

Antecedents of Costumer's Purchasing decisions on Halal Cosmetics in Indonesia

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Abstract

The aim of this study was to assess the impact of attitudes, religiosity, knowledge, and environment on purchasing decisions for halal cosmetic products in Indonesia. The participants of this study are Indonesians who purchase halal cosmetic products. The number of samples collected in this study were 200 respondents. The method of determining respondents used a non-probability sampling method in the manner of accidental sampling. The kind of data used in this study is primary data obtained using the online questionnaire method using Google Forms. The method of analysis of this research is SEM with AMOS software tools. According to the findings of this study, attitudes have a significant positive impact on the decision to purchase halal cosmetics in Indonesian adolescents. Meanwhile, Religiosity, Knowledge and Environment have no discernible impact on the purchasing decision halal cosmetics for Indonesian teenager. The limitations of this study are that there are 4 independent variables used and only 1 variable that influences purchasing decisions. This study the data generated was only based on a questionnaire based on perceptions of respondents' answers via Google Forms so that conclusions could be drawn from the data collected through dissemination via Google Forms without direct interviews and observation with the parties involved.

Keywords: Attitudes, Religiosity, Knowledge, Environment, Purchasing Decisions

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1. INTRODUCTION

The cosmetic industry continues to experience business growth (<https://kemenperin.go.id>) in 2020 the cosmetic industry sector has experienced growth of more than nine percent. Until now, cosmetics are the favorite products of teenagers, both skin care products (39%), hair care (21%) and make-up products (19%) (Ridder, 2020; Idris et al., 2021). Cosmetics have now become an important product for the needs of women and men (Ferinadewi 2012.; *Industri Kosmetik Revisi 6 (Recovered) FIKS Selesai*, n.d.). At present there are still many women who often feel insecure about the existence of a "beauty system" which at this time sometimes becomes a benchmark for being able to socialize (Aprilia dan Listiyani, 2016). This is a market opportunity for cosmetic industry players (Hakim et al 2019 *Industri Kosmetik Revisi 6 (Recovered) FIKS Selesai*, n.d.).

Halal cosmetic products have become a consumption need for society, especially Muslim

communities (Noviana, n.d. 2016). The halal cosmetics industry is currently attracting world attention because Muslims feel at peace in using halal products for their daily lives (Ali et al., 2016; Kurniawati, 2021). Halal is not only brand, but also a system of beliefs and ethics in everyday life, especially for Muslims. The concept of halal cosmetics that is intended is in the management aspect, namely manufacturing, storage, packaging and materials used (Idris et al., 2021). Islam is a religion that has the second largest believer in the world, it is estimated that the demand for halal cosmetic products will increase to reach 2.6 trillion in 2021 (Wunsch, 2020; Idris et al., 2021). Beauty branding with halal certificates is a big opportunity for halal products in the cosmetics industry (Idris et al., 2021).

Indonesia, with its Muslim majority, is aware of the awareness regarding the prohibition of consuming products that are prohibited because it is forbidden to use them, such as cosmetics that use alcohol, made

from pork, or other prohibitions that are explicitly or implicitly stated in Islamic teachings (Ahmad dkk, 2015;Suparno, 2020). In fact, the phenomenon in society still shows low understanding and awareness of teenagers about halal cosmetics (Idris et al., 2021). Public awareness surveys, especially teenagers, regarding halal cosmetics are still relatively low, so attention needs to be given to providing understanding and awareness of using halal cosmetics (Hashim & Musa, 2014).

The demand to appear attractive in public is one of the reasons why the cosmetic industry is running well and rapidly even though their companies are not yet halal-certified (Nastiti et al., 2022). In addition to this, doubts were found whether the halal cosmetics industry had sufficient understanding of the halalness of a product, not only from an industrial perspective, problems also arise from consumers who continue to consume non-halal cosmetics in order to get instant results (Idris et al., 2021). on-halal certified brands are usually illustrious brands in the international trade (Abdul Hafaz Ngah, Serge Gabarre, Heesup Han, Samar Rahi, Jasim Ahmad Al-Gasawneh, Su Hyun Park, 2021; Idris et al., 2021).

Many women or men in Indonesia and even the world have claimed that cosmetics are a large part of their lifestyle and are their basic needs (Suparno, 2020).). A high level of loyalty among users of halal cosmetics will not be significantly affected by an increase in product prices (Gulf News 2010; Putri et al., 2019). Halal cosmetic products are widely consumed by non-Muslim communities because they believe that halal products are safer to use (J. Ireland dan SA Rajabzadeh, 2011; (Putri et al., 2019). (Hashim & Musa, 2014) have had an impact on teenagers to consume halal cosmetics. This study aims to provide a better understanding of *attitudes* (X1), *Religiosity* (X2), *Knowledge* (X3) and *Environment* (X4) towards *Purchasing Decisions* (Y) of halal cosmetics to Indonesian Teenagers in cities Ponorogo both in the form of *make up* and *skincare*.

The phenomenon of business problems that forms the basis of the implementation of this research is the finding of problems from the results of simple observations that researchers make where researchers find problems related to purchase decisions for halal cosmetics. These problems include a lack of understanding of cosmetics that are Halal in Indonesia even though cosmetic products use organic ingredients. Many Indonesian teenagers use cosmetics

that are not halal-certified in order to get instant results. A study on the use of halal cosmetics among Indonesian teenagers discovered that while Indonesian teenagers are aware of the existence of cosmetics, they continue to consume cosmetics that are not halal certified due to the allure of low prices.

This research, apart from being based on the phenomena mentioned above, is also based on Gap Research from previous research studies as shown in table 1. The following:

Tabel 1. Riset Gap

NO	Type Gap	Explanation
1.	Research controversy (<i>Attitudes</i>)	(Garg & Joshi, 2018) found that attitudes affect purchasing decisions of halal products.
2.	Research controversy (<i>Attitudes</i>)	(Biscaia et al., 2013; Briliana & Mursito, 2017; Lada et al., 2009) found that attitudes has positive effect on purchasing decisions of halal cosmetics. Meanwhile, according to (Muktar & Butt, 2012) attitudes not have a positive influence on purchasing decisions for halal product.
3.	Research controversy (<i>Religiosity</i>)	(Maulani et al., 2022) found that religiosity significantly influences consumer purchase decisions.
4.	Research controversy (<i>Religiosity</i>)	(Larasati, 2018) found that religiosity has positive relationship to the decisions to purchase halal cosmetics.
5.	Research controversy (<i>Knowledge</i>)	(Indah Rohmatun & Kusuma Dewi, 2017) found that knowledge has a significant impact on teenagers decisions in purchasing Indonesian halal cosmetics.
6.	Research controversy (<i>Knowledge</i>)	(Abdul Aziz dan Chok 2013; dalam Putri et al., 2019) discovered that knowledge influences purchasing decisions for halal cosmetics products. While according (Putri et al., 2019) knowledge has no effect on halal cosmetic purchase decisions.

Literature Riview

1.1. Theory of Planned Behavior

The theoretical framework used in this study is the *Theory of Planned Behavior* (TPB) which was

developed by Ajzen, 1985 in (Wahyuningsih, 2019). A person can act according to his intentions and desires. In this theory, the focus is not only on the person's behavior but also on the belief that confirms that someone is doing it correctly and consciously before making a decision or action (Anwar, 2021). In this study, we analyze the influence of attitudes that can directly influence *purchasing decisions*, while *Religiosity*, *Knowledge* and *Environment* directly influence *purchasing decisions* for halal cosmetic products.

Theory of Planned Behavior (TPB) is a model used to study aspects in influencing purchasing decisions on a product that begins with intention and intention is influenced by three internal aspects in the form of attitudes, subjective norms, and behavioral control as perceived (Endah, 2014). *Theory of Planned Behavior* (TPB) can also consider decisions in purchasing a product, the application of *Theory of Planned Behavior* (TPB) can allow direct measurement of consumer choice considerations (Dan et al., 2022)

1.2. Cosmetics halal

In essence, the concept of halal includes aspects of purity from a spiritual and physical perspective, such as safety, health and purity (Kodirov et al., 2021; Idris et al., 2021). The term halal refers not only to food and beverages, but also to pharmaceuticals, consumer goods, logistics, medical devices and cosmetics. (Kodirov et al., 2021; Idris et al., 2021).

Cosmetics are products that are not used by consumption, such as food and drinks. Cosmetics are formulations that are used on the outside of the body to cleanse, brighten, increase attractiveness, eliminate body odor but are not used to cure disease. (Latifah, Fatma, and Retno Iswari, 2013; Indah Rohmatun & Kusuma Dewi, 2017). The scope of halal cosmetics covers industrial practices like the utilization of halal components and resources, stored, packaged and shipped according to permits and sharia requirements according to followers of Islam (Elasrag, 2016). Sales of cosmetics have grown rapidly in the last decade because many people are starting to be interested in looking attractive and taking care of themselves, but are aware of halal cosmetics (Saifudin et al., 2020).

1.3. Purchasing Decisions

Purchasing Decisions are when you want to buy an item, there are two or more choices, this means that consumers have to choose one or more of the available options (Schiffman dan Kanuk, 2008; Idris et al., 2021). Purchase decisions are influenced by environment, culture, family, etc. which can shape buying attitudes (Ramadhani et al., 2021). From this, we can conclude that purchasing decisions are processes in which consumers evaluate various alternatives based on considerations of choosing one or more alternatives needed by consumers (Manap 2016: 247) in (Ramadhani et al., 2021). The following are some results from previous research regarding indicators of purchasing decisions shown in *table 2*.

Table 2. Purchasing Decisions and Dimension Measurement

No	Variable	Dimension	Source
1.	<i>Purchasing decisions</i>	1. Product Quality and Halal guarantee 2. Guidelines for choosing a product 3. Information product guarantee 4. Decisions about exchanged goods 5. Think about when buying products 6. Consider while choosing a product 7. Purchasing choices for products 8. Brand self-assurance 9. Brand Excellence 10. Reliability in item purchases	(Maria & Pandoyo, 2020)
2.	<i>Purchasing decisions</i>	1. Information looking 2. A different appraisal 3. Choosing what to buy 4. Following a transaction	(Imamuddin et al., 2020)
3.	<i>Purchasing decisions</i>	1. Understanding of needs 2. Finding information 3. An alternative assessment 4. Purchase choices 5. Following a purchase	(Philip Kotler & Armstrong, 2006; Anwar, 2021)

The existence of the halal cosmetics industry has a positive impact on adolescents so that affects the choices people make when they shop. This fits with the research (Idris, 2021) which found that attitude, religion, knowledge and environmental factors have a significant relationship to the decision to purchase halal cosmetics among Indonesian youth.

1.4. Attitudes

Attitude is a person's feelings, whether positive or negative, happy or unhappy in an action in making a decision (Indah Rohmatun & Kusuma Dewi, 2017). In addition, attitude is a behavior that reflects consumer pleasure and trust in the product (Kusuma & Untarini, 2014; in (Indah Rohmatun & Kusuma

Dewi, 2017). According to (Engel dkk, 1978; in (Idris et al., 2021) attitude or behavior a person is influenced by several factors namely "Biological" factors in a way that a person is motivated by basic inner needs which in this context are frequently determined solely by the circumstances of the present without reference to the previous or the future. Based on trust and knowledge about a particular product consumer attitudes is the result of part of a collection of information that can influence individual goals for purchasing decision behavior (Putri et al., 2019). The following are the results of previous studies that describe indicators of *Attitudes*, which are shown in table 3.

Table 3. Attitudes and Dimension Measurement

NO	Variale	Dimension	Source
1.	<i>Attitudes</i>	1. Expression of belief 2. Expression of Feelings 3. Ekspresi of knowledge intention	(Hall EE & Sevim, N. 2016; Norman & Wahid 2017; Nahaqilla Norlee Rosslee & Elistina Abu Bakar 2014; dalam Idris et al., 2021)
2.	<i>Attitudes</i>	1. Always choose halal cosmetics. 2. Always look for products labeled halal when buying cosmetics. 3. Using halal cosmetics according to choice. 4. Remembering halal cosmetics is important 5. Have a close person who uses halal cosmetics.	(Maulani et al., 2022)
3.	<i>Attitudes</i>	1. Cognitive component 2. Affective component 3. Conative component	(Indika & Lainufar, 2015)
4.	<i>Attitudes</i>	1. Good idea to choose halal certified product 2. Prefer halal certified cosmetic product 3. Assuming halal certified products have a good quality	(Saifudin et al., 2020)

The attitude that exists within the consumer will have a favorable influence on his choice to buy halal cosmetics. Where if consumers have a good attitude they will automatically decide to buy halal cosmetics with their awareness. This will encourage an increase in the number of consumers to use halal cosmetics. This is in line with the findings (Kahioya dan Kadirov, 2020; Idris et al., 2021) which states that views and experiences can influence people's consumerism in purchasing decisions. Based on this elaboration, the first hypothesis proposed is as follows :

H1 : Consumer attitudes are related to consumer decisions to buy halal cosmetics .

1.5. Religiosity

Religiosity is defined as a person's religious level and how that person applies the religious values they knows (Putri et al., 2019). There are factors that influence religiosity, including the level of religious belief in consumers, the level of confidence in the halal label of a product, higher income, higher education, and access to complete and accurate information search (Achmad & Fikriyah, 2021). So one's religiosity depends on how important religion can affect one's life (Mokhlis, 2008; Achmad & Fikriyah, 2021). This can be shown in the attitude and behavior of a person's purchase of products labeled halal. The following are the results of previous studies that describe indicators of *religiosity*, which are shown in table 4.

Table 4. Religiosity and Dimension Measurement

NO	Variable	Dimension	Source
1.	Religiosity	1. Religious belief in a life perspective 2. Religious beliefs affect everything in life 3. Religion is very important in answering life's problems	(Saifudin et al., 2020)
2.	Religiosity	1. Aqidah 2. Syariah 3. Morals 4. Recognition of needs	(Imamuddin et al., 2020)
3.	Religiosity	1. Ideological beliefs 2. Religious practice 3. Religious experience 4. Religious knowledge 5. Consequence	(Ma'zumi et al., 2017)
4.	Religiosity	1. Beliefs dimension 2. Dimension of religious experience or practice 3. Experiential or consequence diemson 4. Knowledge dimension 5. Perception dimension	(Ancok dan Suroso 2001; Suryowati & Nurhasanah, 2020)

Of the several factors mentioned above, Religiosity does not have a big impact on purchase decisions because the development of halal cosmetics is a strong pillar, so religious aspects must always be reflected in its implementation. Muslim consumers are also required to be more critical in understanding sharia-compliant products and consumption practices before making purchases. This study supports earlier study that found consumer religion does not influence whether or not people buy cosmetics (Achmad & Fikriyah, 2021) that consumer religiosity is not a driving force in cosmetic purchasing decisions. Based on the elaboration, the second hypothesis proposed is as follows:

H2 : Religiosity has no effect on consumers decisions to buy halal cosmetics.

1.6. Knowledge

Knowledge is known as a cognitive factor in each individual (Fishibein dan Ajzen, 1975; Idris et al.,

2021). Because consumers know and believe that the products they consume will help meet their needs and can build consumer confidence in products and understand products that will increase repurchase intentions which allow purchasing decisions to emerge (Pamungkas et al., 2021). Basically, consumers have their own perceptions of halal and haram products (Musthofa & Buhanudin, 2021). Knowledge of halal items is important for Muslim consumers because consumers can choose whether to accept or reject a product in the purchasing decision-making process (Musthofa & Buhanudin, 2021). The concept of halal is highly appreciated because halal products are considered healthier, cleaner and tastier (Ken Sudarti & Rio Dananto Lazuardi, 2018). The following are the results of previous studies that describe *indicators of knowledge*, which are shown in table 5.

Table 5. Knowledge and Dimension Measurement

NO	Variable	Dimension	Source
1.	Knowledge	1. Knowledge through experience 2. Knowledhe through thought 3. Experience through competence and commitment	(Fadila Anak Layang & Zamri Mahamod, 2019; Idris et al., 2021)
2.	Knowledge	1. Knowledge through data 2. Knowledge through document 3. Knowledge through notes	(Chistiyanto Sulisthio & Albert Yulianus, 2018; Idris et al., 2021)
3.	Knowledge	1. Product characteristic knowledge 2. Product benefit satisfication knowledge 3. Knowledge of satisfication that is given to consumers	(Peter dan Olsom, 2013; Juniarto & Hasanah, 2020)

A person's desire to buy halal items will be positively impacted by their comprehensive knowledge because they will be more inclined to do so, especially for Muslims in Indonesia, the higher a person's knowledge, the more selective a person will be, its aglined with research conducted by (Abdul Aziz dan Chok, 2013; Putri et al., 2019) that knowledge of halal products is positively related to consumer buying intentions which will later influence purchasing decisions. Based on this elaboration, the third hypothesis proposed is as follows:

H3 : Knowledge is related to consumers decisions to buy halal cosmetics.

1.7. Environment

Environmental factors can influence consumer behavior, attitudes and principles (Mowen,

1993; Idris et al., 2021). Factors in the environment are also very influential factors when purchasing halal products (Norman & Wahid, 2017). The closest people have a significant factor in influencing consumer choice, and indirectly psychologically on consumers can have a big influence on purchasing decisions (Tjahjono et al., 2018). Such as the experience of a friend, influence from neighbors, co-workers and even their own family (Gusrita & Rahmidani, 2019). The environment develops in two ways which means that consumers need to understand the environmental impact of the products they use (D;Souza et al., 2006; V. J. Caiozzo, F. Haddad, S. Lee, M. Baker et al., 2019). The following are the results of previous studies that describe *indicators* from the *environment*, which are shown in table 6 below:

Table 6. Environment and Dimension Measurement

NO	Variable	Dimension	Source
1.	Environment	1. Social environment 2. Public environment	(Hall EE & Sevan. N, 2016; Norman & Wahid, 2017; Awan, Siddiquei & Haider, 2015;) (Idris et al., 2021) (Motivasi et al., 2022)
2.	Environment	1.Habit of hearing about the product 2.The closest group in buying the product 3. Assesment of product quality 4. Co-Workers/collague 5. Family 6. Role and status in society	
3.	Environment	1.Ambient condition (Kondisi sekitar) 2. Spatial layout (Tata letak rang dan fungsi) 3.Sign, symbols, and artifacts (Tanda, simbol, dan artifak)	(Mustafidd & Utami, 2016)

In environmental conditions where there is a lot of knowledge about halal cosmetics, it significantly influences consumers' choices to purchase halal cosmetics.. This is due to encouragement from several factors above. This is also in line with research (Mehrabian dan Russel, 1974) in research (Idris et al., 2021) which also found that the physical environment greatly influences consumer buying and non-purchasing behavior. Based on this elaboration, the fourth hypothesis proposed is as follows:

H4 : The environment is related to consumer decisions in buying halal cosmetics..

2. METHODS RESEARCH

In this study, the population and sample involved were adolescents in Indonesia, both men and women who used any type of cosmetic, namely skincare or make-up or other similar cosmetics. Data on the sample were collected through a *non-probability*

sampling method in the form of *accidental* sampling, namely respondents based on coincidences such as accidentally meeting and these respondents being suitable as sources of information, so they were used as samples in this study. For this investigation, 200 teenage boys or girls who utilized skincare products were the required amount of subjects, make-up or other types of cosmetics in Indonesia. According to WHO, teenager are residents in the age range of 10-19 years, according to Peraturan Menteri Kesehatan RI Number 25 years 2014, teenager are residents in the age range of 10-18 years and according to Badan Kependudukan dan Keluarga Berencana (BKKBN) the age range of teenager is 10- 24 years old and not married (Diananda, 2019). In this study, a sample of respondents aged 15-25 years will be taken. The method used in data collection uses questionnaires using the Google form.

This study uses 5 variables that are measured on a linear scale with five points, starting from one strongly disagree to five for strongly agree. All items reported and responded to personally or personally by the respondent honestly and without coercion from any party. The five variables were adapted into a questionnaire or questionnaire with question items

according to the indicators of each variable and using language that was clear and easy for respondents to understand. Following are some of the indicators used in distributing questionnaires or questionnaires that have been carried out by adopting several previous studies, shown in table 6.

Table 7. Appendix

No	Variable	Indicator	Source
1.	<i>Purchasing Desicions</i>	1. Recognition of needs 2. Information search 3. Purchasing accuracy 4. Halal guarantee 5. Quality level	(Maria & Pandoyo, 2020) (Imamuddin et al., 2020) (Anwar, 2021)
2.	<i>Attitudes</i>	1. Always choosing halal product 2. Always looking for halal labeled product 3. Believing halal cosmetics is important	(Hall EE & Sevim, N. 2016; Norman & Wahid 2017; Nahaqilla Norlee Rosslee & Elistina Abu Bakar 2014; dalam Idris et al., 2021) (Maulani et al., 2022)
3.	<i>Religiosity</i>	1. Belief 2. Experience 3. Consequence	(Ma'zumi et al., 2017)
4.	<i>Knowledge</i>	1. Knowledge 2. Experience 3. Competence	(Fadila Anak Layang & Zamri Mahamod, 2019; Idris et al., 2021)
5.	<i>Environtment</i>	1. Habbit 2. Family environtment 3. Social environtment	(Motivasi et al., 2022)

2.1. Finding

Table 8. Profil Respondent

Element	Frequency	(%)
Age		
a. 15 – 20 y.o	61 Respondent	30,5%
b. 21 – 25 y.o	139 Respondent	69,5%
Gender		
a. Male	60 Respondent	30%
b. Female	140 Respondent	70%
Background study		
a. Student	75 Respondent	37,5%
b. Colleger	90 Respondent	45%
c. S1	23 Respondent	11,5%
d. S2	12 Respondent	6%

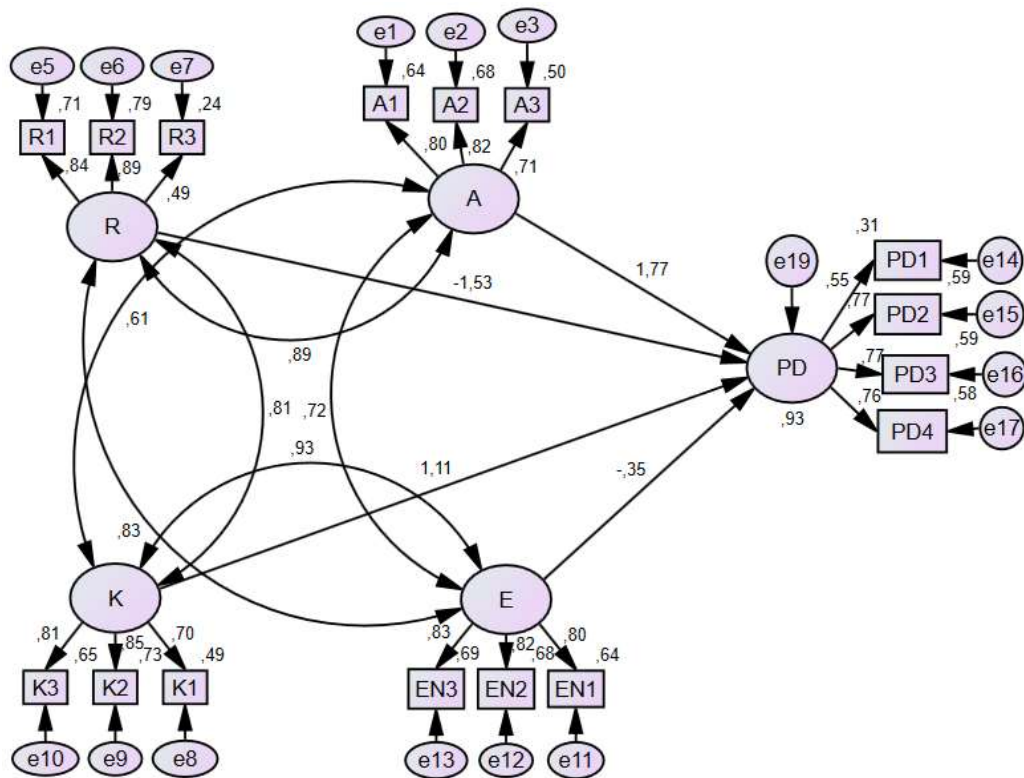
Note: Total responses (n = 200)

Based on the table above, the authors obtain some data from respondents who have become the criteria in this study. The data includes the following: 1. Respondents aged 69.5% had an age range between 21-25 years. This shows that the average user of halal cosmetics is at the age of 20 years and over because they are in their late teens. 2. Gender is able to bring

about 70% effectiveness which is filled by female halal cosmetic users. This is because women more often use cosmetics to support their appearance during outdoor activities and women are also considered as someone who is conscientious and painstaking in using cosmetics even though it takes quite a long time while most of the men in Indonesia look as they are. 3. Education has 45% of respondents coming from students. This is because many students already have personal income or have extra pocket money to buy various kinds of cosmetics for their needs.

2.2. Hypothesis test

The empirical model uses Structural Equation Modeling (SEM) from the IBM SPSS AMOS 26 model statistical software package which shows chi-Square = 164.584 with GFI = 0.908, AGFI = 0.867, TLI = 0.953, Cmin/df = 1.751 and RSMEA of 0.061. The results on this model are said to be Good Fit. Because based on statistical analysis, the results of the research conducted show conformity with the required standard values. The overall results of the analysis, the model will be shown in Picture 1 below:



Gambar 1.

Tabel 9. Regression Weights

			Estimate	S.E.	C.R.	P	Explanation
PD	<---	A	1,302	,585	2,224	,026	Significant
PD	<---	R	-,957	,585	-1,635	,102	Not Significant
PD	<---	K	,735	,638	1,152	,249	Not Significant
PD	<---	E	-,225	,497	-,454	,650	Not Significant

Basis for Decisions Making :

If the probability value (P) > 0.05 then the hypothesis is rejected, but if the probability (P) > 0.05 then the hypothesis is accepted.

In Table 8 above are the findings of hypothesis testing which are described as follows:

- Attitudes (A) have a profoundly positive impact on Phurchasing Decisions (PD), this can be seen in the P Value $0.026 < 0.05$. This value is far below 0.05, it can be stated that the hypothesis is accepted.
- Religiosity (R) has a negative and negligible impact on Phurchasing Decisions (PD), this can be seen in the P Value $0.102 > 0.05$. This value is far above 0.05, it can be stated that the hypothesis is rejected.
- Knowledge (K) has a positive and negligible impact on Phurchasing Decisions (PD), this can be seen in the P Value $0.249 > 0.05$. This value is far above 0.05. So it can be concluded that the hypothesis is rejected even though there are no

negative numbers but no significant effect because the P value exceeds 0.05.

- Environment (E) has a negative and negligible impact on Phurchasing Decisions (PD). This can be seen in the P Value of $0.650 > 0.05$. This value is far above 0.05, it can be stated that the hypothesis is rejected.

From the description above it can be said that H1 is accepted because it is positive and significant, H2 and H4 are rejected because it is negative and not significant. And H3 is also rejected because Knowledge (K) has a favorable but not particularly substantial impact on Purchasing Decisions (PD). This is caused because the value of P Value > 0.05.

3. DISCUSSION AND CONCLUSSION

3.1. Discussion

The findings of studies on the impact of customer antecedents on purchasing decisions for halal cosmetics in Indonesia. The findings of this

investigation indicate how product awareness affects purchasing decision. According to the researcher's Path Analysis test findings, the product awareness purchasing decision's path parameter value is favorable, namely $0.065 > 0$. P-Values $0.411 > \alpha$ (0.05), T-statistics value $0.823 < 1.985$ (rule of thumb), item awareness and has a positive impact on purchasing decisions for halal cosmetics in Indonesia. If brand awareness is raises, purchase decisions will improve. This is consistent with the investigation findings by Suraiya Ishak, Ahmad Rafli Che Omar, Kartini Khalid, Intan Safiena Ab. Ghafar, Mohammad Yusof Hussain in 2019 with the title, "Educated Millennial Muslim Women's Cosmetic Purchasing Behavior", stated that product awareness affected the decisions of Muslim females while buying cosmetics. They select a product that is currently well-known to them from their routine lives. These investigations demonstrate that the research attitude of the influence of customer antecedents on purchasing decisions for halal cosmetics in Indonesia is affected by a Muslim woman's proactive decision to research the components, directions, halal, place of birth, medical insurance, safety, and advantages of cosmetic items.

a. The Effect of Attitudes on Purchasing Decisions

The finding of the study "Antecedents of Customer's Purchasing decisions on Halal Cosmetics in Indonesia" show that Attitudes have an effect on brand awareness of Purchasing Decisions. Several indicators such as always choosing, seeking and believing in halal cosmetics in Indonesian adolescents on purchasing decisions are relatively stable and do not affect significant changes due to surrounding influences or stimuli, consequently, brand recognition influences halal cosmetics purchases in a favorable way in Indonesia. Purchase decisions will rise with improved brand awareness. This is caused by the attitude variable which can influence the purchasing decisions of halal cosmetic consumers. This is consistent with the findings of a research carried out by (Ishak et al., 2020), stating that Muslim women's cosmetic purchasing decisions are the impact of item awareness. The selected product is one that is recognizable with customers' daily lives. This study shows that research behavior is impacted by young people's active research into the components, directions, halal labels, homelands, medical insurance,

safety, and advantages of cosmetic items. This finding is quite different from investigation carried out by (Idris et al., 2021) which found that the environment is a factor influencing on consumers' preferences to purchase halal beauty items, finding that is comparable to that of study from (Norman & Wahid, 2017), which they found that Environmental factors impact a consumer's choice of purchasing halal cosmetics. This is also supported by the findings of a study by (Mohamad et al., 2016) which states that advertising, media, and environmental factors influence consumer purchasing decisions.

b. The Effect of Religiosity on Purchasing Decisions

According to the report's findings, religiosity has a bad and small impact, which means that religiosity in Indonesian adolescents in using halal cosmetic products does not affect purchasing decisions. The findings of this investigation are consistent with previous study (Ikhsan & Sukardi, 2020) that the religiosity variable has no discernible impact on purchase of decisions. This is additionally consistent with studies done by (Achmad & Fikriyah, 2021) which found religiosity had little impact on consumers' shopping choices because consumers did not fully consider religiosity when buying halal cosmetic items. The development of halal cosmetic items must always reflect the religious dimension in its implementation, because it is a strong pillar. As a Muslim consumer, a critical understanding of sharia-compliant goods and consumer activities is also required before making a purchase decision. Consumers that practice a lot of religiosity are going to be attentive to the halalness of a cosmetic product, but in this study the religiosity variable is not a driving force in purchasing decisions for halal cosmetics. This is because this study took a sample of teenager who may have a tendency to use a certain brand which is felt to have an instant effect to strengthen identity in front of other people, so that religiosity is not a reason for purchasing cosmetic products. Teenagers are a generation that is reactive and sensitive to information on the internet, what they see and become role models are people who create content on social media. As a result, purchasing decisions are not dominated by religiosity. Therefore, it can be concluded that high religiosity does not

guarantee someone buying halal cosmetic products.

c. The Effect of Knowledge on Purchasing Decisions

The findings of this research demonstrate that knowledge has an impact on buying behavior, showing that knowledge influences Indonesian consumers' decisions to buy halal products in a favorable but not very substantial way. Based on indicators of knowledge, experience and competition in purchasing halal cosmetic products, there is no significant effect because this research is aimed at teenagers and most of them are women which is in line with research from (Ambo & Sapir, 2020) which say men have the top ranks in cosmetic knowledge halal which was tested in the *Mann-Whitney Test* and in the correlation test which validated the correlation with the halal cosmetic knowledge score which showed that the knowledge of halal cosmetics in women was lower than that of men. If knowledge increases, purchasing decisions will increase but in this study knowledge has little impact on whether people choose to buy halal cosmetics. According to studies by (Briliana & Mursito, 2017), the impacts of Muslim behaviours on consumers toward cosmetics that are halal is critical information that increases the intention to purchase halal cosmetic products, and perceptions get to be factors that enhance knowledge, religiosity, and subject to interpretation with standards of curiosity in purchasing cosmetics. In this study, information had little impact on consumers' choices to buy halal cosmetics. This finding is also slightly different from research conducted by (Mohd Hilmi Mahmud & Kamaliah Siarap, 2013) which explains that knowledge serves a crucial function in the attitude factor of buying halal cosmetic items towards environmental factors. The results of this study may be different because it focuses on halal food products while this study focuses on halal cosmetic products. Knowledge of halal materials and issues influences attitudes in buying halal food. Whereas in cosmetic products, some consumers may want to try buying halal cosmetics if the products are available in their area or easy to get. In addition, suggestions and influence from relatives and friends encourage buying halal cosmetic products (Idris et al., 2021).

d. Environmental Influence on Emotional Purchase Decisions

The findings of this investigation demonstrate that what is meant by a reference group moderates the negative and insignificant effect of halal awareness on cosmetic purchases in Indonesia. Research conducted by (Robert G. Cooper, 1976) together with headlines, attitudes, and spending on women are the target audience for marketing strategy in the cosmetics sector. This study examines the association among variations in a set of women's ages, degrees of education, and purchasing behaviors and their use of halal cosmetics. However, this study shows a negative and little influence on the choice to buy halal cosmetics in Indonesian adolescents. Regarding the research conducted, it is known that the effect of feelings about the decision influences purchases. In the analysis, the emotional variable has positive meaning and value, meaning that if the price increases by 1 unit, then the level of purchasing decisions also increases. The findings of this research spiritual intelligence does not necessarily influence purchasing decisions. In other words, mental intelligence, namely spiritual intelligence, gives value or meaning to life and contains various statistical wisdom values that may not necessarily forecast a favorable impact on purchase choices.

3.2. Conclusion

According to the findings of the study, it may be summed up as follows: Positive effects of customer accent on purchase choices for Indonesian Halal cosmetics. Since they impact awareness of the brand in purchase decisions, positive attitudes have a substantial impact on consumers' decisions to buy Indonesian Halal cosmetics. Emotions also have a positive part in improving purchasing decisions. In this case the purchase decision is related to the emotional level according to the ability of the prospective buyer. Emotional buyers must pay attention to the company getting better at purchasing decisions. Based on the findings of the conclusions about the affects of knowledge in purchasing cosmetic labels, halal has a positive effect but not significant between intelligence knowledge and purchasing decisions. Suggestions for future research can add other factors such as self-efficacy by exploring the same goal in model development in addition to other

independent variables not considered in this study so as to have research results with little influence on purchasing decisions on halal cosmetic products in Indonesia. It can be added to lifestyle variables to increase variable moderation or intervention in research that aims to make the research model better and have a substantial favorable impact on consumers' decisions to purchase halal cosmetics in Indonesia for further research. Because the most dominating variable is attitudes, halal cosmetic companies must think about the quality of the products made so that consumers trust and always use safe halal cosmetic products.

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