

Analysis of Relationship between Religious Knowledge, Attitude, and Behaviour of Islamic Universities Female Students towards the Halalness of Cosmetic and Wear Products

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Abstract This research describes and analyzes the relationship between religious knowledge and the attitudes and behavior of State Islamic Universities (PTKIN) female students in purchasing cosmetics and wearing products that have not been halal (religiously permitted). The aim is to analyze students' tendencies, attitudes, and behavior when consuming cosmetics and consumer goods. Research data was obtained through interviews and distributing questionnaires to three campuses, namely: UIN Raden Intan Lampung, UIN Walisongo Semarang, and UIN Sunan Gunung Djati Bandung. The data were then processed and analyzed using qualitative and quantitative analysis techniques. This research found an inconsistency between students' cognitive, affective, and psychomotor aspects in deciding to buy/use cosmetics and wear products whose halalness is still unclear. This inconsistency is mainly due to the scarcity of products labeled halal and the difficulty of knowing the ingredient composition of the products offered. This research concludes a significant correlation between the religious background knowledge of female students and their attitudes and behavior toward the halalness of cosmetic and wear products.

Keywords: attitudes and behavior, cosmetic and wear products, halal labels, PTKIN female students.

Abstrak: Penelitian ini mendeskripsikan sekaligus menganalisis hubungan antara pengetahuan agama, sikap dan perilaku mahasiswi Perguruan Tinggi Islam Negeri (PTKIN) dalam membeli/menggunakan produk kosmetik dan barang gunaan yang belum jelas status kehalalannya. Tujuannya adalah untuk menganalisis kecenderungan, sikap dan perilaku mahasiswi dalam mengonsumsi kosmetik dan barang konsumsi. Data penelitian diperoleh melalui wawancara dan penyebaran angket di tiga kampus, yaitu: UIN Raden Intan Lampung, UIN Walisongo Semarang, dan UIN Sunan Gunung Djati Bandung. Data tersebut kemudian diolah dan dianalisis menggunakan kombinasi teknik analisis kualitatif dan kuantitatif. Penelitian ini menemukan bahwa terdapat ketidakkonsistenan antara aspek kognitif dan afektif serta aspek psikomotorik mahasiswa dalam memutuskan untuk membeli/mengonsumsi produk kosmetik dan barang konsumsi yang belum jelas kehalalannya. Ketidakkonsistenan ini terutama

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disebabkan oleh langkanya produk berlabel halal dan sulitnya mengetahui komposisi bahan dari produk yang ditawarkan. Penelitian ini menyimpulkan bahwa terdapat korelasi signifikan antara latar belakang pengetahuan agama para siswi dengan sikap dan perilaku mereka terhadap kehalalan kosmetik dan barang-barang konsumsi.

Kata kunci: sikap dan perilaku, produk kosmetik dan barang konsumsi, label halal, mahasiswa PTKIN

Introduction

Islam is a religion that cares deeply about human well-being. Such is evident from a set of rules/laws set by Allah that humankind must obey to achieve goodness and avoid evil. Among these rules, Allah commands His people to consume good and halal food and avoid *harâm* (forbidden) goods.¹ Such is emphasized in several verses of the Qur'an, including Surah al-Baqarah: 57, 168, 172, Surah al-Mu'minun: 51, and several other Surahs.

The above sharia arguments must, of course, be a guideline for every Muslim whenever and wherever he is. In other words, a devout Muslim will always be careful in choosing what products to consume so that he avoids *harâm* products.²

On the other hand, the Indonesian Government has issued a set of laws and regulations since 1996, including Law No. 7 of 1996 concerning Food, Law No. 33 of 2014 concerning Halal Product Assurance (hereinafter referred to as the JPH Law), and several other implementing regulations. All of these are intended to protect Muslims to avoid consuming non-halal products.³

¹ Visca Mirza Vristiyana, "Pengaruh Religiusitas dan Pengetahuan Produk Halal terhadap Penilaian Produk Halal dan Minat Pembelian Produk Halal (Studi Kasus pada Industri Makanan)" *EKOBIS*, 20.1 (2019): 85-99. See also Bambang Iswanto, "Job Creation Law and Consequences in Determining Halâl Products: Analysis of the Halâl Product Fatwa Committee." *Al-Adalah*, 20.1 (2023): 179-210.

² Rika Yulita Amalia and Syifa Fauziah, Perilaku Konsumen Milenial Muslim pada Resto Bersertifikat Halal di Indonesia: Implementasi Teori Perilaku Terencana Ajzen, *Journal of Economics and Businee Aseanomics (JEBA)*, 3.2 (2018): 153-168, Jurnal home page: <http://www.jurnalakademikjeba.yarsi.ac.id>. See also Rofiah, Khusniati, Sri Lumatus Sa'adah, Martha Eri Safira, Abid Rohmanu, and Azme Bin Haji Matali. "Legal Awareness of Halal Products Certification among East Java Business Operators and Society." *JURIS (Jurnal Ilmiah Syariaah)*, 23.1 (2024): 55-65.

³ Livia Windiana and Desiana Nuriza Putri, "Pengaruh Logo Halal terhadap Sikap dan

Unfortunately, products that enter the market are not always halal. Such is, on the one hand, because the variants offered number in the thousands, and on the other hand, many of the producers who produce the products themselves are not from Muslim circles. This condition makes it difficult for Muslims to choose the products they will consume.

In the field of cosmetics and consumer goods, the problem is even more complicated. Here, the halalness of a product is not easy to know for sure because it is related to technical problems starting from the materials used, the production process, packaging to the marketing stage.⁴ Facing the difficulty of determining whether a cosmetic product and other goods to be used are halal, some Muslim women take a shortcut, namely by simply buying/using these products without bothering to ensure their halalness. Some other Muslim women, however, remain careful and take preventive steps by first ensuring that the product they are going to buy/consume is not a *harâm* item.

The existence of two possible attitudes and behaviors towards the issue of the halalness of non-food and beverage products above is an interesting phenomenon. Not only does it indicate how broad Muslim consumers' insight into the halalness of a product is, but it can also describe the extent of their consistency in carrying out religious commands. This is one of the reasons why the author considers this theme important to study.

Meanwhile, many previous researchers have studied society's attitudes and behavior toward the halalness of cosmetics products, using various

Minat Beli Konsumen UMM Bakery, *Jurnal Ekonomi Pertanian dan Agribisnis (JEPA)*, 5.4 (2021): 1206-1216. See also Riska Alinda and Hendri Hermawan Adinugraha, Pengaruh Logo Halal, Kesadaran Halal, dan Sikap Konsumen untuk Kembali Membeli Produk Makanan dan Minuman Kemasan”, *Jurnal Penelitian Mahasiswa Ilmu Sosial, Ekonomi, dan Bisnis Islam (SOSEBI)*, 2.2 (2022): 153-168, doi: 10.21274, <http://ejournal.iain-tulungagung.ac.id/index.php/sosebi>; Siti Nur Azizah, “The Regulation of Halal Label in Non-Packaged Fast-Food Products in Indonesia Online Business.” *Malaysian Journal of Syariah and Law*, 10.1 (2022): 132-139.

⁴ Aditya Rahayu and Muzakar Isa, “Analysis of the Influence of Knowledge, Religion, and Subjective Norm on Attitude of Muslim Youth in Purchasing Intention to Halal Cosmetic Products (Case Study in Solo Raya)”, *Management Studies and Entrepreneurship Journal*, 4.4 (2023): 3568-3579. See also Supriyadi, Supriyadi, Rahma Aulia, Labib Nubahai, Rozanah Ab Rahman, and Rosmah Mohamed. “Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia.” *Al-Ahkam*, 34.1 (2024): 193-220.

perspectives and approaches. Studies focusing on cosmetic issues include research by Kodriyah Zumrotun Nisa and Ahmad Ajib Ridlwan⁵ studying the role of halal knowledge, religiosity, and attitude towards purchasing intention of local cosmetics labeled halal. Then, research by Badriyatus Sholihah, Resfa Fitri, and Yekti Mahanani⁶ studying the decision-making process of purchasing cosmetics labeled halal by MUI in the millennial generation. Next is the research by Lisa Adriani and Ma'ruf⁷ discussing Islamic behavior towards purchasing intention of halal cosmetics through consumer attitudes. Research by Karina Indah Rohmatun and Citra Kusuma⁸ discussing the influence of knowledge and religiosity on purchasing intention of halal cosmetics through attitudes.

In addition, there is another study by Muhammad Agung Miftahuddin et al⁹ which examines the analysis of religiosity, halal brand personality, and subjective norms on cosmetic purchasing decisions among teenagers in Purwokerto City. Also, research by Elfira Maya Adiba and Dewi Ayu Wulandari¹⁰ discussing the influence of halal knowledge, Islamic religiosity, and attitude on the behavior of Muslim consumers of generation Y who use halal cosmetics in Surabaya. There is another study by Stevia Septiani, Retno Indraswari¹¹ examining the factors that

⁵ Kodriyah Zumrotun Nisa and Ahmad Ajib Ridlwan, "Peran Pengetahuan Halal, Religiusitas, dan Sikap terhadap Niat Beli Kosmetik Lokal Berlabel Halal", *Jurnal Ilmu Manajemen*, 10.4, (2022): 1237-1249.

⁶ Badriyatus Sholihah, Resfa Fitri, and Yekti Mahanani, "Analisis Pengambilan Keputusan Pembelian Kosmetik Berlabel Halal MUI pada Generasi Millennial", *Al Maal: Journal of Islamic Economics and Banking*, 2.1 (2021): 193 - 211 DOI 10.31000/almaal.v1i2.3754 <http://jurnal.umt.ac.id/index.php/jieb>

⁷ Lisa Adriani and Ma'ruf, "Analisis Perilaku Islami terhadap Niat Beli Kosmetik Halal melalui Sikap Konsumen", *Journal of Management and Business Review*, 17.1, (2020): 108-124.

⁸ Karina Indah Rohmatun, Citra Kusuma Dewi, "Pengaruh Pengetahuan dan Religiusitas terhadap Niat Beli pada Kosmetik Halal Melalui Sikap", *Jurnal Ecodemica*, 1.1 (2017): 27-35.

⁹ Muchammad Agung Miftahuddin, "Analisis Religiusitas, Halal Brand Personality dan Norma Subyektif terhadap Keputusan Pembelian Kosmetik pada Remaja di Kota Purwokerto", *Al Tijarah*, 6.3 (2020): 31-42. ISSN: 2460-4089 e-ISSN: 2528-2948

¹⁰ Dewi Ayu Wulandari and Elfira Maya Adiba, "Pengaruh Halal Knowledge, Islamic Religiosity, dan Attitude terhadap Behavior Konsumen Muslim Generasi Y Pengguna Kosmetik Halal di Surabaya", *INOBIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 1.3 (2018): 357-369.

¹¹ Stevia Septiani, Retno Indraswari, "Faktor-Faktor yang Mempengaruhi Perilaku Konsumen Produk Kosmetik Halal di Kota Bogor", *Jurnal Manajemen dan Organisasi (JMO)*, Vol. 9, No. 1, April 2018: 59-73.

influence the behavior of consumers of halal cosmetic products in Bogor City. Many other studies also discuss the same topic.

Thematically, the study conducted by the author is not much different from studies conducted by previous researchers. The difference lies in the research's object, focus, and location. The object of this research is female students of Islamic Religious Colleges (PTKIN), namely female students of UIN Raden Intan Lampung, UIN Sunan Gunung Djati Bandung, and UIN Walisongo Semarang. The selection of female students of PTKIN as the object of research was motivated by various reasons, including because female students are the most numerous consumers and are most easily attracted to try various cosmetic products and consumer goods; besides that, in reality, some female students of UIN have a general school education background, and some are from religious schools. This difference in school origin may influence their attitudes and behavior in buying or using a cosmetic product or consumer goods whose halal status is unclear.

Research Methods

This study uses a mixed-method approach combining quantitative and qualitative approaches. The analysis technique used is inductive to determine the tendency of qualitative data. Meanwhile, descriptive statistical analysis techniques were used for quantitative data analysis. The population of this study was all female students in the three higher education institutions above, with a sample size of 300 female students (each of 100 students).

Data were collected using a questionnaire distribution technique containing multiple choices to measure various variables that were the focus of the study. In addition, this study also paid special attention to two main variables, namely (1) cognitive variables and (2) practical variables regarding the concept of "*halâl*." Research hypotheses were then compiled from these two variables.

In the analysis stage, the author used univariate and bivariate analysis. Univariate analysis was used to describe the characteristics of each variable and to obtain a picture of the frequency distribution of respondents.

To see whether or not there is a relationship between the categorical independent variables and the dependent variables (dichotomous), the author used Bivariate analysis using the Chi-Square (X²) test, which is assisted by the SPSS 17 data processing application program.

Furthermore, to test the influence of intervening variables, the author uses the Path analysis method, an extension of regression analysis, to estimate the causal relationship between previously determined variables.

Results and Discussion

The Concept of Halal, Knowledge, Attitude, and Behavior in Theoretical Perspectives

1. Halal

The word halal comes from the Arabic word *halâl*, which means free, out, or loose.¹² This word is generally used to explain the status of the permissibility of something, either in the form of work or objects. The opposite of the word halal is *harâm*, which means something that is prohibited by Sharia (religion).¹³ Halal is a concept that is closely related to the doctrine of Islamic teachings. In an economic context, halal means everything that meets Sharia criteria and is permissible for human consumption.¹⁴

Halalness guarantees a Muslim's inner peace when consuming food. It can also be seen as a guarantee of spiritual security. However, for physical needs, one must still pay attention to the safety and health (hygiene) of the food consumed.¹⁵

¹² A.W. Munawwir, *Kamus al-Munawwir: Arab Indonesia* (Yogyakarta: Pustaka Progressif, 1997), p. 291.

¹³ Rika Yulita Amalia and Syifa Fauziah.

¹⁴ Muhammad Anwar Fathoni, Faizi, Retna Sari, Determinasi Pembelian Makanan Halal melalui Platform Digital: Kesadaran Halal sebagai Variabel Mediasi, *Jurnal Ilmiah Ekonomi Islam*, 9.1 (2023): 45-54, <https://jurnal.stie-aas.ac.id/index.php/j>

¹⁵ Maskur, "Analisis Karakteristik Produk Halal pada Makanan dalam Perspektif Ayat Ahkam, *Aksioma al-Musaqob, Journal of Islamic Economics and Business Studies*", 6.1 (2023): 11-23. Compare Hatoli, "Halal Certification of the Indonesian Ulema Council on Electronic and Non-Consumer Products from the Maslahah Perspective." *J. Islamic L.* 1 (2020): 237.

2. Knowledge

Knowledge is all the results of activities to find out about an object (can be a thing or event experienced by the subject).¹⁶ According to Bloom, quoted by Darsini et al.¹⁷ Knowledge resulting from knowing occurs after people sense a particular object. Sensing occurs through the five human senses: sight, hearing, smell, taste, and touch. According to Bloom, Knowledge refers to facts, feelings, or experiences known to a person or group. Knowledge also means awareness or familiarity gained through experience or learning. In addition, it can also be interpreted as expertise and skills obtained by a person or group of people through a theoretical or practical understanding of a particular subject.¹⁸

Knowledge can be empirical or rational. Empirical knowledge emphasizes sensory experience and observation of certain facts. Rational knowledge is knowledge based on morals, this knowledge is posterior, not emphasizing experience but only reason.¹⁹

3. Attitude

Attitude is an affective aspect that determines a person's acting. Attitude is also often associated with the mental readiness of individuals who can influence and determine the activities of the individual concerned in responding to objects or situations. Attitude describes the results of a person's evaluation of an entity (either in the form of an object or action), whether he likes it or not.²⁰ Attitude is a consumer's positive or negative feelings that result in certain behaviors. The more positive the consumer's attitude towards a product, the more likely he or she is to purchase it.

¹⁶ Paulus Wahana, *Filsafat Ilmu* (Yogyakarta: Pustaka Diamon, 2016), p. 46.

¹⁷ Darsini, Fahrurrozi, Eko Agus Cahyono, "Pengetahuan; Artikel Review", *Jurnal Keperawatan*, 12.1 (2019): 95-107.

¹⁸ Soekijo Notoatmojo, *Promosi Kesehatan: Teori dan Aplikasi*, Revision Edition, (Jakarta: Rhineka Media, 2010), p. 10.

¹⁹ Paulus Wahana.

²⁰ Maichum, K., Surakiat P. dan Ke-Chung P. "The Influence of Attitude, Knowledge, and Quality on Purchase Intention towards Halal Food: A Case Study of Young NonMuslim Consumers in Thailand". *International Journal of Management & Social Sciences*, 6.03 (2017): 354-364.

4. Behavior

Behavior includes all human activities that can be observed directly and cannot be observed from the outside.²¹ According to Skinner, behavior is a person's response or reaction to a stimulus from the outside. Based on the form of response to the stimulus, behavior can be divided into two categories: covert behavior and overt behavior. Covert behavior occurs when others cannot observe the response to a stimulus. This form of covert behavior can be observed in knowledge and attitude. In contrast, overt behavior occurs when the response to the stimulus has been formed in an action or practice that others can easily observe.²²

5. Consumer behavior

According to Kotler dan Amstrong (2018:158) "consumer buyer behavior refers to the buying behavior of final consumers individuals and households that buy goods and services for personal consumption".²³

J. Jacoby defines consumer behavior as an action that refers to the acquisition, consumption, and disposal of products, services, time, and ideas by a decision-making unit. This behavior is pervasive, involving choices made by almost all humans in all societies and cultures.²⁴ Consumer behavior can also be defined as the activities of individuals who are directly involved in obtaining and using goods and services, including the decision-making process in the preparation and determination of these activities.²⁵

There are two important elements of the meaning of consumer behavior: (1) the decision-making process and (2) physical activities, all

²¹ Eni Mulati and Budi Utomo, "Analisis Faktor-Faktor yang Berpengaruh pada Keputusan Pembelian", *KOMAKS: Jurnal Ilmu Ekonomi, Manajemen dan Akuntansi*, 10.2 (2021): 59-65.

²² Windi Chusniah Rachmawati, *Promosi Kesehatan dan Ilmu Perilaku* (Malang: Wineka Media: 2019), p. 20.

²³ Kotler, Philip, dan Gary Amstrong, 2014. Translt. Bob Sabran. *Prinsip-prinsip Pemasaran*, 13th Edition, Vol. 1 and 2 (Jakarta: Erlangga, 2018), p. 158.

²⁴ J.Jacoby, Consumer Behavior in *International Encyclopedia of the Social & Behavioral Sciences*, (New York: New York University, 2001), p. 86

²⁵ Dharmmesta, B.S & Handoko H. *Manajemen Pemasaram: Analisis Perilaku Konsumen* (Yogyakarta: PBF Universitas Gadjah Mada,1982), p. 9.

of which involve individuals in assessing, obtaining, and using economic goods and services. Knowledge is important for consumers when buying a product, especially halal products. Consumers with deep knowledge will have different attitudes and behaviors when evaluating product attributes and deciding to purchase compared to those who do not know.

6. Factors that influence knowledge, attitudes, and behavior

According to Notoadmojo, as quoted by Andi Hendrawan et al., knowledge is influenced by two factors, namely internal and external factors. Internal factors include education, work, experience, interests, and age. External factors consist of culture, sources of information, and media.²⁶ Meanwhile, according to Azwar, attitudes are influenced by several factors, such as personal experience, figures who are considered important, emotions within, culture, mass media, educational institutions, and religion.

Furthermore, according to Kotler, it is related to behavior, as quoted by Astin Naomi Saekoko et al.,²⁷ 4 (four) factors influence consumer behavior, namely cultural, social factors, personal, and psychological. Evi Permatasari et al. identify 3 (three) factors that influence consumer behavior to make repeat purchases: promotion, price, and product. Meanwhile, Notoatmojo puts forward 3 (three) factors that influence behavior, namely *predisposing factors*, which include age, occupation, education, knowledge, and attitude; *enabling factors*, which are manifested in the physical environment; and *reinforcing factors*, which are manifested in the support provided by family and community leaders.²⁸

²⁶ Andi Hendrawan, Budi Sampurno, Kristian Cahyandi., “Gambaran Tingkat Pengetahuan Tenaga Kerja PT. “X” Tentang Undang-Undang dan Peraturan Kesehatan dan Keselamatan Kerja”, *Jurnal Delima Harapan*, 6.2, (2019): 26-32.

²⁷ Saekoko, Astin Naomi Antonio E.L. Nyoko, Ronald P. C. Fangggidae, “Analisis Faktor-Faktor yang Mempengaruhi Perilaku Konsumen dalam Pembelian Smartphone Xiaomi (Studi Kasus pada Mahasiswa Pengguna Smartphone Xiaomi di Universitas Nusa Cendana)”, *Jurnal of Management (Sme’s)*, 11.1 (2020): 49-64.

²⁸ Soekijo Notoatmojo, *Promosi Kesehatan: Teori dan Aplikasi*, Revision Edition, (Jakarta: Rineka Cipta, 2014), p. 76.

Instrument Test

The instrument's validity test is carried out by comparing the r table value with the r Pearson Correlation value or the calculated correlation coefficient value on each statement item in the questionnaire. The instrument is declared valid if the calculated r -value exceeds the r -table value.²⁹ Furthermore, the author bases the instrument's reliability on Cronbach's alpha value. If a respondent's answer is consistent and stable over time, or Cronbach's alpha value is more than 0.60, then the questionnaire and indicators can be reliable.

Based on the validity test results, all questionnaire statement items in this study were declared valid, with a calculated r value of 0.195, greater than the r table at a significance level of 5%. As for the results of the reliabilities test, the variables in this study can also be considered reliable because they have a Cronbach's alpha value of more than 0.60.

Univariate and Bivariate Analysis

As previously stated, this study uses univariate and bivariate analysis in the analysis stage. Univariate Analysis is used to see whether or not there is a relationship between the independent variable and the dependent variable, as seen in the table below:

Table 2. Frequency Distribution of Respondent Characteristics (n = 300)

RESEARCH VARIABLE	F	%
School Origin		
Public School (SMA, SMK)	152	50,67
Religious School (MA, Pesantren)	148	49,33
Total	300	100
Age		
19 years old	199	23,33
20 years old	68	34,00
21 years old	33	42,67
Total	300	100

²⁹ Ghozali, I. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Badan Penerbit Universitas Diponegoro. (2011), p. 29

RESEARCH VARIABLE	F	%
Average Monthly Income of Parents		
< Rp. 4.000.000	209	69.66
Rp. 4.000.000 - Rp. 7.000.000	68	22.67
> Rp. 7.000.000	23	7.70
Total	300	100

Source: Primary research data

The distribution of demographic characters/backgrounds above is then analyzed using Bivariate Analysis. to determine the relationship between these variables. Connected to the knowledge level variable using The description obtained is as shown in the following table:

Table 2. Correlation between Respondents' Knowledge Level and Demographic Background

Demographic Variables	Correlation Coefficient	Significance Level
School origin	0.134	Significance
Age	0.027	Not Significant
Family Income	0.033	Not Significant

Source: Primary research data

The table above shows that of the 3 (three) demographic variables tested, only the education variable shows a significant correlation between the educational background variable and the knowledge variable about halal products. This also shows a significant difference between female students from public schools (SMA and SMK) and those from religious schools (MA and Pesantren).

Respondents' Knowledge of the Basic Concept of Halal Products

Respondent's knowledge of halal products is measured by 10 indicators as presented in the following table:

Table 3. Distribution of the Level of Knowledge of PTKIN Female Students Regarding Halal Products

No	Halal criteria	Knowledge Distribution (%)					Mean score
		Not know	May be	Indecisive	Sure	Pretty Sure	
NON-COSMETIC/WEAR PRODUCTS							
1	The product does not come from pigs, dogs, or other animals that Sharia prohibits from consumption	0	0	0	14	86	4,86
2	The product does not contain blood elements	0	0	2	20	78	4,76
3	The product does not come from animal carcasses	0	0	0	20	80	4,80
4	The product does not come from disgusting animals	0	0	2	26	72	4,70
5.	The product does not come from the human body	0	0	0	26	74	4,74
6	The product does not contain alcohol	0	0	0	37	63	4,63
7	The product is not intended for offering	0	0	3	37	60	4,57
Knowledge Index about the Halalness of Non-Cosmetic Products and Wear Goods							4,72
COSMETIC AND WEAR PRODUCTS							
8.	The product does not contain elements of pigs, dogs, carcasses, or other unclean animals	0	0	6	18	82	4,82
9	The product does not come from the human body	0	0	3	17	80	4,77
10.	The product does not have the potential to cause harm/disease	0	0	1	32	63	4,73
Knowledge Index about the Halalness of Cosmetic and Wear Products							4,77

Source: Primary research data

The table above shows that for the type of food and beverage products, the highest indicator of respondents' knowledge regarding halal products is that "*the product does not contain elements of pork, dogs, or other animals that are prohibited by Sharia for consumption*" with a mean score of 4.86. The next highest indicator is "*the product is not a carcass,*" with a mean

score of 4.77, followed by “*the products that do not contain elements of blood,*” with a score of 4.76. then “*not disgusting animals*” (score of 4.70), then “*The products do not contain khamer (intoxicating substances)*” with a score of 4.63, and those that are “*not for gods offerings*” (score of 4.57).

Meanwhile, for the group of non-cosmetic/wear products, the highest score was for the product option “*do not contain elements of pork, dogs, or other animals that are prohibited by Sharia,*” with a mean score of 4.86. The next highest indicator is that the products consumed “*do not come from/contain elements of animal carcasses,*” with a mean score of 4.80, followed by products “*not containing elements of human body parts*” and products that “*do not have the potential to cause harm/disease*” with a score of 4.73.

The high score on the knowledge index of halal products shows that PTKIN students understand the indicators determining the halal/haram of products, both non-cosmetic/wear products (food and beverage) and cosmetic/wear products.

Respondents' Attitudes towards Halal Products

Respondents' perceptions of halal products in this study were measured through 3 (three) indicators, namely: (1) respondents' assessment of the importance of halal products, (2) how much they want to consume/use halal products, (3) the need for halal labeling, as shown in the following table.

Based on the available data, it can be stated that the average score of respondents' attitudes/perceptions to consuming halal products is 4.32 to 4.70 or is in the “*high positive*” perception range. From the table, most respondents believe consuming something *harmful* will hurt the body/soul. In addition, also based on the table display, there is a “*very high*” hope (desire) from the respondents to consume halal products. This tendency is indicated by 96% of the total 300 respondents having a high hope (desire) that “*all products that are traded are guaranteed to be halal*”. The very high expectations are supported by their attitude that they will not want to buy a particular product if they are unsure of its halalness.

Parallel to this tendency, most respondents also view that halal labeling of commercial products, both food/drinks and cosmetics/wear products, is very much needed to help consumers choose a product. This tendency is indicated by many respondents (96 out of 300) who agreed and strongly agreed that halal labeling on packaged products is necessary. Halal labeling on cosmetic/goods products also functions as a product identity that shows that the product is fit for consumption.

Strategy in Identifying Halal Products

Respondents use certain indicators to determine which products are believed/doubted to be halal. Respondents who agreed/strongly agreed that halal certification is an indicator of the halalness of a particular product ranked highest on the index scale, namely 4.85. Then, it was followed by “*if advertised by a figure known to be a devout Muslim figure*” with an index scale (4.50). Third place is “*There are no haram elements in the list of ingredients (gelatin)*,” with an index scale (of 4.13); The last sequence is the *presence of Islamic symbols (using Islamic names or the salesperson wearing a headscarf, etc.)*” with an index scale (3.97).

Halal Product Consumption Behavior

To measure the behavioral aspects of PTKI female students in using cosmetic products and consumer goods, the researcher used 4 (four) indicators that show how often they: (1) Buy/use cosmetic products and consumer goods that are not labeled halal; (2) Check the presence/absence of a halal label; (3) Check the composition of the product's raw materials; (4). Inform family/friends about non-halal cosmetics/wear products or products in doubt.

1. Behavior of Buying/Using Cosmetic Products/Useful Goods that are Not Labeled Halal

The behavior of female PTKIN students who buy/use cosmetic products and useful goods that are not labeled halal can indicate their behavioral patterns towards the issue of halal/non-halal a product.

The survey results show that 3% (9 people) of 300 respondents rarely buy/use cosmetic products labeled halal. 5% of 300 respondents rarely buy useful products with halal certification. This behavior shows inconsistency among female PTKIN students who “agree on the importance of the halalness of the products consumed” with their daily behavior in buying cosmetic products and useful goods that are not labeled halal.

This tendency can be seen from the cross-tabulation between attitudes and behavior, as shown in the following table:

Table 4. Cross Tabulation of Consumer Attitudes with the Behavior of Buying/Using Products Not Labeled Halal

ATTITUDE		PURCHASING (ACTION)					%	
		Never	Seldom	Sometimes	Often	Always		
Halal product labeling approval	Strongly disagree	Count % of Total	0.0	0.0	0.0	0.0	0.0	0.0
	Disagree	Count % of Total	0.0	0.0	0.0	0.0	0.0	0.0
	Doubtful	Count % of Total	0,1	0,4	1,9	1,4	0,2	4.0
	agree	Count % of Total	23.4	8.2	4.3	1,2	2.9	40
	Strongly agree	Count % of Total	33.2	12.4	8.0	1.4	1.0	56
	Total	Count % of Total	56.7	21	14.2	4	4.1	100

The table above shows that 77.7% of respondents remain consistent between their agreement on halal labeling and their behavior of avoiding buying products without halal labels. On the other hand, a small group of female PTKIN students (6.5%) admit the importance of halal product labeling but still buy products that do not have halal certificates. This phenomenon may occur because there are still few products with halal labels. Hence, people only believe that every packaged product they buy is halal even though there is no label on the packaging.

2. Checking Halal Labels

When choosing a cosmetic product or consumer goods, a few female PTKIN students tend not to pay much attention to the presence or absence of a halal label, including the composition of the product's raw materials on the packaging. Such is indicated by the percentage of consumers who are in the range of "never to sometimes" (12%) for the "halal label" aspect and 21% for the "checking raw materials" aspect. This phenomenon is interesting because there are symptoms of inconsistency among female PTKIN students who agree on the importance of a product's halalness with their behavior in buying a product. As illustrated in the cross-tabulation as follows:

Table 5. Cross Tabulation of Consumer Attitudes with the Behavior of Checking Halal Labels on Packaging

ATTITUDE		Checking the Halal Label (ACTION)						
		Never	Seldom	Sometimes	Often	Always	%	
Halal product labeling approval	Strongly disagree	Count % of Total	0.0	0.0	0.0	0.0	0.0	0.0
	Disagree	Count % of Total	0.0	0.0	0.0	0.0	0.0	0.0
	Doubtful	Count % of Total	0,08	1.2	1,36	0,84	0,52	4.0
	agree	Count % of Total	0.6	2.0	10.2	6.3	10.9	30
	Strongly agree	Count % of Total	1.32	2.8	22.44	13.86	25,58	66
	Total	Count % of Total	2.0	6.0	34	21	37	100

From the table above, 8% of respondents disagree with their agreement on halal labeling and their behavioral habits of checking the presence or absence of a halal label before deciding to buy.

3. Checking the Composition of Product Raw Materials

The phenomenon of inconsistent behavior of a small number of female PTKN students in choosing cosmetic products or goods whose halalness is still in doubt also occurs in their behavior in terms of paying attention to the composition of the product's raw materials. Such is indicated by the percentage of consumers who are in the range of "never to sometimes" (12%) for the "halal label" aspect and 21% for the "checking raw materials" aspect. This phenomenon is interesting because there are symptoms of inconsistency among female PTKIN students who agree on the importance of a product's halalness with their behavior in buying a product. As illustrated in the following cross-tabulation:

Table 6. Cross Tabulation of Consumer Attitudes with Behavior of Checking the Composition of Product Raw Materials

ATTITUDE		Checking the Composition of Product Raw Materials (ACTION)						
		Never	Seldom	Sometimes	Often	Always	%	
Halal product labeling approval	Strongly disagree	Count % of Total	0.0	0.0	0.0	0.0	0.0	0.0
	disagree	Count % of Total	0.0	0.0	0.0	0.0	0.0	0.0
	Doubtful	Count % of Total	0,08	1.2	1,36	0,84	0,52	4.0
	agree	Count % of Total	0.6	2.0	10.2	6.3	10.9	30
	Strongly agree	Count % of Total	1.32	2.8	22.44	13.86	25,58	66
Total		Count % of Total	2.0	6.0	34	21	37	100

From the table above, 8% of respondents disagree with halal labeling (agree/strongly agree), with the behavioral habit of checking the presence or absence of a halal label before deciding to buy.

4. Informing Family/Friends about Non-Halal Cosmetics/Wear Products

This study also examines a consumer's concern in encouraging family members/close friends always to consume halal products. In other words, the consistency of a consumer's attitude is not only measured by their ego-interest behavior. However, it can also be measured to what extent they care about the interests of others, especially their family/close friends. Good PTKIN female students will encourage their family members/close friends always to consume halal products and prevent them from consuming products that are not halal or whose halalness is questionable. The table above shows that the level of concern of PTKIN female students in the form of encouraging, informing family/friends about halal products and preventing and informing family/friends not to consume non-halal products is relatively high, namely in the range of 73% - 79%. The large percentage of respondents who fall into this category is certainly encouraging because it indirectly indicates that PTKIN female students' concern for the goodness of their immediate environment is still high.

Supporting Factors for Behavior

1. Scarcity of Products

The inconsistency of PTKIN female students in behaving towards halal products, as indicated by their behaviour when purchasing cosmetic/utility products, is driven by several factors. The first factor is the scarcity of cosmetic/utility products with halal labels on their packaging. Moreover, imported products whose halal status is completely unclear because they use foreign languages and chemical terms difficult for respondents to understand.

Overall, respondents considered finding products that are believed to be halal more difficult than finding products that are not believed to be halal. The survey noted that only 37% of respondents stated that it was easy and very easy for them to find packaged products that were believed to be halal. It was recorded that 63% of respondents considered it not easy to find cosmetic products that were believed

to be halal. The low percentage of obtaining halal products, both cosmetic and consumer goods, indicates that the halal product labeling program has not had a significant effect.

2. Religious Activities

Based on the data obtained, female PTKIN students are familiar with the concept of halal products through various religious activities. The form of religious activity most often followed by respondents is “listening to religious lectures on the radio/television/social media.” The number of respondents who carried out this activity was 136 (45.4%). Then, the activity of “attending religious studies” was followed by 62 (20.7%) respondents; The activity of “reading Islamic books” was carried out by 49 (16.4%) respondents; The activity of “discussing religion with ustadz, relatives or family” was followed by 34 (11.4%) respondents; While the activity of “looking for information about halal products themselves” was only carried out by 19 (6.1%) respondents.

3. Environment

Among the six factors that encourage respondents always to consume/ use halal cosmetic products and consumer goods, the highest factor is obedience to religious teachings. Of the total 300 questionnaires received, the majority (98.6%) admitted to consuming/using halal products because of religious teachings. Apart from religious factors, other factors influencing respondents’ behavior are recommendations from religious leaders (ustadz, da’i, or other religious figures) 1% of respondents; Next is family (0.4%).

Hypothesis Testing

This study proposes 5 (five) hypotheses as follows:

H₁: Religious educational background has a positive and significant effect on knowledge of the concept of halal products;

H₂: Knowledge of the concept of halal products has a significant effect

on attitudes/assessments towards cosmetic products and certain consumer goods;

H₃: Knowledge and attitudes/assessments towards cosmetic products and consumer goods simultaneously have a significant effect on the behavior of buying/using cosmetic products and certain consumer goods;

H₄: Attitudes/assessments towards halal products can mediate the variable of religious knowledge about halal products on the variable of the behavior of buying/using cosmetic products whose halal status is clear.\,

H₅: Attitudes/assessments towards halal products can mediate the variable of knowledge about halal products on the behavior of buying/using cosmetic products or certain consumer goods.

The above hypotheses will be tested using bootstrapping on SMART PLS 3.0. The probability value and T statistics determine whether the hypothesis is accepted or rejected. The hypothesis will be accepted if the $T_{\text{Statistic value}} > T_{\text{Table}} (1.96)$ and $P_{\text{Values}} < 0.05$.

1. Testing for the First Hypothesis (H₁)

The description of the test results obtained from two groups of respondents, namely students from public schools and those from religious schools (Islamic Boarding Schools/Islamic Senior High Schools), is as follows:

Table 7. Relationship between Educational Background and Religious Knowledge

Educational background	Level of religious knowledge				P Value
	Lack		Good		
	n	%	n	%	
Public School	103	67.8	49	32.2	<0.05
Islamic School	21	14,1	127	85.9	

The results of the H_1 hypothesis test show that the $T_{\text{Statistic}}$ value for the background variable of school origin with the halal product concept knowledge variable is 7.343 compared to 1.96 in the T-Table with a significance level of $0.000 < \alpha = 0.05$. Therefore, the test results show a $T_{\text{Statistic}}$ value (2.343) $>$ T-Table (1.96) and P Values (0.012) $<$ 0.05, and then the first hypothesis (H_1) is accepted. In other words, female students from religious schools have a deeper level of knowledge of the criteria for halal products than female students from public schools.

2. Testing for the Second Hypothesis (H_2)

The results of testing hypothesis 2 show the $T_{\text{Statistic}}$ value (2.112) $>$ Ttable (1.96) and P Values (0.032) $<$ 0.05. Because the $T_{\text{Statistic}}$ is greater than the Ttable and the P value is less than 0.05, hypothesis 2 is accepted. In other words, knowledge about halal products influences the attitudes/assessments of PTKIN students towards cosmetic products and consumer goods. These results are relevant to previous research conducted by Kodriyah Zumrotun Nisa and Ahmad Ajib Ridlwan, Nasution,

3. Testing for the Third Hypothesis (H_3)

The test results on the relationship between knowledge and attitude simultaneously and the behavior of choosing/using certain cosmetic and wear products that have been halal showed a $T_{\text{Statistic}}$ value of 7.490 compared to 3.128 in the t-table with a significance level of P of $0.000 < 0.05$. Because the $T_{\text{Statistic}}$ is greater than the T-table and the P value is less than 0.05, hypothesis 3 is accepted. In other words, the attitude/assessment of PTKIN female students towards halal products influences their behavior when buying/using cosmetic products and consumer goods. These results are relevant to previous research conducted by Nasution, Maharani, and Silvia, which showed that the variable of knowledge of products influences consumer purchasing interest.

Mediation test with Sobel Test

1. Testing the Fourth Hypothesis (H_4)

This study uses more than one independent variable (X) and an intervening variable to mediate the relationship between the independent and dependent variables. To test the effect of the intervening variable, the path analysis method is used. Path analysis is an extension of regression analysis that estimates the causal relationship between previously determined variables.

Direct regression of the religious knowledge variable on the attitude/assessment variable of PTKIN female students towards halal products shows unstandardized $\beta = 0.210$ with a standard error = 0.062. Direct regression of knowledge of halal products on attitudes/assessments towards halal products is unstandardized $\beta = 0.176$ with a standard error = 0.062.

Indirect regression of the variable of religious knowledge about halal products on the attitude/assessment of PTKIN female students towards halal products is marked by unstandardized $\beta = (0.210 \times 0.176)$ with Standard error = 0.044 and P-value = 0.00318. This calculation result confirms Hypothesis 4, which states that attitude/assessment towards halal products can mediate the religious knowledge variable with the behavior of buying/using halal cosmetic products.

2. Testing for the Fifth Hypothesis (H_5)

Direct regression of the variable of knowledge about halal products with attitude/assessment towards halal products unstandardized $\beta = 0.140$ with Standard error = 0.065. Direct regression of halal product assessment on the behavior of buying/using halal products unstandardized $\beta = 0.176$ with Standard error = 0.044.

Indirect regression intrinsic halal product assessment buying/using halal products behavior is characterized by unstandardized $\beta = (0.140 \times 0.176)$ with Standard error = 0.044 and P-value = 0.04686. The calculation results confirm Hypothesis 5, which states that attitudes/assessments towards halal products can mediate the variable

of knowledge about halal products with the variable of buying/using cosmetic products and certain consumer goods. These results are relevant to previous research conducted by Eni Mulati and Budi Utomo, which concluded that there is a mediating effect of Attitude/buying interest on the influence of product knowledge on purchasing decisions for cosmetic products.

Conclusion

This study concludes that a person's knowledge of the basic concept of halal products positively and significantly affects their attitude/assessment of halal products. In other words, the deeper the knowledge of the basic concept of halal products, the higher the assessment of halal products. Likewise, knowledge of the basic concept of halal products also positively and significantly affects the interest in buying/using halal products. In other words, the higher the religious understanding of female students, the higher their interest in buying halal cosmetic products and consumer goods. Furthermore, the attitude/assessment of female PTKIN students towards halal products mediate the relationship between knowledge and the behavior of buying/using halal cosmetic products and consumer goods. Religious activities, the environment, and education positively and significantly influence knowledge of halal products. Religious activities have the greatest influence compared to the environment and education.

From the entire analysis, knowledge and attitude factors are significantly related to consumer decisions regarding buying/using cosmetic products and consumer goods. The knowledge factor is most strongly related to consumer decisions when buying traditional cosmetics. Consumer decisions in purchasing traditional cosmetics are influenced by knowledge and attitude factor variables by 48.4%, while 51.6% are influenced by other variables such as needs, motivation, and rational considerations.

It should be emphasized here that the results of this study cannot be used to make general conclusions about the behavior of PTKIN female students in using cosmetic products and consumer goods whose

halal status is not yet clear. This is because the sample used is still very limited; besides, the researcher only focuses on certain cosmetic and fashion products, such as bags, shoes, and clothes.

Author Contribution

Fraulein Intan Suri is responsible for the planning and implementation of the research, from preparing the proposal, data collection, and analysis to writing the initial draft of the article manuscript. Henry Iwansyah supervises and completes data comprehensive proofreading and translates it into English.

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