

Analysis of Factors Influencing Millennial Consumers' Decision in Buying Halal Cosmetics

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Abstract

The market potential of the halal cosmetics is currently very promising and the use of cosmetics among millennials is increasing. In the behavior of purchasing halal products, factors such as halal awareness, halal certification and religiosity play an important role in consumer decisions. Therefore, the purpose of this research is to analyze the influence of halal awareness, halal certification and religiosity towards millennial consumers' decisions to buy halal cosmetics. This study analyzes whether factors such as halal awareness, halal certification and religiosity are able to influence millennial consumers' decisions in buying halal cosmetics with purchase intention as a mediating variable. In this study, a quantitative method using survey research was applied. The method of sampling utilized in this investigation was incidental sampling, where the study sample was as many as 185 millennial consumers in Indonesia with the condition that they were millennials born between 1981 to 1996 and had bought halal cosmetic products. Data collection techniques based on online questionnaires in the form of Google forms that are disseminated through social media, such as Instagram and Whatsapp. The data analysis method used is SEM-PLS by using SmartPLS 3.2.9 software. The results of this study found that the primary determinant of millennial consumers' purchasing behavior in relation to halal cosmetic products is the presence of halal certification. This factor is followed in importance by religiosity and halal awareness. Consumer purchase intent was able to mediate the relationship between variables of halal awareness, halal certification, religiosity and purchase decisions significantly. The findings of this research can be used as consideration for manufacturers or marketers of cosmetic products to pay attention to religious aspects in promoting their products. Those in the cosmetics industry who are trying to reach millennials might think about getting their products halal certified. Especially in the context of advertising. One marketing strategy that has shown success is labeling items as "halal certified."

Keywords: *Halal Cosmetics, Consumer Decision, Millennial, TPB*

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Introduction

The halal cosmetics industry has experienced substantial growth in recent years, driven by increasing awareness and demand from consumers, particularly millennials. As the dominant demographic group in the market today, millennials exhibit a strong preference for cosmetics that not only adhere to ethical and religious standards but also offer high quality and safety. Halal cosmetics, which refer to products compliant with Sharia principles, are now regarded as a significant indicator of product integrity and quality.¹ This growing interest among millennials highlights a shift towards more conscientious consumption patterns, where ethical considerations and personal values play a crucial role in purchasing decisions. The expansion of the halal cosmetics market reflects broader trends in consumer behavior, underscoring the need for a comprehensive analysis of the factors influencing millennial consumers' choices in this sector. The fact that non-Muslim customers are willing to buy halal products has opened up a new market share that countries all over the world might potentially use in order to grow their halal industries.²

The halal realm extends beyond food to include the fields of finance, banking, fashion, media, entertainment, and tourism, as well as cosmetics and medicines.³ For individuals who follow the Islamic faith, the consumption of halal items is not a matter of choice, but rather a fundamental requirement, as Allah says in Q.S. Al-Maidah (5):88 which means "And eat halal food again good from what Allah has provided for you, and fear Allah whom you believe in Him". In that verse Allah commands to eat what is halal again good, the understanding is not only limited to food, but also to other products. Such as cosmetics, drugs and other use goods that must be halal.⁴ Because of a greater knowledge of religious duties, consumer interest in halal products has grown at the quickest rate in the international market.⁵ The notion of halal is not confined to food goods, but also encompasses a variety of other items such as cosmetics. Furthermore, because Islam is the world's most rapidly growing religion and supports sanitation and quality of goods, halal cosmetics have a broader commercial appeal, linking halal cosmetic products with strict quality assurance standards.⁶

As stated in the report, the market for cosmetics that are halal is predicted to be 64 billion USD in 2018 and will grow to 95 billion USD by 2024. However, it is estimated that this amount represents just 2.5% of the worldwide cosmetics sector.⁷ The demand for cosmetic products in

¹ Lu'liyatul Mutmainah, "The Role of Religiosity, Halal Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food," *Ihtifaz: Journal of Islamic Economics, Finance, and Banking* 1, no. 1 (2018): 33–50, <https://doi.org/10.12928/ijefb.v1i1.284>.

² Stephen Wilkins et al., "The Acceptance of Halal Food in Non-Muslim Countries," *Journal of Islamic Marketing* 10, no. 4 (2019): 1308–31, <https://doi.org/10.1108/jima-11-2017-0132>.

³ Thomson Reuters, "Thomson Reuters & Dubai Chamber Of Commerce Host A Global Islamic Economy Summit In November 2013," 2013, <https://www.thomsonreuters.com/en/press-releases/2013/tr-dubai-chamber-of-commerce-host-a-global-islamic-economy-summit.html>.

⁴ Rahmah Ummi, Asep Muhamad Ramdan, and R. Deni Muhammad Danial, "Pengaruh Religiusitas Dan Produk Halal Terhadap Keputusan Memilih Kosmetik Pada Konsumen Muslim," *Sketsa Bisnis* 7, no. 1 (2020): 1–10, <https://doi.org/10.35891/jsb.v7i1.2027>.

⁵ Mohamed Syazwan Ab Talib, Li Li Pang, and Abdul Hafaz Ngah, "The Role of Government in Promoting Halal Logistics: A Systematic Literature Review," *Journal of Islamic Marketing*, 2020, <https://doi.org/10.1108/JIMA-05-2020-0124>.

⁶ Kenji Sugibayashi et al., "Halal Cosmetics: A Review on Ingredients, Production, and Testing Methods," *Cosmetics* 6, no. 3 (July 1, 2019): 37, <https://doi.org/10.3390/cosmetics6030037>.

⁷ State of the Global Islamic Economy Report, "State of the Global Islamic Economy Report: Driving the Islamic Economy Revolution 4.0," *Dubai International Financial Centre*, 2019, 1–174, <https://cdn.salaamgateway.com/special-coverage/sgie19-20/full-report.pdf>.

Indonesia increased dramatically and revenue in this segment reached Rp 99 T in 2020.⁸ According to one study agency, 95% of Millennials enjoy using cosmetics, and the consumption of cosmetics is currently not confined to women. According to one survey, millennial males are virtually as interested in cosmetics as women.⁹ The millennial generation tends to be more inclined to choose high-quality cosmetic items that are guaranteed to be safe. This is owing to concerns that numerous beauty products today include hazardous substance which can accumulate in the circulation and damage the body.¹⁰ Indonesia's population in 2020 was recorded to be dominated by generation Z and millennial generation. The millennial generation is an individual born in 1981-1996 where the number in Indonesia reached 69.38 million people or 25.87% of the total population, and this number ranks second most after generation Z.¹¹ Studies show that the Millennial generation continues to be aware of the benefits of using halal cosmetics.¹²

Despite the widespread acknowledgment among Muslims that halal products are considered pure, clean, and comfortable to use, a significant number of Muslim consumers continue to use cosmetics that lack halal certification. In Indonesia, for instance, many international cosmetic brands that are not halal-certified remain highly popular and are frequently used by Muslim consumers. This trend indicates that, even in the absence of halal certification, certain cosmetic products still enjoy substantial popularity among the Muslim demographic.¹³ This phenomenon underscores the necessity of understanding the factors that influence Muslim consumers' decisions when purchasing halal cosmetics. Identifying these factors is crucial for the cosmetic industry to develop effective marketing strategies that align with consumer preferences and religious considerations. By analyzing these determinants, stakeholders can better tailor their offerings to meet the needs and expectations of Muslim consumers, ultimately guiding the industry toward more informed and targeted marketing practices.

The academic debate on the factors influencing millennial consumers' decisions in purchasing halal cosmetics often encompasses several key dimensions: awareness and knowledge of halal certification, religious and ethical values, and personal preferences related to product health and safety. Various studies have highlighted how religiosity and cultural values influence preferences for halal cosmetics, while others have focused on the impact of health and sustainability aspects.¹⁴ However, there is a significant gap in the literature regarding how these factors interact and affect millennial purchasing decisions. This research aims to address this gap by providing a comprehensive analysis of the factors influencing millennial consumers' decisions to buy halal cosmetics. By exploring these dynamics, the study contributes to the broader discussion on shifting consumption trends and offers valuable insights for producers and marketers in developing effective strategies to meet the evolving needs of this market.

⁸ Agus Yulianto, "Pendapatan Industri Kecantikan Indonesia 2020, Capai Rp 99 T," 2020, <https://www.republika.co.id/berita/qpa4dj396/pendapatan-industri-kecantikan-indonesia-2020-capai-rp-99-t>.

⁹ Marketingcharts.com, "No Title," n.d., <https://www.marketingcharts.com/demographics-and-audiences/youth-and-gen-x-80188/attachment/yougov-men-skincare-regimen-sept2017>.

¹⁰ Arshia Mukhtar and Muhammad Mohsin Butt, "Intention to Choose Halal Products: The Role of Religiosity," *Journal of Islamic Marketing* 3, no. 2 (2012): 108–20, <https://doi.org/10.1108/17590831211232519>.

¹¹ BPS, "Provinsi Jawa Tengah Dalam Angka 2020," 2020.

¹² Nasreen Khan, Abdullah Sarwar, and Booi Chen Tan, "Determinants of Purchase Intention of Halal Cosmetic Products among Generation Y Consumers," *Journal of Islamic Marketing* 12, no. 8 (2021): 1461–76, <https://doi.org/10.1108/JIMA-11-2019-0248>.

¹³ Mukhtar and Butt, "Intention to Choose Halal Products: The Role of Religiosity."

¹⁴ Setyaningsih and Marwansyah, "The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products."

The intents and choices of Muslim customers to purchase halal goods are influenced by a wide variety of factors, one of which is halal awareness.¹⁵ Setyaningsih & Marwansyah in their research also stated the same thing.¹⁶ Awareness is critical in assessing the intent to purchase a specific product. Consciousness is the notion of knowing and then acting on that information. The first step in the buying process is called awareness, and it's when customers who are primarily unknown with a product or service get familiar with it. Consumers' understanding of halal impacts their decision to purchase halal food items in the halal environment. Learn more about the notion of halal; Increasingly picky customers in purchasing and consuming items commonly distributed in the community.¹⁷

In addition, halal certification is also a factor that influences consumer intentions and decisions.¹⁸ This halal certification is closely related to cleanliness and security assurance of a product¹⁹ and become a reinforcement of consumer confidence in the products offered.²⁰ Halal certification, which appears in the form of halal insignia on cosmetic items, allows consumers to identify halal products. Consumers will have a better sense of security while consuming halal-certified goods as opposed to those that claim to be halal but do not display any obvious indicators or certificates. Halal certification ensures that customers' attitudes about cosmetics are in compliance with Islamic laws.²¹

When it comes to making judgments about purchases, consumer attitudes can also be influenced by another variable, specifically religiosity or the level of faith that consumers have in religion. Individuals who exhibit a heightened level of religious devotion tend to rely on Islamic principles as a frame of reference while engaging in consumer behavior. According to Cavorzin and Rennesbeaulieu, in Fauziah and Amin revealed that the level of adherence of an individual to the teachings of his religion is an important factor that can influence the purchasing decisions of Muslim customers with respect to halal goods.²² There is currently a lack of studies looking into what motivates millennial customers to purchase halal cosmetics. Thus, the objective of this study is to examine the ways in which halal awareness, halal certification, and religion affect millennials' propensity to purchase halal cosmetics.

¹⁵ Abdalla Mohamed Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention," *British Food Journal* 121, no. 9 (2019): 1998–2015, <https://doi.org/10.1108/BFJ-01-2019-0011>.

¹⁶ Eka Dyah Setyaningsih and Sofyan Marwansyah, "The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products," *Sy'ar Iqtishadi: Journal of Islamic Economics, Finance and Banking* 3, no. 1 (2019): 64–79, <https://doi.org/10.35448/jiec.v3i1.5515>.

¹⁷ Devi Septiani and Ahmad Ajib Ridlwan, "The Effects of Halal Certification and Halal Awareness on Purchase Intention of Halal Food Products in Indonesia," *Indonesian Journal of Halal Research* 2, no. 2 (2020): 55–60, <https://doi.org/10.15575/ijhar.v2i2.6657>.

¹⁸ Hayat M. Awan, Ahmad Nabeel Siddiquei, and Zeeshan Haider, "Factors Affecting Halal Purchase Intention – Evidence from Pakistan's Halal Food Sector," *Management Research Review* 38, no. 6 (2015), <https://doi.org/10.1108/mrr-01-2014-0022>.

¹⁹ Hayat M. Awan, Ahmad Nabeel Siddiquei, and Zeeshan Haider, "Factors Affecting Halal Purchase Intention – Evidence from Pakistan's Halal Food Sector," *Management Research Review* 38, no. 6 (2015): 640–60, <https://doi.org/10.1108/MRR-01-2014-0022>.

²⁰ Putu N. Madiawati and Mahir Pradana, "The Appeal of Celebrity Endorsers and Halal Certificates on Customers' Buying Interest," *JSRN Electronic Journal*, 2021, <https://doi.org/10.2139/ssrn.3791162>.

²¹ Heri SUDARSONO and Rindang Nuri Isnaini NUGROHOWATI, "Determinants of the Intention to Consume Halal Food, Cosmetics and Pharmaceutical Products," *Journal of Asian Finance, Economics and Business* 7, no. 10 (2020): 831–41, <https://doi.org/10.13106/jafeb.2020.vol7.no10.831>.

²² Silvia Fauziah and Nur Hidayah Al Amin, "The Influence of Product Knowledge, Religiosity, Halal Awareness of Purchasing Decisions on Halal Products With Attitude as A Mediation Variable," *Journal of Management and Islamic Finance* 1, no. 1 (2021): hlm. 75.

Method

This research uses quantitative methods and relies on survey data. The data used is actual data taken directly from the respondent's questionnaire. This research used the Accidental Sampling technique, namely respondents who accidentally filled out a questionnaire and met the criteria, namely the millennial generation born in 1981-1996 and had purchased halal-certified cosmetics as the research sample. Of all the respondents who filled out the questionnaire, they were grouped by year of birth, then those in the 1981-1996 range were selected for analysis. The minimal number of samples utilized in SEM analysis is determined by the amount of indicators within the total latent variable. The total amount of samples is calculated by multiplying the total amount of indicators by a multiplier of 5 to 10. This research has a total of 26 indicators, therefore a minimum of 100 to 260 respondents are needed. From the online questionnaire distributed, approximately 250 respondents were obtained, but after selection, only 185 respondents met the criteria. As a result, the sample size in this study was 185.

The Likert scale interval is employed as the measuring scale, with a range of 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree), and 5 (strongly agree). Structured questions are used in this study, with adjustments based on the research setting. Table 1 shows the measurement items. The data in this study was analyzed using Structural Equation Modelling - Partial Least Square (SEM-PLS). The Smart PLS 3.2.9 program assists in the analysis of the research data being described here. In this study, the SEM-PLS analysis includes the following steps: 1) evaluation of Outer Model, which includes validity and reliability tests; 2) evaluation of the Inner Model); and 3) Hypothesis Test and Mediation Test.

Table 1. Variable Indicators

Variable	Indicator	Adopted from	Scale
Halal Awareness (X1)		(Astuti & Asih, 2021; Aulia, 2018; Bashir, 2019; Handriana et al., 2020; Muslichah et al., 2020; Mutmainah, 2018; Öztürk, 2022a, 2022b)	
HA1	I understand what is halal		Likert
HA2	I realized and knew that the cosmetic products I used were halal		
HA3	I realized and knew that the cosmetic products I used came from halal raw materials		
HA4	I am aware and know that the cosmetic products I use are processed halally		
Halal Certification (X2)		(Alwi, 2020; Amalia, 2020; Astuti & Asih, 2021; Aziz & Chok, 2013; Mohd Suki & Mohd Suki, 2018; Mutmainah, 2018; Rizkitysha & Hananto, 2022; Septiani & Ridlwan, 2020; Setyaningsih & Marwansyah, 2019; Suhartanto et al., 2021; Zakaria et al., 2018)	
HC1	Having a halal label in the packaging of cosmetic products is important		Likert
HC2	I will choose cosmetic products that are already labeled halal		

HC3	I choose cosmetic products that are labeled halal rather than those that are not labeled halal	
HC4	I do not hesitate to consume cosmetic products labeled halal	
HC5	Cosmetic products labeled halal have gone through a series of strict halal test processes by MUI or BPJPH	
HC6	I know the authentic halal label from MUI or BPJPH	
Religiosity (X3)		(Abd Rahman et al., 2015; Adiba & Wulandari, 2018; Ateeq-ur-Rehman & Shabbir, 2010a, 2010b; Mukhtar & Butt, 2012; Mutmainah, 2018; Suhartanto et al., 2021)
R1	I believe that consuming halal cosmetics is in accordance with the teachings of my religion	Likert
R2	By consuming halal cosmetics I feel that I have followed the teachings of my religion	
R3	I can distinguish halal and haram	
R4	By consuming halal cosmetics while worshipping becomes calmer	
R5	By consuming halal cosmetics my life becomes more meaningful in harmony with my religion	
Purchasing Intention (Y1)		(Handriana et al., 2020)
PI1	I intend to buy halal cosmetic products in the future	Likert
PI2	I will choose halal cosmetic products for consumption	
PI3	I will tend to choose halal cosmetic products in the future	
PI4	I will fulfill my cosmetic needs by buying cosmetics that are labeled halal	
Purchasing Decision (Y2)		(Arviana, 2020; Muslichah et al., 2020; Oktaniar et al., 2020; Septianti et al., 2021)
PD1	I buy halal cosmetic products because according to my needs / according to what I want	Likert
PD2	In my religion I am required to consume halal-certified products	
PD3	I bought halal cosmetic products because of recommendations from others	
PD4	The completeness of attributes such as halal labels on cosmetic packaging influenced my decision in buying cosmetics	

PD5	I decided to buy cosmetics because it was in accordance with the quality of the products labeled halal.
PD6	After consuming halal cosmetic product I feel satisfied
PD7	I would recommend halal cosmetic products to others

Literature Review

Theory of Planned Behavior

Predicting and clarifying human behavior in a particular situation is the goal of the Theory of Planned Behavior (TPB). The concept of planned behavior relies heavily on the individual's intent to perform a certain action. According to Ajzen, the decision to do (or not do) anything is a direct result of the person's intent. To put it simply, TPB is an expansion of TRA. According to TRA, Intentions are determined by two primary variables, one connected to personal circumstances and the other to societal impact. The individual's attitude about his or her conduct is the initial predictor of personal variables. The second determinant of intentions related to social influence is the subjective norm. TPB has differences with TRA in the addition of perceived control behavior factor.²³ In this study, construct attitude refers to the attitude of millennial consumers towards halal certification.²⁴ Subjective norm construct refers to millennial consumers' halal awareness, namely millennial knowledge about what halal is, halal raw materials and halal processing. And this study investigates how millennial religiosity factors can affect perceived behavioral control.²⁵ One of the reasons TPB is commonly employed in the research of consumer behavior is its ability to describe an individual's future behavior. This hypothesis underpins the investigation of halal-certified items. This prompts the author to employ this concept as a learning theoretical lens. In addition, several studies suggest that this theory was chosen for halal cosmetics field research.

Halal Awareness

Being aware is being able to consciously experience emotions in response to something. When deciding which option to choose, the importance of awareness in the decision-making process cannot be overstated. In order to define halal, The term "awareness" is used to describe a Muslim's level of consciousness in which he knows what is permissible as well as what is not according to Islamic law.²⁶ Furthermore, according to Pambudi in Setyaningsih and Marwansyah, Understanding of the idea of halal, as well as halal procedures and halal norms, is referred to as halal awareness among Muslims, which in the end emphasizes the usage of halal items.²⁷

²³ I Ajzen, *The Theory of Planned Behavior*. *Organ. Behav. Hum. Decis. Process.*, 1991.

²⁴ Khan, Sarwar, and Tan, "Determinants of Purchase Intention of Halal Cosmetic Products among Generation Y Consumers."

²⁵ Arif Billah, Md Ahabur Rahman, and Md Tareq Bin Hossain, "Factors Influencing Muslim and Non-Muslim Consumers' Consumption Behavior: A Case Study on Halal Food," *Journal of Foodservice Business Research* 23, no. 4 (2020), <https://doi.org/10.1080/15378020.2020.1768040>.

²⁶ Nor Ardyanti Ahmad, Tunku Nashril Tunku Abaidah, and Mohd Helmi Abu Yahya, "A Study on Halal Food Awareness Among Muslim Customers in Klang," *4Th International Conference on Business and Economic Research Proceeding*, no. March (2013).

²⁷ Setyaningsih and Marwansyah, "The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products."

According to Mukherjee, halal is a commitment to product purity and quality.²⁸ The halal concept emphasizes cleanliness, safety, purity, and integrity in the product manufacturing process.²⁹ When it comes to picking what they put in their bodies, Muslims have a tendency to be more selective as their level of knowledge regarding the halal idea, halal practises, and halal principles increases. On the basis of the information that has come before, halal awareness may be characterised as a Muslim's comprehension of the concept of halal, the procedures associated with halal, and his conviction that it is extremely important for him to consume halal goods. The more a person understands the notion of halal, the more discriminatory they are when buying and consuming items available in the market.

Halal Certification

Halal certification is a certified fatwa that confirms the halal status of a product and is shown by the existence of a logo that indicates halal on the product packaging. This certification is granted by the Inspection Agency (MUI & BPJPH). The purpose of halal certification is to provide legal assurance to consumers regarding the halalness of a product to gain their trust and business. Ratification of the halal status of a product by BPJPH in accordance with a fatwa issued by the Indonesian Ulema Council is known as halal certification.³⁰

It is common knowledge that all commodities entering, circulating, and dealing within Indonesian territory must obtain halal certification in order to do so. Halal Product Assurance Law Number 33 of 2014 states the conditions that must be completed in order to acquire halal certification. Halal certification is required for everything related to food, beverages, medicines, cosmetics, chemicals, biological ingredients, genetically modified commodities, and consumer goods. This includes products and services. Halal logos are printed on cosmetic packaging that has been certified halal by MUI or BPJPH.³¹

Religiosity

Religious commitment, also called religiosity, is described as the amount to which people adhere to religious rituals, ideals, and beliefs, as well as their application in daily life. The Qur'anic verse about religiosity is found in Surah Al-An'am verse 162 which means³²: "*Say, my prayer, my worship, my life and my death are only for Allah, the Lord of the Worlds.*" This verse affirms man's obligation to serve God alone, whether in ritual worship or otherwise, from life to death.

According to Glock & Stark, religiosity is a form of natural belief in which there is an appreciation in everyday life by internalizing into it. Glock and Stark suggest that religion is a symbol, a belief system, a structured behavioral system centered on concerns that are lived as ultimate meaning. Glock and Stark suggest that a person's religion refers to a person's obedience and commitment to his religion, meaning that a person's diversity basically indicates more in the processes of internalization of religious values that then converge in a person and then form daily behavior.³³

²⁸ S. Romi Mukherjee, "Global Halal: Meat, Money, and Religion," *Religions* 5, no. 1 (2014), <https://doi.org/10.3390/rel5010022>.

²⁹ Nur Shaid, "Berapa Biaya Mengurus Sertifikat Halal Terbaru?," 2022, <https://money.kompas.com/read/2022/01/21/051843726/berapa-biaya-mengurus-sertifikasi-halalterbaru?page=all#:~:text=JAKARTA%2C KOMPAS.com – Sertifikasi, tertulis yang dikeluarkan oleh MUI.>

³⁰ Shaid.

³¹ Shaid.

³² Departemen Agama RI, *Al-Quran Dan Terjemahannya*, n.d.

³³ Glock and Stark, *Religion and Society Intension* (California: Rand Mc Nally Company, 1969).

Religion is one of the most influential influences on consumer behavior.³⁴ It is determined by consumers' purchase intentions and decisions based on their level of trust. Religion influences customers' views on halal cosmetics. When it comes to shaping consumer ideas and attitudes, religiosity plays an important role in human existence. Consumers who are increasingly obedient must make greater consideration to whether or not anything is halal of a product, especially cosmetics.

Purchasing Intention

Intention is a desire or desire to do something. Intention is a situation where a person is willing to participate in a conduct. These intentions are not consistently fixed and might shift over time. Intention serves as a motivator, influencing an individual's decision to do something.³⁵ According to Kinnear and Taylor in Dama, the intention to buy is an aspect of consumer behavior in consumption attitudes. This refers to the propensity of customers to take action before really carrying out the purchasing decision they have made. There is a distinction to be made between the actual purchase and the intent to purchase. If actual purchase refers to goods that consumers actually buy, then purchase intent refers to consumer intent to make purchases in the near or distant future.³⁶

Purchase intent is the tendency of consumers to purchase or take actions related to the purchase of a product, as judged by the degree of likelihood of purchase. According to Assael, the concept of purchase intent relates to the consumer's goal to acquire a particular product and the amount of goods he needs during a certain period. Increased purchase intent corresponds to increased purchase opportunity, so it can be used as a significant predictor of consumer behavior.³⁷

Purchasing Decision

Purchasing decision is a process in which consumers recognize problems, seek information about products and evaluate from several alternatives that can solve problems that then lead to purchasing decisions. The purchase decision is the point at which the customer makes the actual purchase.³⁸ According to Schiffman and Kanuk, purchasing options involve selecting two or more alternatives.³⁹ Tjiptono said that purchasing decisions are a process where buyers see a problem, search for details regarding a certain product or brand and assess how well each option may solve the problem, culminating in a buying decision.⁴⁰

Purchase choice is a process that customers go through in order to satisfy their demands and acquire the best value. Consumer purchasing decisions begin with an understanding of the satisfaction of wants and desires. Consumer product purchasing options include product introduction, information search, evaluation, selection of product alternatives, selection of product

³⁴ Nittin Essoo and Sally Dibb, "Religious Influences on Shopping Behaviour: An Exploratory Study," *Journal of Marketing Management* 20, no. 7–8 (2004): 683–712, <https://doi.org/10.1362/0267257041838728>.

³⁵ Zarrad H and Debabi M, "Analyzing the Effect of Electronic Word of Mouth on Tourists' Attitude toward Destination and Travel Intention," *International Research Journal of Social Sciences*, vol. 4, 2015.

³⁶ Daniel Dama, "Analisis Faktor – Faktor Yang Mempengaruhi Minat Beli Konsumen Dalam Memilih Laptop Acer Di Toko Lestari Komputer Manado," *Jurnal Berkala Ilmiah Efisiensi* 16, no. 1 (2016): 503–14.

³⁷ H. Assael, "Consumer Behavior and Marketing Action 6th Edition," *New York : International Thomson Publishing*, no. 1984 (1998).

³⁸ Kevin Lane Kotler, Philip & Keller, *Manajemen Pemasaran*, Jilid I, 2018.

³⁹ Leon G;Lesli Lazar Kanuk Schiffman, *Consumer Behavior*, 7th ed. (New Jersey,Upper Saddle Rive: Prentice Hall Inc, 2000).

⁴⁰ Tjiptono Fandy, *Pemasaran Jasa: Prinsip, Penerapan, Dan Penelitian* (Bnadung: Alfabeta, 2014).

distribution channels, and implementation. When making a purchasing decision, individuals evaluate many options and select items from accessible alternatives.⁴¹ It can be concluded, based on the information presented here, that the purchasing decision-making process is a A process for making decisions that starts with recognizing an issue, then evaluates it before picking the solution which most effectively meets your wants and objectives.⁴²

Hypothesis Development

This study's overarching objective is to investigate how halal awareness, religiosity, and halal certification affect millennials consumer decisions, by using purchase intention as a mediating variable as follows: Awareness is critical in assessing the intent to purchase a specific product.⁴³ Awareness is the idea of knowing and then exhibiting certain behaviors. In other terms, awareness refers to knowledge and understanding of a subject or circumstance. Halal awareness impacts customers' decisions to purchase halal items.⁴⁴ According to the Mutmainah research, halal awareness has a favorable and substantial influence on customers' purchasing intentions for halal items.⁴⁵ Furthermore, customer understanding about halal impacts their desire to purchase halal products. Similarly, according to Hamdan, the most crucial aspect in Muslim customers' decision to purchase halal items is awareness.⁴⁶ Other studies conducted by Bashir⁴⁷, Pradana⁴⁸, Zakaria⁴⁹ discovered that halal awareness has a beneficial influence on the intents of consumers. Halal awareness influences consumers' decisions in buying cosmetic products. Thus, prior studies have revealed that consumers' halal awareness positively affects their propensity to purchase and actual purchases. The above reasons were used to form a working hypothesis:

H1: Halal awareness has a significant positive effect on consumer purchase intentions

H2: Halal awareness has a significant positive influence on consumer decisions through consumer purchase intentions.

H3: Halal awareness directly has a significant positive effect on consumer purchasing decisions.

Halal certification is a guarantee of safety for Muslims to be able to consume halal goods Based on Islamic beliefs.⁵⁰ Halal certification refers to MUI's halal accreditation following a

⁴¹ Hardi Ramadhan and Ahmad Ihsan Maulana, "Effect of Lifestyle, Quality Products, Price, and Halal Labelling to Buying Decisions," *SSRN Electronic Journal*, 2019, <https://doi.org/10.2139/ssrn.3312178>.

⁴² Hesti Hanan Nadhifah and Hendri Hermawan Adinugraha, "Analysis of Factors Influencing the Purchasing Decision of Facial Foam Labeled Halal," *Journal of Digital Marketing and Halal Industry* 2, no. 1 (2020): 65–80.

⁴³ Yuhanis Abdul Aziz and Nyen Vui Chok, "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach," *Journal of International Food and Agribusiness Marketing* 25, no. 1 (2013), <https://doi.org/10.1080/08974438.2013.723997>.

⁴⁴ Z. Zakaria et al., "Influence of Halal Certification on Customers' Purchase Intention," *Journal of Fundamental and Applied Sciences* 9, no. 5S (2018), <https://doi.org/10.4314/jfas.v9i5s.55>.

⁴⁵ Mutmainah, "The Role of Religiosity, Halal Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food," 2018.

⁴⁶ Haslenna Hamdan et al., "Purchasing Decisions among Muslim Consumers of Processed Halal Food Products," *Journal of Food Products Marketing* 19, no. 1 (2013), <https://doi.org/10.1080/10454446.2013.724365>.

⁴⁷ Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention."

⁴⁸ Mahir Pradana, Rubén Huertas-García, and Frederic Marimon, "Spanish Muslims' Halal Food Purchase Intention," *International Food and Agribusiness Management Review* 23, no. 2 (June 3, 2020): 189–202, <https://doi.org/10.22434/IFAMR2019.0200>.

⁴⁹ Z. Zakaria et al., "Influence of Halal Certification on Customers' Purchase Intention," *Journal of Fundamental and Applied Sciences* 9, no. 5S (January 19, 2018): 772, <https://doi.org/10.4314/jfas.v9i5s.55>.

⁵⁰ Agung Nurcahyo and Herry Hudrasyah, "The Influence of Halal Awareness, Halal Certification, and Personal Societal Purchase Intention," *Journal of Business and Management* 6, no. 1 (2017): 21–31.

comprehensive review based on Sharia law. From the beginning, the procedure includes a comprehensive and extensive evaluation of preparation, ingredients, cooking method, display, kitchen, hygiene, and labelling that result in halal certification in the form of MUI fatwas. Items that have passed the MUI halal certification exam are identified by the halal logo on the product packaging.

Halal certification, which appears in the form of halal insignia on food, cosmetics, and medications, allows consumers to identify halal items. Consumers will feel safer consuming halal-certified items than products claiming to be halal but without any apparent signs or certificates. According to Dubé et al. in Sudarsono & Setianingsih, halal certification gives customers with reason that their attitude toward food, cosmetics, and medications is in conformity with Islamic rules.⁵¹ Halal certification influences purchasing intentions and Muslim customers make selections because halal-certified items are required by Muslims as part of their faith.⁵² Based on these arguments, the following hypothesis was developed :

H4: Halal certification has a significant positive effect on consumer purchase intentions

H5: Halal certification has a significant positive effect on consumer purchasing decisions through consumer purchase intentions.

H6: Halal certification directly has a significant positive effect on purchasing decisions

The degree of piety of a person towards his religion can be measured by looking at his religiosity, which in turn is reflected in the person's attitudes and actions. Religious commitments form the basis of consumption choices for Muslim consumers, and help them choose the right path when it comes to making the right decisions in their lives. Similarly, the influence of religion in the sphere of consumer behavior cannot be overstated. The religious commitment of an individual has a substantial influence on the whole process of making choices, beginning with the selection of a product and continuing all the way through the process of buying it and, ultimately, consuming it.⁵³

Customers' product choices are compatible with their religious views, according to previous research; yet, People who are deeply dedicated to religious principles or morals are understandably wary of acquiring something they consider forbidden. Less dedicated people, on the other hand, usually disregard their religious ideals and are tempted to use illegal drugs. Previously, research was undertaken to better understand the impact of religion on Muslim customers' purchasing intentions. Based on the results obtained from research conducted by Awan et al.⁵⁴, Haque et al.⁵⁵ It was discovered that religiosity is crucial in determining purchasing intent among Muslim customers. Other research findings also indicated a substantial link between Muslim customers'

⁵¹ Heri SUDARSONO and Rindang Nuri Isnaini NUGROHOWATI, "Determinants of the Intention to Consume Halal Food, Cosmetics and Pharmaceutical Products," *Journal of Asian Finance, Economics and Business* 7, no. 10 (2020): 831–41, <https://doi.org/10.13106/jafeb.2020.vol7.no10.831>.

⁵² Shadma Shahid, Faheem Ahmed, and Uzma Hasan, "A Qualitative Investigation into Consumption of Halal Cosmetic Products: The Evidence from India," *Journal of Islamic Marketing* 9, no. 3 (2018), <https://doi.org/10.1108/JIMA-01-2017-0009>.

⁵³ Hamza Khraim, "Measuring Religiosity in Consumer Research from Islamic Perspective," *International Journal of Marketing Studies* 2, no. 2 (October 20, 2010), <https://doi.org/10.5539/ijms.v2n2p166>.

⁵⁴ Awan, Siddiquei, and Haider, "Factors Affecting Halal Purchase Intention – Evidence from Pakistan's Halal Food Sector."

⁵⁵ Ahasanul Haque et al., "Muslim Consumers' Purchase Behavior towards Halal Cosmetic Products in Malaysia," *Management Science Letters* 8, no. 12 (2018): 1305–18, <https://doi.org/10.5267/j.msl.2018.9.009>.

religiosity and halal cosmetics buying intention. In research conducted by Tuah et al.⁵⁶ In Said and Hassan dan Nasution et al., The preference for alimentary products that are halal is strongly linked to one's religious beliefs. The next hypothesis was created based on these considerations:

H7: Religiosity has a significant positive effect on consumer purchase intentions.

H8: Religiosity has a significant positive effect on consumer purchasing decisions mediated by consumer purchase intentions.

H9 : Religiosity directly has a significant positive effect on purchasing decisions

Studies in the past has shown that the greater the customer's purchasing intention, the greater the probability that likely the buyer will purchase; conversely, the lower the buyer's purchasing intention, the fewer chances the consumer will purchase, the more likely consumers are to discourage their intentions the increase. Research conducted by Fauzia⁵⁷ dan Khan et al.⁵⁸ observed that purchase intent had a significant impact on client purchasing decisions. As a result of this explanation, the author proposes the following hypothesis:

H10 : Purchase intention has a significant positive effect on consumer purchasing decisions

Based on the explanation above, this research model was formed as follows:

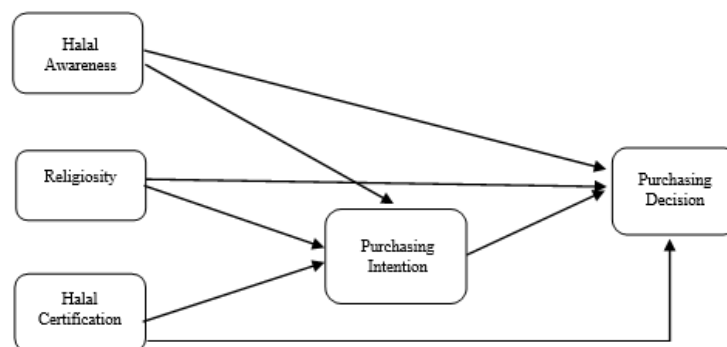


Figure 1. Model Framework

Result and Discussion

Respondent Profile

This study was carried out on millennial customers in Indonesia. The sample used in the study was 185 respondents with the same criteria, namely the millennial generation who were born between 1981 to 1996 and had purchased halal-certified cosmetics. The respondents were 70 men and 115 women. In terms of education, as many as 183 respondents had bachelor's degrees and 2 respondents had master's degrees.

Outer Model Evaluation

According to Hair et al in Mahfud and Ratmono, two requirements must be satisfied to assess if the outer model fits the criteria of convergent validity for reflective constructs: (1) loading should

⁵⁶ M Dharma Tuah, Putra Nasution¹, and Yossie Rossanty², "Hubungan Antara Religiusitas Dan Pengambilan Keputusan Membeli Panganan Halal Dimoderasi Oleh Persepsi Konsumen Atas Risiko," *Jurnal Ilmiah Research Sains*, vol. 2, 2016.

⁵⁷ Diah Fauzia, "Pengaruh Religiusitas, Sertifikasi Halal, Bahan Produk Terhadap Minat Beli Dan Keputusan Pembelian (Survei Pada Gen-M Konsumen Cadbury Dairy Milk Di Kota Malang)" (PhD Thesis, Universitas Brawijaya, 2018).

⁵⁸ Mubbsher Munawar Khan, Humaira Asad, and Irsa Mehboob, "Investigating the Consumer Behavior for Halal Endorsed Products: Case of an Emerging Muslim Market," *Journal of Islamic Marketing* 8, no. 4 (2017): 625–41, <https://doi.org/10.1108/JIMA-09-2015-0068>.

be higher than 0.7 and (2) significant p value (<0.05).⁵⁹ The following are presented the loading values of each indicator.

Table 2. Validity Testing based on Loading Factor

	Purchasing Decision (Y2)	Halal Awareness (X1)	Purchasing Intention (Y1)	Religiosity (X3)	Halal Certification (X2)
HA1		0.829			
HA2		0.954			
HA3		0.941			
HA4		0.917			
PD1	0.915				
PD2	0.909				
PD3	0.721				
PD4	0.880				
PD5	0.901				
PD6	0.914				
PD7	0.895				
PI1			0.940		
PI2			0.939		
PI3			0.949		
PI4			0.938		
R1				0.942	
R2				0.958	
R3				0.823	
R4				0.940	
R5				0.941	
HC1					0.902
HC2					0.940
HC3					0.887
HC4					0.929
HC5					0.911
HC6					0.781

Source: Processing research data on SmartPLS in 2023

⁵⁹ Sholihin Mahfud and Dwi Ratmono, *Analisis SEM-PLS Dengan WarpPLS 3.0* (Yogyakarta: Penerbit ANDI, 2013).

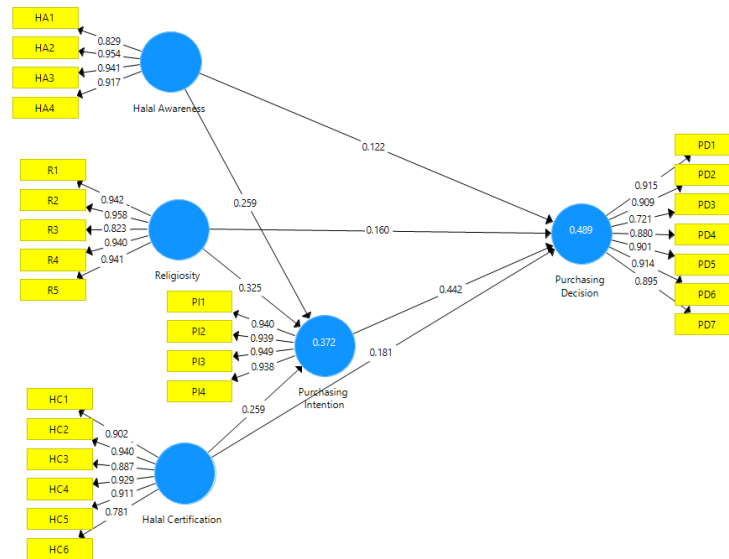


Figure 2. Research Model

Source: Processing research data on SmartPLS in 2023

Table 2 and Figure 2 show that all loading values are more than 0.7, meeting the loading value validity criterion. Validity assessment uses extracted value average variance (AVE).

Table 3. Validity Testing based on Average Variance Extracted (AVE)

	Average Variance Extracted (AVE)
Purchasing Decision (Y2)	0.773
Halal Awareness (X1)	0.831
Purchasing Intention (Y1)	0.886
Religiosity (X3)	0.850
Halal Certification (X2)	0.798

Source: Processing research data on SmartPLS in 2023

The ideal AVE is larger than 0.5. Based on the data processing results, every AVE value are more than 0.5, implying that it has satisfied the AVE-based validity standards.⁶⁰ In addition, the composite reliability (CR) value is used in reliability testing.

Table 4. Reliability Testing based on Composite Reliability (CR)

	Composite Reliability
Purchasing Decision (Y2)	0.959
Halal Awareness (X1)	0.952
Purchasing Intention (Y1)	0.969
Religiosity (X3)	0.966
Halal Certification (X2)	0.959

Source: Processing research data on SmartPLS in 2023

The optimal CR value is greater than 0.7.⁶¹ All assessed CR values are more than 0.7, thus it has to be reliable according to those criteria. In addition, the reliability of the survey was examined using Cronbach's alpha (CA).

Table 5. Reliability Testing based on Cronbach's Alpha (CA)

	Cronbach's Alpha
Purchasing Decision (Y2)	0.950
Halal Awareness (X1)	0.931

⁶⁰ Sholihin Mahfud and Dwi Ratmono, *Analisis SEM-PLS Dengan WarpPLS 3.0* (Yogyakarta: Penerbit ANDI, 2013).

⁶¹ Mahfud and Ratmono, *Analisis SEM-PLS Dengan WarpPLS 3.0*, 2013.

Purchase Intent (Y1)	0.957
Religiosity (X3)	0.955
Halal Certification (X2)	0.949

Source: Processing research data on SmartPLS in 2023

The recommended CA value is above 0.7.⁶² Each CA scores are exceeding 0.7, suggesting it has satisfied the dependability standards based on Cronbach's alpha. Additionally, the validity of the discriminant was evaluated using the Fornell-Larcker method. The discriminant validity of a latent variable is tested by contrasting its square root AVE with its association with other latent variables. The square root of AVE is greater than the value of correlation between latent variables for each latent variable. Therefore, it is concluded that it possesses discriminant validity. Table 6 displays the results of discriminant validity testing.

Table 6. Discriminant Validity Testing

	Purchasing Decision (Y2)	Halal Awareness (X1)	Purchasing Intention (Y1)	Religi osity (X3)	Halal Certificati on (X2)
Purchase Decision (Y2)	$\sqrt{AVE_{Y2}} =$ 0.879				
Halal Awareness (X1)	0.398	$\sqrt{AVE_{X1}} =$ 0.912			
Purchasing Intention (Y1)	0.646	0.417	$\sqrt{AVE_{Y1}} =$ 0.941		
Religiosity (X3)	0.457	0.269	0.473	$\sqrt{AVE_{X3}}$ 0.922	
Halal Certification (X2)	0.451	0.271	0.427	0.301	$\sqrt{AVE_{X2}} =$ 0.893

Source: Processing research data on SmartPLS in 2023

Inner Model Evaluation

When evaluating Inner models with PLS, the R-Square value associated with each endogenous latent variable may be used as the structural model's predictive power. The results of the evaluation of the structural model can be presented as follows

Tabel 7. R-Square

	R Square
Purchasing Decision (Y2)	0.489
Purchasing Intention (Y1)	0.372

Source: Processing research data on SmartPLS in 2023

The R-Square value describes the effect of exogenous latent variables on endogenous latent variables. According to Chin in Ghozali, the R-Square value is said to be strong if it is more than 0.67, it is said to be moderate if it is more than 0.33 but less than 0.67, and is said to be weak if it is more than 0.19 but not more than 0.33.⁶³ It is known that the R-Square value of the Purchase

⁶² Mahfud and Ratmono.

⁶³ Imam Ghozali, *Partial Least Squares Konsep, Teknik Dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, 3rd ed. (Semarang: Badan Penerbit Undip, 2021).

Decision (Y2) is 0.489, which means that Halal Awareness (X1), Halal Certification (X2), Religiosity (X3), Purchase Intention (Y1) are able to explain the Purchase Decision (Y2) by 48.9%. And since the value of R-Square Purchase Decision (Y2) is 0.489 then the model belongs to the moderate category. While the R-Square value of Purchase Intention (Y1) is 0.372, which means Halal Awareness (X1), Halal Certification (X2), Religiosity (X3) is able to explain Purchase Intention (Y1) by 37.2%. And since the value of R-Square Purchase Intent is 0.372 then the model belongs to the moderate category.

Aside from the size of the R-Square value, structural model evaluation may also be done using Q-Square predictive relevance. A Q-Square number greater than zero shows that the model is predictively relevant, whereas a Q-Square value less than zero suggests that the model is not predictively relevant. Models with Q-Square values of 0.02, 0.15, and 0.35 are considered weak, moderate, and strong, respectively.⁶⁴ The following Q-Square value is presented based on the results of data processing:

Table 8. Q-Square

	Q² (=1-SSE/SSO)
Purchasing Decision	0.368
Purchasing Intention	0.322

Source: Processing research data on SmartPLS in 2023

The Q-Square value for Purchase Decision (Y2) is 0.368. Since $Q\text{-Square} = 0.368 > 0$, it is concluded that Halal Awareness (X1), Halal Certification (X2), Religiosity (X3), Buyer Intention (Y1) have predictive relevance for Purchasing Decisions (Y2). The Q-Square value for Buyer Intent (Y1) is 0.322. Since $Q\text{-Square} = 0.322 > 0$, it is concluded that Halal Awareness (X1), Halal Certification (X2), Religiosity (X3) have predictive relevance for Buyer Intention (Y1). The Q-Square value obtained greater than 0.35 indicates that the model is strong.

Furthermore, Goodness of Fit (GoF) SRMR testing was carried out. In statistics, SRMR refers to the deviation of an observed correlation from an estimated correlation matrix model. So, the average disparity between observed and predicted correlations may be used as a hard metric to assess how well a model fits the data.⁶⁵ SRMR is used as a goodness of fit measurement for PLS-SEM which can be used to avoid model specification errors. SRMR values less than 0.10 or 0.08 are considered matched (FIT).⁶⁶

Table 9. Goodness of Fit Model Testing

	Estimated Model
SRMR	0.049

Source: Processing research data on SmartPLS in 2023

With an SRMR value of 0.049 less than 0.1, the goodness-of-fit SRMR test indicates that the model has been FIT

Furthermore, the results of the influence significance test are presented:

Table 10. Test Path Coefficient & Significance of Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
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⁶⁴ Ghozali.

⁶⁵ Ghozali.

⁶⁶ SmartPLS GmbH, "Fit Measures in SmartPLS," 2023, <https://www.smartpls.com/documentation/algorithms-and-techniques/model-fit/>.

Halal Awareness (X1) -> Purchasing Decision (Y2)	0.122	0.113	0.071	1.701	0.045
Halal Awareness (X1) -> Purchasing Intention (Y1)	0.259	0.251	0.081	3.215	0.001
Purchasing Intention (Y1) -> Purchasing Decision (Y2)	0.442	0.431	0.121	3.640	0.000
Religiosity (X3) -> Purchasing Decision (Y2)	0.160	0.157	0.091	1.769	0.039
Religiosity (X3) -> Purchasing Intention (Y1)	0.325	0.321	0.089	3.645	0.000
Halal Certification (X2) -> Purchasing Decision (Y2)	0.181	0.181	0.083	2.183	0.015
Halal Certification (X2) -> Purchasing Intention (Y1)	0.259	0.259	0.085	3.048	0.001

Source: Processing research data on SmartPLS in 2023

Significant Level is 0.05

Next, we present the table of mediation test results as follows:

Table 11. Mediation Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STD EV)	P Values
Halal Awareness (X1) -> Purchasing Intention (Y1) -> Purchasing Decision (Y2)	0.115	0.113	0.055	2.066	0.020
Religiosity (X3) -> Purchasing Intention (Y1) -> Purchasing Decision (Y2)	0.144	0.141	0.062	2.316	0.010
Halal Certification (X2) -> Purchasing Intention (Y1) -> Purchasing Decision (Y2)	0.115	0.116	0.057	2.011	0.022

Source: Processing research data on SmartPLS in 2023

Based on Table 10, the value of the path coefficients of Halal Awareness of Purchase Intent in the original sample column is positive at 0.259 and the p-value (0.001) < 0.05, it can be concluded that H1 **received**. This study's findings are consistent with previous research conducted by Septiani & Ridlwan⁶⁷, and Öztürk⁶⁸ The research indicated that halal awareness increases customers' desire to buy halal items and their purchasing behavior. This study's findings go counter to that of Pradana et al., which found that halal awareness had little impact on shoppers' propensity to buy.⁶⁹ Logically this result can be accepted because the more consumers understand the concept of halal, halal raw materials and halal processes, the more picky consumers will be in buying cosmetic products and prioritize consuming halal-certified cosmetic products.

⁶⁷ Devi Septiani and Ahmad Ajib Ridlwan, "The Effects of Halal Certification and Halal Awareness on Purchase Intention of Halal Food Products in Indonesia," *Indonesian Journal of Halal Research* 2, no. 2 (August 31, 2020): 55–60, <https://doi.org/10.15575/ijhar.v2i2.6657>.

⁶⁸ Abdülkadir Öztürk, "The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk and Halal Product Attitude on Purchasing Intention," *Business and Economics Research Journal* 13, no. 1 (January 2022): 127–41, <https://doi.org/10.20409/berj.2022.365>.

⁶⁹ Mahir Pradana, Rubén Huertas-García, and Frederic Marimon, "Spanish Muslims' Halal Food Purchase Intention," *International Food and Agribusiness Management Review* 23, no. 2 (2020), <https://doi.org/10.22434/IFAMR2019.0200>.

The value of the path coefficients of Halal Awareness of Purchasing Decisions in the original sample column is positive at 0.122 and the p-value ($0.045 < 0.05$), it can be concluded that H3 **to be accepted**. This study's findings are consistent with previous research conducted by Genoveva & Utami⁷⁰, and Imah⁷¹ which explains that the level of halal awareness among consumers has a noteworthy impact on their purchasing behavior with regards to halal products. Logically this result is acceptable because when consumer awareness is high because they are required to consume halal products according to religious orders, then they will prefer to buy cosmetic products that are already halal certified. Since millennial customers understand the idea of halal and are more conscious of halal product consumption, they make a sensible decision to purchase halal cosmetic items.

The value of the path coefficients of Halal Certification on Purchase Intent in the original sample column is positive at 0.259 and the p-value ($0.001 < 0.05$), it can be concluded that H4 **received**. This study's findings are consistent with previous research conducted by Fauzia⁷² and Mahliza⁷³, which states that customers' intent to purchase halal items might be influenced by a product's halal certification. However, these findings contradict the findings of the research conducted Akhyar⁷⁴ which states halal certification does not affect consumer purchase intent. These findings imply that when millennial customers express their readiness to purchase in the future, halal certification gives recognition and quality assurance. These findings suggest that attitudes towards halal certification assessments have succeeded in encouraging behavior as a trait that influences millennial purchase intent.

The value of the path coefficients of Halal Certification on Purchasing Decisions in the original sample column is positive at 0.181 and the p-value ($0.015 < 0.05$), it can be concluded that H6 **is accepted**. This study's findings are consistent with previous research conducted by Alwi⁷⁵ and Ratnawati & Anwar⁷⁶ which states that halal certification influences consumers' decisions in buying halal cosmetics. Halal certification impacts purchase decisions among millennial Muslim customers since halal-certified items are a religious obligation for millennials. Halal certification has attracted the attention of millennial consumers who want halal integrity in an increasing number of items.

Furthermore, based on Table 10, it is also obtained that the value of the path coefficients of Religiosity towards Purchase Intention in the original sample column is positive, namely 0.325 and the p-value ($0.000 < 0.05$), it can be concluded that H7 is **received**. This study's findings are

⁷⁰ Genoveva Genoveva and Nadira Noor Utami, "The Influence of Brand Image, Halal Label, and Halal Awareness on Customers Purchasing Decision of Halal Cosmetic," *Jurnal Muara Ilmu Ekonomi Dan Bisnis* 4, no. 2 (2020): 355, <https://doi.org/10.24912/jmie.v4i2.8381>.

⁷¹ Bunga Imah, "Pengaruh Kesadaran Halal Dan Label Halal Terhadap Keputusan Pembelian Produk Kosmetik" (PhD Thesis, UIN Sulthan Thaha Saifuddin Jambi, 2020).

⁷² Diah Fauzia, "Pengaruh Religiusitas, Sertifikasi Halal, Bahan Produk Terhadap Minat Beli Dan Keputusan Pembelian (Survei Pada Gen-M Konsumen Cadbury Dairy Milk Di Kota Malang)" (Universitas Brawijaya, 2018).

⁷³ Febrina Mahliza, "Consumption Behavior of Halal Cosmetic Products: The Mediating Role of Trust on the Effect of Halal Certification on Purchase Intention," *Journal of Economics, Finance And Management Studies* 05, no. 01 (2022): 228–39, <https://doi.org/10.47191/jefms/v5-i1-28>.

⁷⁴ KF Akhyar, "Pengaruh Religiusitas Dan Sertifikasi Halal Terhadap Keputusan Pembelian (Studi Empiris Pada Japanese Food Restaurant Di Magelang)" (PhD Thesis, Universitas Muhammadiyah Magelang, 2019).

⁷⁵ Alwi, "Pengaruh Sertifikasi Halal, Islamic Brand Dan Periklanan Islami Terhadap Keputusan Pembelian Shampoo Sunsilk Hijab Recharge Refresh."

⁷⁶ Yuni Ratnawati and Saiful Anwar, "Determinan Keputusan Pembelian Kosmetik Halal Oleh Muslimah Milenial Di Indonesia," *Jurnal Bina Bangsa Ekonomika* 14, no. 2 (2021): 305–15, <https://doi.org/10.46306/jbbe.v14i2.82>.

consistent with previous research conducted by Adriani & Ma'ruf⁷⁷ and Rizkitysha & Hananto⁷⁸. The results of this research indicate that individuals with a greater degree of religiosity may exhibit a greater propensity to associate with halal products and abstain from haram products. This shows that consumers' product choices are in accordance with their religious beliefs, however when people are sincerely dedicated to religious ideas and values, they are hesitant to purchase things that are regarded prohibited to them. The findings of this study confirm the findings of previous research conducted to understand the influence of religion on consumers' intentions to buy halal products. It discovered that religiosity has a crucial influence in affecting cosmetic buying intentions among Millennials.

Because of the path coefficients of Religiosity towards Purchasing Decisions in the original sample column of positive values of 0.160 and p-values $(0.039) < 0.05$, it can be concluded that H9 **is accepted**. This study's findings are consistent with previous research conducted by Amalia⁷⁹, Umami et al.⁸⁰ which states that religiosity influences consumer decisions in buying halal products. Therefore, It has been discovered that persons with a high level of religiosity utilize Islamic teachings as a source for guidance when making goods purchase decisions. Furthermore, religious people are more responsible and wise, and they adhere to religion beliefs. In line with Shahid et al., the biggest motive for a person to eat halal products, particularly halal cosmetic items, is religion. Mukhtar and Butt also stressed the importance of religion in the choosing of halal items. Consumers who are increasingly religious will increasingly make real (actual) purchases of cosmetic products halal.⁸¹

With the path coefficients of Purchase Intention on Purchase Decisions in the original sample column being positive at 0.442 and p-value $(0.000) < 0.05$, it can be concluded that H10 **is accepted**. This study's findings are consistent with previous research conducted by Septianti et al.⁸² Research by Saputri & Guritno⁸³ also stated the same thing, namely the purchasing decisions of consumers are influenced by their intentions to purchase halal products. The aforementioned results provide corroboration for TPB, which posits that the fundamental element in the concept of planned behavior is the intention of an individual to engage in a specific behavior. The motivating elements that drive behavior are considered to be captured by intention; intention is a sign of how hard individuals are motivated to try, how much effort in order they intend to put in, to do the activity. In general, the greater the intention of participating in an activity, the more likely its performance. Therefore, the stronger the consumer's intention to buy halal cosmetic products, the more likely consumers are to make the decision to buy halal cosmetic products.

⁷⁷ Lisa Adriani and Ma'ruf, "Pengaruh Islamic Religiosity Dan Halal Knowledge Terhadap Purchase Intention Kosmetik Halal Dimediasi Oleh Attitude Terhadap Produk Halal Di Indonesia," *Al-Muzara'Ah* 8, no. 1 (2020): 57–72, <https://doi.org/10.29244/jam.8.1.57-72>.

⁷⁸ Talita Leoni Rizkitysha and Arga Hananto, "Do Knowledge, Perceived Usefulness of Halal Label and Religiosity Affect Attitude and Intention to Buy Halal-Labeled Detergent?," *Journal of Islamic Marketing* 13, no. 3 (2022): 649–70, <https://doi.org/10.1108/JIMA-03-2020-0070>.

⁷⁹ Amalia, "The Role of Religiosity on Halal Product Purchasing Decision Case Study : Wardah Cosmetics."

⁸⁰ Umami, Asep Muhamad Ramdan, and R. Deni Muhammad Danial, "Pengaruh Religiusitas Dan Produk Halal Terhadap Keputusan Memilih Kosmetik Pada Konsumen Muslim."

⁸¹ Mukhtar and Butt, "Intention to Choose Halal Products: The Role of Religiosity."

⁸² Wahyu Septianti, Ira Setyawati, and Dudi Permana, "The Effect of Halal Products and Brand Image on Purchasing Decisions with Purchase Interest as Mediating Variables," *European Journal of Business and Management Research* 6, no. 6 (2021): 271–77, <https://doi.org/10.24018/ejbmr.2021.6.6.807>.

⁸³ Ary Dewi Saputri and Agung Guritno, "The Effect of Product Quality, Brand Image, and Halal Labeling on Purchase Decisions with Purchase Intentions as Intervening Variables," *Annual International Conference on Islamic Economics and Business (AICIEB)* 1 (December 2021): 359–74, <https://doi.org/10.18326/aicieb.v1i0.36>.

Furthermore, based on the results of mediation testing in Table 11 it was obtained that: Purchase Intention (Y1) significantly mediated the relationship between Halal Awareness (X1) to Purchasing Decision (Y2), with P-Values = $0.020 < 0.05$. Therefore, H2 which **is accepted**. Purchase Intent (Y1) significantly mediates the relationship between Halal Certification (X2) and Purchase Decision (Y2), with P-Values = $0.022 < 0.05$. Therefore, H5 which states Halal Certification has a significant positive effect on consumer purchasing decisions mediated by consumer purchase intentions **received**. Purchase Intent (Y1) significantly mediates the relationship between Religiosity (X3) and Purchase Decision (Y2), with P-Values = $0.010 < 0.05$. Therefore, H8 which states that Religiosity has a significant positive effect on consumer purchasing decisions mediated by consumer purchase intentions **is accepted**.

It is also known that the direct influence of halal certification variables on purchasing decisions is the strongest (original sample value = 0.181), followed by religiosity (original sample value = 0.160) and the weakest is halal awareness (original sample value = 0.122). As for indirect influences, the variable of religiosity has the strongest influence on consumer purchasing decisions (original sample value = 0.144). While the variables of Halal Awareness and Halal Certification have the same influence on the purchasing decisions of millennial consumers (original sample value = 0.115). The present study elucidates that the amalgamation of Halal Awareness, Halal Certification, and Religiosity as independent variables significantly contributes to the formation of purchase intentions among millennial consumers, subsequently impacting their decision-making process. As a result, the factors Halal Awareness, Halal Certification, and Religion emerged as excellent predictors of millennial customers' intents and decisions to purchase halal cosmetic items.

Conclusion

The present research has revealed that variables such as halal awareness, halal certification, and religiosity exert a noteworthy impact on the purchase intentions and purchasing decisions of millennial consumers towards halal cosmetics. Purchase intention is able to significantly mediate the influence of halal awareness, halal certification and religiosity on millennial consumers' decisions to buy halal cosmetics. The study's findings indicate that the primary determinant of millennial consumers' purchasing behavior in relation to halal cosmetic products is the presence of halal certification. This factor is followed in importance by religiosity and halal awareness. The reason for this phenomenon can be ascribed to the heightened awareness of halal principles among millennial consumers. Millennial consumers also involve religion in making decisions related to purchasing cosmetic products. Millennials base goods purchases on religious beliefs. The millennial's religious devotion affects their product selection and purchasing. The reason millennial consumers buy halal cosmetics is because of awareness of halal products and halal certification. These findings support the TRA which states that each individual performs actions based on a specific reason. And then planning to make purchases that are reflected in purchase intent, this is in line with the assumption of TPB that intention is a central factor in individual behavior which ultimately leads to consumer purchasing decisions with religiosity as a perceived behavioral control factor that influences the difficulty or ease of millennials in deciding to buy halal cosmetic products.

This study is relevant among cosmetics producers and marketers who wish to target millennial consumers group who were inclined towards halal certification in their purchasing behavior. Especially when trying to promote a product. The reason is due to the fact that branding things with halal certification is one of the strategies for marketing that lead to increased halal earnings and sales. It is known, based on the study's findings, that the factors of halal awareness,

halal certification, religiosity, and purchase intention were able to explain the purchase decision variables by 48.9% and 51.1% explained by other factors. Therefore, future research can develop this research by examining other factors that can influence consumer purchasing decisions in buying halal cosmetic products. Expanding respondents or a larger population, so as to get a broader generalization of research results. Because Indonesia's population is currently dominated by Gen Z, further researchers can also try to examine how consumer cosmetic purchasing behavior in this segment.

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