests in the cosmetics/skincare they will use, due to the

respondents' interest in halal cosmetics/skincare, they will buy it at a higher price than cosmetics that are not yet halal (43%).

However, like the explanation that halal cosmetics/skincare lacks in promoting their products, not many respondents will buy halal cosmetics due to limited knowledge about halal product brands (28.2%), but by using halal cosmetics respondents feel the benefits (41.6 %) and have the intention to buy halal cosmetics in the near future (40.3%).

Model for Developing Consumer Intentions in Appropriating Purchases of Halal Cosmetics

This study uses SEM with categories *variance based*. *Variance based* SEM (VBSEM) approach was carried out *partial least squares* (PLS) which aims to find predictive linear relationships between variables (Ghozali 2008).

The latent variables in this study consisted of three exogenous variables, namely Attitude (ATT), Subject Norm (SN) and Perceived Behavior Control (PBC). Every latent variable has a variable *manifest* (indicator) that reflects its contribution to the latent variable.

Outer Model Analysis

Measurement models (*Outer Model*) is a model that defines how each indicator relates to its latent variable. Evaluation *outer model* carried out on constructs that are reflected by other indicators. The size of the indicator reflection with its construct is said to be high if it has a value *loading factor* more than 0.7.

Table 4: Outer Model Analysis

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attitude	0.917	0.918	0.948	0.858
Intention	0.860	0.865	0.905	0.704
Perceived Behavior Control	0.814	0.869	0.870	0.627
Subject Norm	0.779	0.783	0.871	0.693

Table 5: Outer Model Analysis

Criteria	Composite Realibility	Average Variance Extracted (AVE)	Standard
Attitude	0,948	0,858	>0,7
Intention	0,905	0,704	>0,7
Perceived Behavior Control	0,870	0,627	>0,6
Subject Norm	0,871	0,693	>0,6

Source: processed data (2023)

Inner Model Analysis

Inner Model or Structural Model is a model that describes the significance of the relationship and influence between latent variables, namely *Attitude*, *Perceived Behavior Control*, *Subject Norm*. process of getting *inner model* done through bootstrapping technique with Smart PLS. The bootstrapping technique is a random sample data recalculation technique to obtain a T-statistic value. Based on the T-statistic value obtained, it can be seen the relationship between the variables measured. Furthermore, the magnitude of the influence between variables can be seen from the path coefficient

estimation criteria for each existing path. The results show that *Perceived Behavior Control* which has a significant effect on the model, which has a higher T-statistic value than T-table (4.867).

Furthermore, when viewed from the R2 value, the research model is classified as a substantial model because it has an R2 value of 60.7%. This means that the latent variability of purchasing decisions can be explained by variables *Attitude*, *Perceived Behavior Control*, *Subject Norm* 60.7% and the rest is explained by other variables outside the study. The full results of the inner model analysis can be seen in the following table.

Table 6: Inner Model Analysis

Criteria	Explanation	Research Results
	Endogenous construct variability explained by exogenous construct variability	R2 for Intention = 0,607
Path Coefficient Estimation	Evaluation of the coefficient value, including the real influence and the path coefficient value	Attitude -> Intention 0,026 Perceived Behavior Control -> Intention 0,000 Subject Norm -> Intention 0,154

Source: Processed data (2023)

The Influence of Attitude on the Intention to Purchase Halal Cosmetics

The influence of attitude on purchase intention produces a T-statistic value of 2.151 which is smaller than the T-table of 2.364, so the first hypothesis (H1) is rejected.

T-statistic value of 4.794 is greater than T-table 2.364 So the second hypothesis (H2) is accepted.

The Influence of Subject Norm on Intention to Purchase Halal Cosmetics

The results of data processing show that the Subject Norm for Intention to purchase halal cosmetics, with a

The influence of Perceived Behavior Control on Intention to purchase halal cosmetics

The results obtained from the data show that Perceived Behavior Control on Intention to purchase halal cosmetics, with a T-statistic value of 1.389 which is smaller than the T-table of 2.360, the third hypothesis (H3) is rejected.

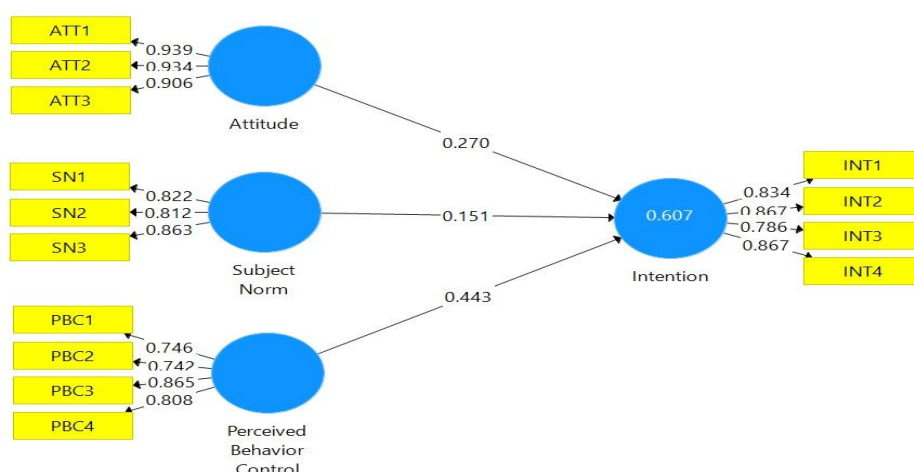


Figure 2: Final model of SEM research

Based on the image of the final model of the SEM research, all indicators that reflect Attitude latency have a loading factor value of more than 0.9 so that they have a very large contribution in describing latency.

Furthermore, several indicators such as Perceived Behavior Control and Subject Norms are other things that also play an important role in reflecting consumer intentions. The magnitude of the coefficient of influence of Attitude on Purchase Intentions can be interpreted that the better the indicators of a consumer's Attitude, the greater the level of purchase of halal cosmetic products.

In this study, the purchase of halal cosmetics was not significantly influenced by the subject norm (0.8) and Perceived Behavior Control (0.7). So that the choice of cosmetic product brands was determined more by consumer attitudes than other factors.

As a result of Huda, et al., (2018) the variable of Knowledge, Attitudes, Subjective Norms, Behavior Control, and Religious Commitment have a significant influence on behavior through the intention to consume halal products, in this case on halal cosmetic.

Research by Tamsi & Fahlevi (2022) also state that perceived value has an effect on the attitude toward the product, Brand Image has an effect on the attitude toward the product, religious belief has an effect on the attitude toward the product, Halal certification has an effect on the attitude toward the product and an attitude toward the product has an effect on the purchase intention. The factor that significantly influences consumer behavior to use halal cosmetics is intention (Masrul & Sevie, 2020).

CONCLUSION

From the results of the research we conducted, we came to the conclusion in the form of the first suggestion to Stakeholders, this research is expected to be a reference in conducting marketing because according to the results obtained with the significant Subject Norm results where most of the indicators are regarding the marketing of halal products that are still lacking so that consumers in remote areas cannot reach these halal products and secondly to the community, with this research it is hoped that it can increase knowledge and *awareness* against halal cosmetic/skincare products.

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