



Consumer Behavior of Halal Skincare Products Reviewed from the Theory of Planned Behavior Approach

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Abstract: This study aims to analyze consumer behavior in purchasing halal skincare products in Indonesia using the Theory of Planned Behavior (TPB) approach. The research is motivated by the growing awareness of halal-certified cosmetic products, while a gap remains between consumers' intentions and actual purchasing behavior. This study examines the effects of attitude toward behavior, subjective norms, and perceived behavioral control on purchase intention, as well as the influence of purchase intention on buying behavior. Furthermore, it explores the moderating role of religiosity in the relationship between the three TPB constructs and purchase intention. A quantitative research method was employed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). Data were collected through an online questionnaire from 220 Muslim consumers in West Java who had purchased halal skincare products. The results of the study indicate that attitude toward behavior, subjective norms, and perceived behavioral control have a positive and significant effect on purchase intention. Religiosity is proven to moderate the influence of attitude toward behavior and subjective norms on purchase intention, but does not moderate the relationship between perceived behavioral control and purchase intention. Furthermore, purchase intention has a positive and significant effect on buying behavior, confirming that intention is the main predictor of actual purchasing behavior.

Keywords: Consumer Behavior, Theory of Planned Behavior, Halal Skincare Product Reviewed

INTRODUCTION

The global skincare industry has experienced rapid growth over the past decade, driven by increasing consumer awareness of the importance of skincare. This phenomenon is inextricably linked to the role of social media and influencers, who have popularized skincare routines and featured products from various brands. Furthermore, technological advancements have enabled innovations in safer, more environmentally friendly, and more effective formulas for various skin types. Asian markets, particularly South Korea and Japan, have pioneered trends that have since spread to the Americas and Europe. Consumers are now more selective in their product choices, demanding transparency about active ingredients and sustainable production. E-commerce has also accelerated the distribution of skincare products worldwide,

opening access for smaller brands to compete globally. Market reports indicate a surge in demand for products such as serums, sunscreens, and face masks. The growing interest in men's skincare also signals that this market is becoming more inclusive and expansive. Overall, the skincare industry is one of the fastest-growing sectors in the beauty world (Choi et al., 2022). The trend of halal cosmetic products has increased significantly in recent years, along with the increasing awareness of Muslim consumers regarding the importance of using products that comply with sharia principles, where based on BPJPH data, 83% of Indonesian consumers are aware of halal products (Anggraini, 2025). Halal cosmetics not only avoid prohibited ingredients such as alcohol and non-halal animal derivatives, but also ensure the production process is clean, ethical, and free from contamination.

Indonesia holds a strategic position as the world's second-largest consumer of halal cosmetics, with a consumption value reaching US\$4.19 billion, underscoring its crucial role in driving the global halal beauty industry. With the world's largest Muslim population, Indonesians are increasingly aware of the importance of using products that comply with Islamic law, driving a surge in demand for halal-labeled products. Indonesia's dominance in this sector reflects not only the strength of its domestic market but also its enormous potential as a hub for innovation and production of halal cosmetics for export. Government policies supporting the halal industry, including halal certification regulations, strengthen infrastructure and consumer trust in local products. Compared with countries like India and Bangladesh, Indonesia has the advantage of market openness and a dynamic, creative and progressive beauty industry. The development of e-commerce and the role of influencers have also expanded the reach of domestically produced halal products internationally. This makes Indonesia not only a consumer but also a key player in shaping global halal beauty trends and standards. Through collaboration between the government, industry players, and increasingly discerning consumers, Indonesia has great potential to become a global hub for halal cosmetics in the next few years. This achievement confirms that the halal industry is not only a religious issue but also a globally competitive economic force.

Consumer behavior in purchasing halal products can be analyzed in depth using the Theory of Planned Behavior (TPB) approach, which emphasizes that the intention to behave is the main predictor of actual behavior (Harun et al., 2023). In this context, attitudes toward behavior are formed from consumers' beliefs that purchasing halal products will bring benefits such as inner peace, conformity with religious values, and perceptions of product safety and cleanliness. (Maulina et al., 2021) When consumers have a positive attitude toward halal products, their intention to purchase them tends to be stronger. However, this intention is also influenced by subjective norms, namely social pressure from their environment, such as family, friends, or public figures they follow, which also shapes their perception of the importance of consuming halal products. If consumers perceive that important people in their lives encourage the use of halal products, their intention is strengthened (Ismail, 2025).

Two studies conducted by Pradana et al. (2024) and Hasyim & Purnasari (2021). This study provides an important contribution in supporting the application of the Theory of Planned Behavior (TPB) to understand the purchasing behavior of halal products, especially in the food category, and at the same time strengthens this research model despite the different product focus. Pradana et al. (2024) focused on young Indonesian consumers regarding halal-labeled food from foreign brands, found that attitude and subjective norm significantly influenced purchase intention, while perceived behavioral control had no significant influence on such intention. This suggests that social values and personal attitudes play a dominant role in halal purchasing decisions among the younger generation, which is also relevant in the context of non-food products such as halal cosmetics. Meanwhile, research by Hasyim & Purnasari (2021) extended the application of the TPB to general Indonesian consumers purchasing halal food products and found that the three main TPB variables, namely attitude, subjective norm, and perceived behavioral control, all significantly influence halal purchasing decisions. This

study confirms that trust in quality, safety, and halal certification directly influence purchasing behavior, even without the need for mediation by intention. These two studies confirm that although the halal product studied is food, consumers' belief structures, social perceptions, and control over their behavior are relevant to explaining halal purchasing behavior in general, including in the context of cosmetics. Thus, the TPB model is proven to have strong theoretical flexibility and can be widely adopted to explain purchasing decisions in various halal product categories.

Although extensive research has been conducted on halal consumer behavior, most previous studies have focused on halal food and beverage products, while studies on non-food products such as skincare are relatively limited. Yet, the halal cosmetics sector is one of the fastest-growing segments in the global beauty industry, particularly in Indonesia, the country with the largest Muslim population in the world. The different characteristics of skincare products, which come into direct contact with the body and have aesthetic, functional, and symbolic aspects, require a different approach to understanding Muslim consumers' purchasing decisions. From a theoretical perspective, most previous studies have only examined the main constructs of the Theory of Planned Behavior (TPB), consisting of attitude toward behavior, subjective norms, and perceived behavioral control, on purchase intention (Pradana et al., 2024; Hasyim & Purnasari, 2021). However, few studies have included religiosity as a moderating variable, explaining the extent to which religious values strengthen the relationship between these three constructs and purchase intention. However, in the context of Indonesia's highly religious Muslim society (Sukoco, 2025), religiosity has significant potential to influence the formation of intention and actual behavior in consuming halal products, including skincare. Furthermore, previous studies have generally focused solely on purchase intention without empirically linking it to actual buying behavior. As a result, an intention-behavior gap persists, namely the gap between the desire to purchase halal products and the actual action of purchasing them. This phenomenon is evident in the large number of consumers who claim to care about the halal status of products, yet still choose popular brands that are not halal certified. Therefore, this study attempts to bridge this gap by integrating purchase intention and buying behavior in one TPB-based empirical model.

Conceptually, this study provides a theoretical contribution by expanding the application of the Theory of Planned Behavior through the addition of the moderating variable of religiosity, resulting in a more comprehensive and contextual model of halal consumer behavior for the cosmetics sector. Empirically, this study provides new evidence regarding the psychological, social, and religious factors that influence halal skincare purchasing behavior in Indonesia. The concept of religiosity in consumer behavior describes the extent to which a person's religious values, beliefs, and practices are internalized in the consumption decision-making process (Memon et al., 2020). Religiosity not only reflects one's participation in ritual activities but also indicates a spiritual value orientation that guides one in assessing what is right, good, and in accordance with religious teachings (Haninda & Elfita, 2022). In the context of halal consumption, religiosity plays a central role because purchasing decisions are driven not only by the functional benefits of the product but also by a moral and spiritual commitment to adherence to Islamic law. Practically, the results of this study are expected to assist cosmetics industry players and marketers in developing communication strategies and brand positioning that align with the religious values and spiritual needs of modern Muslim consumers. Thus, this research not only enriches the literature on halal consumer behavior, but also provides strategic direction for the development of a sustainable halal industry in Indonesia.

METHOD

The subjects of this research were consumers of halal skincare products in West Java. The research object is the concept, symptom, or phenomenon to be revealed based on the research problem formulation or objectives. (Malhotra et al., 2017) The objects of this research

are attitude toward behavior, subjective norms, perceived behavioral control, religiosity, purchase intention, and buying behavior. The sample of this study was 220 consumers who had purchased halal skincare products, were over 18 years old, were Muslim, and lived in West Java.

The data collection technique for this study used a questionnaire. Data collection using an online questionnaire via Google Forms is a practical and efficient method in quantitative research, especially when respondents are widely dispersed geographically. In this technique, researchers compile questions in digital format using the Google Forms platform, which are then distributed to respondents via social media, email, or instant messaging applications. This method is considered a primary data collection technique because the data is obtained directly from respondents without intermediaries.

In examining the data, the researcher applied the Structural Equation Modeling Partial Least Squares (SEM PLS) data analysis method. The measurement model was evaluated by assessing instrument validity through convergent validity. The average variance extracted (AVE) and the discriminant validity measured by the Heterotrait-Monotrait ratio (HTMT) are essential components of the analysis. Convergent validity is indicated by outer loading and AVE, while construct reliability is assessed using Cronbach's alpha and composite reliability. An outer loading greater than 0.7 is considered acceptable (Sarstedt et al., 2022). Hypothesis testing is conducted by performing a structural model in SmartPLS after evaluating the measurement model to ensure that the values meet the required standards. To ascertain the significance of how variables directly influence one another, one must examine the path coefficient and assess interaction effects ($t\text{-value} > t\text{-table}$) to support the hypothesis. Hypotheses are accepted when the $p\text{-value}$ is less than 0.05.

RESULTS AND DISCUSSION

This study recruited 220 respondents from a Google Form questionnaire. The respondents were consumers who had purchased halal skincare products, were 18 years old or older, were Muslim, and resided in West Java.

Table 1. Respondent Demographics from the Questionnaire

Respondent Profile	Category	Amount	Percentage (%)
Gender	Man	50	22.7
	Woman	170	77.3
	Total	220	100
Age	>18-25 years	6	2.7
	>25-35 years	168	76.4
	>35-45 years	45	20.5
	>45 years	1	.5
	Total	220	100
Length of use of beauty products	<1 year	1	.5
	>1-3 years	89	40.5
	>3-5 years	103	46.8
	>5-10 years	17	7.7
	>10 years	10	4.5
	Total	220	100
last education	High School / Vocational School	5	2.3
	Diploma	50	22.7
	Bachelor degree)	163	74.1
	Masters (S2)	2	.9
	Total	220	100

Based on the results of the convergent validity test, all constructs in this research model have met the criteria for good convergent validity. In general, the outer loading value for each indicator is above 0.7 and the Average Variance Extracted (AVE) value for each latent variable is also greater than 0.5. This indicates that each indicator is able to reflect the construct it measures well, so it can be declared statistically valid as a measure of the latent variable in the PLS-based Structural Equation Modeling model. Thus, no indicators need to be eliminated because all have made an adequate contribution to the formation of the construct. For the religiosity variable, although there are indicators with relatively lower outer loadings (e.g., R9), the AVE value of 0.571 is still above the minimum limit of 0.5, so overall the religiosity construct still meets the criteria for convergent validity.

Table 2. Measurement Items

Variables	Indicator Code	Outer Loading	AVE	Cronbach Alpha	Information
Attitude toward behavior	AT1	0.864	0.677	0.853	Valid
	AT2	0.841			Valid
	AT3	0.811			Valid
	AT4	0.828			Valid
	AT5	0.765			Valid
Subjective norm	SN1	0.881	0.664	0.906	Valid
	SN2	0.855			Valid
	SN3	0.841			Valid
	SN4	0.724			Valid
	SN5	0.764			Valid
Perceived behavioral control	PB1	0.894	0.675	0.912	Valid
	PB2	0.867			Valid
	PB3	0.820			Valid
	PB4	0.688			Valid
	PB5	0.823			Valid
Religiosity	R1	0.721	0.571	0.852	Valid
	R2	0.797			Valid
	R3	0.822			Valid
	R4	0.794			Valid
	R5	0.722			Valid
	R6	0.804			Valid
	R7	0.729			Valid
	R8	0.791			Valid
	R9	0.592			Valid
Purchase intention	PI1	0.859	0.655	0.922	Valid
	PI2	0.822			Valid
	PI3	0.775			Valid
	PI4	0.817			Valid
	PI5	0.770			Valid
Buying behavior	BB1	0.858	0.637	0.874	Valid
	BB2	0.795			Valid
	BB3	0.792			Valid
	BB4	0.751			Valid
	BB5	0.790			Valid

Based on the results of the reliability test, all variables in this study were declared reliable, as indicated by the Cronbach Alpha and Composite Reliability (Rho C) values that were greater than the recommended minimum limit, which was 0.70. The subjective norm variable had the highest reliability with a Cronbach Alpha value of 0.879 and a Composite Reliability of 0.906, indicating very strong internal consistency between items in measuring the social pressure felt by respondents regarding the use of halal cosmetic products. The buying behavior variable also showed good reliability with a Cronbach Alpha value of 0.808 and a

Composite Reliability of 0.874, indicating that the indicators were consistent in reflecting respondents' actual purchasing behavior. Furthermore, the attitude toward behavior and purchase intention variables were also declared reliable with Cronbach Alpha values of 0.784 and 0.783, respectively, and Composite Reliability values of 0.853 and 0.852.

Based on the results of the discriminant validity test using the Heterotrait-Monotrait Ratio of Correlations (HTMT) criteria, it can be seen that all HTMT values between pairs of constructs are far below the recommended maximum limit, which is 0.85 or 0.90. The highest HTMT value is found in the relationship between purchase intention and buying behavior at 0.732, followed by the relationship between attitude toward behavior and purchase intention at 0.609 and subjective norm with purchase intention at 0.542. These values indicate that although there is a fairly strong and reasonable correlation between several constructs that are theoretically interrelated, the correlation is still within acceptable limits. Thus, each construct still has a distinct identity and there is no problem of excessive overlap between the main variables in the model.

Table 3. Discriminant Validity: HTMT Statistics

	Attitud e toward behavio r	Buying behavior	Perceiv ed behavi oral control	Purcha se intentio n	Religiu sitas	Subje ctive norm	Religiu sitas x Percei ved behavi oral control	Religiu sitas x Subjec tive norm	Religiu sitas x Attitud e toward behavi or
Attitude toward behavior									
Buying behavior	0,460								
Perceived behavioral control	0,316	0,389							
Purchase intention	0,609	0,732	0,550						
Religiusitas	0,094	0,367	0,067	0,190					
Subjective norm	0,301	0,338	0,310	0,542	0,084				
Religiusitas x Perceived behavioral control	0,042	0,059	0,026	0,166	0,081	0,082			
Religiusitas x Subjective norm	0,029	0,157	0,047	0,150	0,058	0,163	0,159		
Religiusitas x Attitude toward behavior	0,101	0,268	0,021	0,336	0,069	0,023	0,288	0,302	

In conducting hypothesis testing, this study will use bootstrapping in SmartPLS to obtain data for hypothesis analysis using path coefficient values. The Path Coefficient in SmartPLS provides information on the T-statistic and P-value, which indicate a significant relationship between the independent and dependent variables. Table 4 illustrates the path coefficient values obtained using SmartPLS 4.0. Hypothesis testing in this study will look at the significance value < 0.05 and t value > 1.96 .

Table 4. Hypothesis Testing

Hypot hesis	Variable Relationship	Path coefficients	t-statistic	P- value	Conclusion
H1	Attitude toward behavior has a positive effect on purchase intention	0.332	8,211	0,000	Accepted
H2	Subjective norms have a positive effect on purchase intention	0.326	7,271	0,000	Accepted
H3	Perceived behavioral control has a positive effect on purchase intention	0.299	6,989	0,000	Accepted
H4	Religiosity moderates the positive influence between attitude toward behavior on purchase intention	0.197	3,775	0,000	Accepted
H5	religiosity moderates the positive influence between subjective norms on purchase intention	0.126	2,448	0.014	Accepted

Hypot hesis	Variable Relationship	Path coefficients	t-statistic	P- value	Conclusion
H6	Religiosity moderates the positive influence between perceived behavioral control and purchase intention.	0.080	1,863	0.062	Rejected
H7	Purchase intention has a positive effect on buying behavior.	0.637	15,925	0,000	Accepted

The first hypothesis (H1) states that attitude toward behavior has a positive effect on purchase intention. The analysis results show a path coefficient of 0.332, a t-statistic of 8.211, and a p-value of 0.000. Because the t-statistic is greater than 1.96 and the p-value is less than 0.05, this hypothesis is statistically accepted. This means that attitude toward behavior has a positive and significant effect on purchase intention. Thus, the more positive a person's attitude toward the use of halal cosmetic products, the higher their intention to purchase the product.

The second hypothesis (H2) states that subjective norms have a positive effect on purchase intention. The test results show a path coefficient of 0.326, a t-statistic of 7.271, and a p-value of 0.000. Because the t-statistic exceeds 1.96 and the p-value is below 0.05, this hypothesis is accepted. These results indicate that subjective norms have a positive and significant effect on purchase intention. This means that the greater the encouragement or influence from the social environment on an individual, the higher the respondent's intention to purchase halal cosmetic products.

The third hypothesis (H3) states that perceived behavioral control has a positive effect on purchase intention. Based on the test results, the path coefficient value is 0.299, the t-statistic is 6.989, and the p-value is 0.000. Because the t-statistic value is greater than the minimum limit of 1.96 and the p-value is less than 0.05, this hypothesis is accepted. Thus, perceived behavioral control has a positive and significant effect on purchase intention. This means that the greater an individual's perception of the ease and ability to purchase and use halal cosmetic products, the higher their intention to make a purchase.

The fourth (H4) and fifth (H5) hypotheses state that religiosity moderates the positive influence between attitude toward behavior and subjective norm on purchase intention. For H4, the path coefficient is 0.197, the t-statistic is 3.775, and the p-value is 0.000.

For H5, the path coefficient is 0.126, the t-statistic is 2.448, and the p-value is 0.014. Because in both hypotheses the t-statistic is greater than 1.96 and the p-value is less than 0.05, both are accepted. This means that religiosity strengthens the influence of positive attitudes and subjective norms on the intention to purchase halal products. The higher the level of an individual's religiosity, the stronger the influence of attitudes and social pressure on the intention to purchase halal cosmetic products.

The sixth hypothesis (H6) states that religiosity moderates the positive influence of perceived behavioral control on purchase intention. The test results show a path coefficient of 0.080, a t-statistic of 1.863, and a p-value of 0.062. Because the t-statistic is less than 1.96 and the p-value is greater than 0.05, this hypothesis is rejected. This means that religiosity does not moderate the effect of perceived behavioral control on purchase intention, so the level of religiosity does not strengthen or weaken the effect of perceived ease of use on the intention to purchase halal cosmetic products. The seventh hypothesis (H7) which states that purchase intention has a positive effect on buying behavior is also accepted with a path coefficient of 0.637, a t-statistic of 15.925, and a p-value of 0.000. This means that the higher the purchase intention, the more likely an individual is to make an actual purchase of halal cosmetic products.

CONCLUSION

Based on the research results, it can be concluded that the formation of purchase intention for halal cosmetic products is influenced by several main factors, namely attitude

toward behavior, subjective norms, and perceived behavioral control, all of which have been shown to have a positive and significant effect on purchase intention. Positive consumer attitudes, social support from family and friends, and perceived ease in purchasing halal products encourage increased purchase intention. Religiosity also strengthens the relationship between positive attitudes and social norms with purchase intention, but does not affect the relationship between perceived ease and purchase intention, so that the technical aspects of purchasing remain independent of religious factors. Furthermore, purchase intention has been shown to be a major predictor in forming buying behavior, indicating that the stronger the consumer intention, the greater the likelihood of actual purchase behavior. These findings emphasize the importance of building positive attitudes, social support, and perceived ease in actually encouraging the purchase behavior of halal cosmetic products.

Theoretically, the results of this study strengthen the Theory of Planned Behavior (TPB) by showing that the three main constructs, namely attitude toward behavior, subjective norms, and perceived behavioral control, play a significant role in shaping purchase intention in the context of purchasing halal skincare products. The finding that positive attitudes and social support have a strong influence on purchase intention supports the TPB assumption that individual beliefs and social pressure are important determinants in the formation of behavioral intentions. Furthermore, the significant role of perceived behavioral control strengthens the TPB's claim that perceptions of ability and ease of action contribute to the formation of intentions. This study also provides a theoretical contribution by including religiosity as a moderating variable, demonstrating that religious values can strengthen the relationship between attitudes and social norms with purchase intention, thus expanding the scope of the TPB in the context of religious-based consumption behavior. These findings confirm that the TPB can be further developed by considering value-driven variables in explaining Muslim consumer behavior.

The policy and business implications of this research demonstrate the importance of encouraging halal skincare product consumption behavior through strategies aligned with the Theory of Planned Behavior (TPB) framework. From a policy perspective, the government and relevant institutions can strengthen public education regarding the importance of using halal products through national campaigns, stricter halal certification regulations, and increased consumer literacy regarding the safety and benefits of halal products. This policy aligns with the attitude toward behavior component of the TPB, where increasing public understanding of the benefits of halal products will shape positive attitudes and increase purchase intentions. Furthermore, the government can involve community leaders, religious leaders, and Muslim communities to strengthen social norms (subjective norms) through information dissemination and public support for halal products. Thus, public policy can create a conducive social environment to strengthen the intention and behavior of purchasing halal products in the community.

From a business perspective, companies need to design marketing strategies that integrate the three TPB constructs. Strengthening positive consumer attitudes can be achieved through improving product quality, halal label transparency, and educational campaigns on ingredient safety. To influence subjective norms, companies can collaborate with influencers, Muslim beauty communities, and loyal consumers to create a strong social recommendation effect. Meanwhile, to strengthen perceived behavioral control, companies must ensure widespread product availability, easy access to online and offline purchases, and easy-to-understand product information. Furthermore, given the role religiosity plays in strengthening the influence of attitudes and social norms on intentions, companies can emphasize spiritual and ethical values in brand communications to enhance emotional resonance with Muslim consumers. By optimizing these three aspects of the TPB and addressing consumers' religious values, companies can increase purchase intention and encourage sustainable buying behavior.

The limitations of this research which are expected to be improved in future research are: This study has several limitations that need to be considered for a more objective interpretation of the results and to serve as a basis for improvement in future research. The questionnaire was distributed using an electronic self-report survey method, which could potentially introduce response bias due to respondents' tendency to provide answers deemed socially optimal (social desirability bias), rather than based on actual conditions. The study used a subjective Likert-scale measurement instrument, so the interpretation of each indicator is highly dependent on each respondent's perception and does not account for actual observational behavioral aspects.

The moderating variables used in this study only refer to the interaction of religiosity with certain variables, so the possibility of other moderating factors such as price, consumer trust in brands, or halal literacy levels has not been comprehensively explored. The sampling technique used was non-probability sampling, which cannot ensure that all population characteristics are covered representatively from a demographic and psychographic perspective. This study is cross-sectional, where data is collected at a single point in time, so it cannot capture changes in consumer behavior over the long term or the dynamics of changing beauty industry trends and halal regulations..

Based on the limitations outlined above, several suggestions can be considered for future research to achieve more comprehensive and relevant results. Further research is recommended to utilize more diverse data collection methods, such as a combination of self-reporting with observational approaches or behavioral experiments, so that the results obtained are not only based on respondents' subjective perceptions but also reflect actual behavior. The use of mixed-methods (quantitative and qualitative) is also recommended to explore the motivations or deeper reasons behind halal cosmetics purchasing decisions. Furthermore, the use of more varied measurement scales, such as semantic differential scales or behavioral intention tracking, can enhance the analytical rigor of participant responses.

Future research should also consider the use of probability sampling techniques to more objectively represent population characteristics and increase the generalizability of the results. Given the cross-sectional nature of this study, it is recommended that future research employ a longitudinal design to observe changes in purchasing intentions and behavior over time, particularly considering the dynamics of halal cosmetics trends and regulatory developments. Additional moderating and mediating variables, such as brand trust, halal literacy levels, influencer credibility, or product usage experience, could also be further explored to enrich the research conceptual model.

Furthermore, future research could expand the model by incorporating external factors such as digital marketing strategies, the presence of officially validated halal labels, the influence of educational campaigns, and post-purchase behavior to gauge potential consumer loyalty. Using a comparative approach across consumer segments (e.g., based on age, brand preference, religiosity, or spending level) could also provide broader insights in designing targeted marketing strategies. By developing these recommendations, further research is expected to provide a more comprehensive contribution and produce more applicable findings for the halal cosmetics industry in the future.

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