

Exploring Halal Awareness and Its Impact on Skincare Purchase Intentions: A Structural Equation Modelling Approach

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ABSTRACT

Indonesia, a nation with the highest number of Muslims, ranks second globally in terms of the consumption of halal cosmetics, following India. There is a growing worry about halal items. This study will examine the impact of halal awareness on intention to purchase skincare products. This study uses a Structural Equation Modelling technique using SMART PLS tools to analyze the factors driving purchase interest. These components include Religious beliefs, Self-identity, Halal Certification, and Halal Knowledge. The data collection in this study was conducted using a questionnaire, employing random sampling techniques to gather 57 samples. The findings of this study indicate that religion and self-identity do not substantially impact halal awareness. Conversely, the certification and understanding of halal practices substantially impact the awareness of halal products, including religious beliefs, self-identity, halal certification, and halal knowledge, which in turn has a major influence on the intention to acquire such products.

Keywords : *Cosmetics; Skincare Products; Structural Equation Modeling; SMART PLS; Halal Awareness; Purchase Intention.*

A. INTRODUCTION

Currently, cultural development has increased human needs. The increasing needs of life have made secondary needs important for most people. One of the significant secondary or complementary needs is skincare products, known as skincare. Skincare is a series of skincare activities that aim to maintain the health and beauty of the skin. Skincare is also used on facial skin as a self-care effort to cover up flaws in facial skin to make it look more attractive (Linarti & Ulfa, 2021).

The awareness of halal products has become one of the main concerns for many individuals, especially Muslims around the world. Indonesia has the largest

Received : January 5, 2024 – Revised: March 25, 2024 – Accepted: May 7, 2024

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Muslim population, 237.56 million people (Rizaty, 2022), so awareness of halal products is very high. Skincare products, including cosmetics, are one of the product categories that do not escape the influence of halal awareness. Indonesia is one of the countries with the largest beauty product market. Skincare is the largest market because the number of skincare products circulating in Indonesia is due to the opportunity to gain market share in the Skincare product business sector in Indonesia (Diah, 2022).

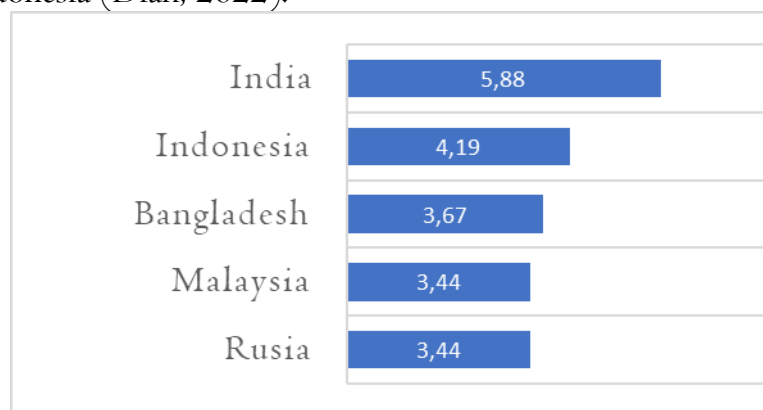


Figure I. Halal Cosmetics Consumption in the World

Source: (Pahlevi, 2022)

Based on the graph above, Indonesia became the world's second-largest consumer of halal cosmetics after India, reaching \$4.19 billion in 2020 (Pahlevi, 2022). According to the graph, consumption of halal cosmetics in Indonesia has increased positively by 0.71 percent from the previous year. The high consumption of halal cosmetics in Indonesia has triggered many studies to measure consumer attitudes toward buying halal cosmetic products (Shabrina, 2022).

In recent years, demands for halal skincare and cosmetics have increased in the global industry, especially in Muslim-majority countries like Malaysia and Indonesia. It is a demand that is also driven, in part, by the increased health and ingredient consciousness among Muslim consumers who have turned almost everyday consumer goods into the stage on which debates rage over religious observance and ethical considerations of products used. In Malaysia and Indonesia, researchers also have done studies on what influences students and younger generations to buy. From religiosity and halal awareness to lifestyle trends and viral marketing strategies, these elements vary individually (Amalia & Rozza, 2022; Indah Wahyuningsih, 2018; Jihan et al., 2016; Rani & Krishnan, 2018; Sabita & Mardalis, 2023).

The demand for halal skincare and cosmetic products has increased significantly in Indonesia and Malaysia, two Muslim-majority countries that have large markets for halal products. These two countries show similarities in factors that affect consumer behavior, such as halal certification, product safety, and brand reputation. In Malaysia, research on Malay students shows that halal certification is very important because it is considered to guarantee products that are free from ingredients that are prohibited by religion (Rani & Krishnan, 2018). This trend is in line with the pattern in Indonesia, where young consumers in Jakarta prioritize halal-certified products, although religiosity is not always the main factor (Indah Wahyuningsih, 2018).

However, there are differences in the role of religiosity between the two countries. In Malaysia, religiosity factors are stronger in influencing purchasing decisions, while in Indonesia, especially among Generation Z, purchasing decisions are more driven by lifestyle and viral marketing on social media. This indicates that young consumers in Indonesia see halal as part of their lifestyle and ethical identity, not just a religious aspect (Amalia & Rozza, 2022; Jihan et al., 2016).

The importance of product safety and quality in both countries is also very prominent, as consumers in Malaysia and Indonesia are increasingly aware of the potential risks of harmful chemicals in cosmetic products. Brands that highlight transparency and security have a greater chance of gaining trust in both markets (Indah Wahyuningsih, 2018; Sabita & Mardalis, 2023).

In general, Indonesia and Malaysia show similar preference patterns in terms of halal certification and product quality but differ in the influence of religiosity, especially among Generation Z. The close relationship between these two markets presents a great opportunity for collaboration of halal cosmetic brands that can meet the preferences of consumers in both countries, emphasizing aspects of modern lifestyle, product safety, etc and digital marketing.

Muslim consumers, including consumers in Indonesia and Malaysia, must understand whether their product category falls into the halal category. There is a lack of understanding of the relationship between halal concepts, such as knowledge of halal items, certification, and the intention to purchase. This study aims to investigate the influence of halal awareness, including religious beliefs, self-identity, halal certification, and halal knowledge, on customers' inclination to buy skin care products.

B. THEORETICAL

Religious

Religiosity is a determinant that impacts consumer attitudes towards halal skin care products. Religiosity refers to the degree of a person's devotion to their religion and how much their religious beliefs and practices influence their attitudes and conduct (Briliana & Mursito, 2017). Religion is a determinant of consumer lifestyles, which subsequently impacts decision-making behavior. Social sciences researchers have extensively examined religion's impacts on different facets of human existence (Lada et al., 2009). Attitudes towards halal cosmetic goods are influenced by religiosity, awareness of halal practices, and subjective norms (Lada et al., 2009). Individual beliefs determine subjective norms and influence the group's acceptance of particular behaviors. Consumers are motivated to make purchases due to their environment's influence, sometimes called subjective norms. Subjective norms influence an individual's actions and behaviors. The subsequent statement presents a study hypothesis about religious variables.

H₁: Religious has a significant effect on halal awareness

Self-Identity

Self-identity is an individual's perception of who they are, including the values, beliefs, and characteristics of a person's identity. Self-identity also includes religious and cultural affiliations influencing consumer mindsets, attitudes, and behaviors. In the context of skincare products, self-identity can play an important role in shaping Muslim consumers' halal awareness and purchase intention. Individuals who have a strong self-identity in the context of religion and religiosity may have a higher level of halal awareness. They prioritize skincare products that meet halal requirements following their religious values and beliefs. In addition, self-identity can also influence consumers' intention to purchase skincare products. Individuals who identify themselves as devout Muslims and observe religious rules, including halal awareness, may have a greater buying interest in skincare products that meet halal requirements. This is due to their desire to conform to their religious identity when choosing their products. The following are research hypotheses related to self-identity (Salehudin & Luthfi, 2013).

H₂: Self-identity has a significant effect on halal awareness.

Halal Certification

Halal certification ensures the safety and compliance with religious regulations of food products, providing Muslim consumers with confidence in selecting suitable and beneficial options. Halal-certified food products adhere to strict safety and hygiene criteria during processing. According to (Aziz & Chok, 2013), halal certification ensures the safety of Muslim consumers when ingesting these products. Including the halal seal on the product packaging is evidence of the product's halal certification. Incorporating the halal strategy into the marketing process will eliminate any negative perception consumers may hold toward a product (Salehudin & Luthfi, 2013).

The Decree of the Minister of Religious Affairs of the Republic of Indonesia Number 518 defines halal certification as an official declaration made by the Assessment Institute for Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). This certification confirms that a food product is halal, which is permissible according to Islamic dietary laws (Amalia, 2019). The issuance of halal certification in Indonesia is officially conducted by MUI, signifying that a product has successfully undergone the halal examination. Halal certification ensures that products have undergone rigorous testing to confirm their compliance with Islamic dietary laws, making them suitable for Muslim consumption (Fataron & Rohmah, 2019). Products with halal certification are verified by displaying the logo on the product packaging. Below is a study hypothesis about halal certification.

H₃: Halal certification has a significant effect on halal awareness

Halal Knowledge

Consumers want knowledge to make informed purchasing decisions, particularly regarding all items (Maichum et al., 2017). Consumers with a higher level of understanding about halal products are more likely to engage in tangible actions, such as directly purchasing them (Amalia, 2019). Consumers are willing to pay more for halal products because they are confident in Islamic principles that promote clean, safe, and quality products. In addition, halal awareness also plays an important role in shaping consumer buying interest in skincare products. Consumers with high halal awareness tend to prefer products with halal certification, seek information about the ingredients used in the product, and avoid products with questionable halal status. Nevertheless, despite the significance of such information and awareness in this domain, there remains a

dearth of comprehensive research investigating the correlation between halal knowledge, halal awareness, and the purchasing inclination of skincare goods among Muslim consumers. The subsequent hypotheses are to the domain of halal knowledge study.

H₄: Halal knowledge has a significant effect on halal awareness

Halal Awareness

Halal awareness is becoming increasingly important in skincare product selection among Muslim consumers. Muslim consumers with a high level of halal awareness tend to pay more attention and prioritize products that meet halal requirements regarding ingredients, production, and certification. In the context of skincare products, halal awareness involves understanding and recognizing the composition of the ingredients used in the product. High-aware consumers will look for products made from halal ingredients and avoid products with haram or questionable ingredients (Amalia, 2019). The following are research hypotheses related to halal *awareness*.

H₅: Halal awareness has a significant effect on purchase intention

Purchase Intention

Purchase intention is a consumer's inclination to acquire and utilize a specific brand, which is closely linked to their behavior as a consumer (Haryanto et al., 2019). The desire to make a purchase is heightened when there is a thorough understanding that the advantages gained outweigh the expenses incurred (Dickson & Sawyer, 1990). Consumers who desire to make a purchase exhibit greater percentages of actually making a purchase. Nevertheless, (Niessen & Hamm, 2013) argued that purchasers occasionally overstate their intentions to make a purchase. For instance, the proportion of individuals desiring to purchase organic food surpasses 50%, although hardly 15% make the purchase (Niessen & Hamm, 2013).

C. METHODOLOGY

Research Design

This study employs a Structural Equation Modelling methodology utilizing SMART PLS software. Data was collected via an online questionnaire. This questionnaire establishes the level of interest in purchasing skincare goods. The questionnaire was designed with a Likert scale comprising six response

possibilities for the respondents: Strongly Disagree, Disagree, Slightly Disagree, Slightly Agree, Agree, and Strongly Agree. A higher score corresponds to a greater level of interest in purchasing skin care products, while a lower score corresponds to a lower level of interest in purchasing skin care products. The study focused on the population of students from Pertamina University and other colleges. The sampling technique employed in this study was random sampling, resulting in a sample size of 54 individuals. The rationale for selecting a sample of students from Pertamina University is mostly based on factors such as the convenience of data acquisition.

Furthermore, sample selection facilitates convenient accessibility, enables the acquisition of comprehensive findings, and promotes a greater emphasis on the research objective. Research findings can be more precise in certain instances when a relatively small yet representative sample is used. This is particularly relevant when examining Pertamina University students, who hail from many regions and possess varied histories and lifestyles.

Research Stage

This research begins with a literature study and identifies problems obtained from several journals, articles, and books related to this research. The user's text is a single period. Multiple ideas exist regarding Halal Certification, Halal Awareness, Halal Knowledge, Religious Beliefs, Self-Identity, and Purchase Intention. This study utilizes a Structural Equation Modelling (SEM) methodology to investigate the relationship between attributes associated with halal awareness and the inclination to buy skin care products. Furthermore, the data will be analyzed via the SMART PLS program. After the data has been processed, it will be subjected to validity testing using the Pearson correlation equation and reliability testing using the Cronbach Alpha formula.

Research Conceptual

This conceptual framework contains the influence or relationship between one variable and another. This study investigates the influence of six variables on the purchase intention variable. The variables that are not influenced by other factors include religion, self-identity, halal certification, and halal knowledge. Halal awareness acts as a moderating variable, enhancing the connection between the independent variable and the variable of purchase intention. The following is a conceptual framework for this investigation.

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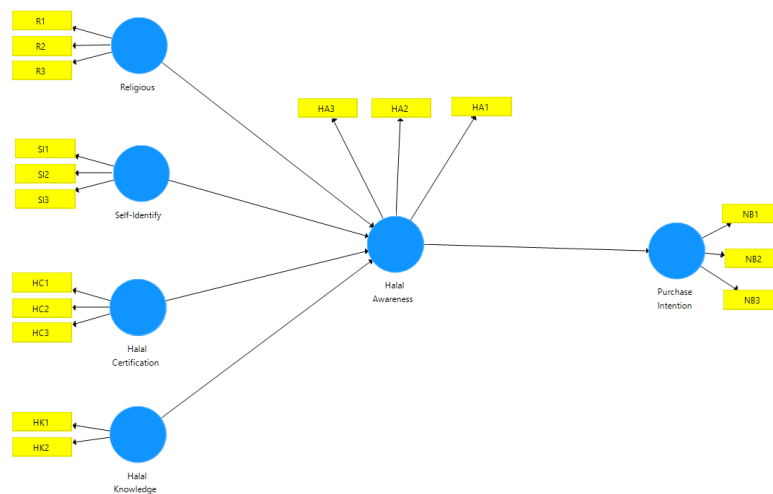


Figure 2. Conceptual Framework

D. RESULTS AND DISCUSSION

Test of Validity and Reliability

Validity can be determined by comparing the numerical value of the r count with the crucial value of r obtained from the table. If the calculated correlation coefficient (r value) exceeds the crucial value (r table) obtained from the table, then the query can be deemed genuine. Alternatively, if the estimated r value is less than the r table, the question can be deemed invalid (Santoso, 2012). The validity test findings indicate that the estimated r value is 0.589, whereas the r table value is 0.2262 at a significance level of 95%. This suggests that the query items are considered to be valid. A questionnaire is considered highly reliable when the Cronbach's Alpha value exceeds 0.6, indicating that the variable is reliable (Santoso, 2012). Each variable has a Cronbach's Alpha value greater than 0.6. This affirms that the question items that depict the variables in the study are dependable. The Cronbach's Alpha value for each variable can be seen in **Table I**.

Table I. Cronbach's Alpha Value for Each Variable

Variable	Value
Religious	0.832
Self-Identify	0.774
Halal Certification	0.794
Halal Knowledge	0.683
Halal Awareness	0.857
Purchase Intention	0.846

The Effect of Indicators on Religious

The calculation results show that indicators related to religion or belief have a t-count value of more than 1.67469. The indicator with the most significant influence is feeling peaceful in the heart when using halal skin care products (R3), with a t-count value of 9.984. On the other hand, the indicator of belief in the prohibition of using non-halal products related to religion or belief (R1) has the least influence, with a t-count value of 5.385. For a more comprehensive understanding, please refer to the following detailed information.

Table 2. Factor t-count value Religious

Indicators	Attributes	t-count	
Religious	R1	I believe in the prohibition of using non-halal products in my religion.	5.385
Religious	R2	I believe using halal skin care products is a form of my obedience to God.	7.325
Religious	R3	I feel peaceful in my heart when using halal skin care products.	9.984

The Effect of Indicators on Self-Identity

The calculation results show that self-identity indicators have a t-count value of 1.67469. The indicator with the most significant influence is proud to buy halal skin care products (SI2) with a t-count value of 15.964. On the other hand, the indicator awareness of the importance of halal products (SII) has the least influence, with a t-count value of 6.125. For a more comprehensive understanding, please refer to the following detailed information **Table 3**.

Table 3. Factor t-count value Self-Identity

Indicators	Attributes	t-count	
Self-Identify	SII	I am aware of the importance of halal products	6.125
Self-Identify	SI2	I am proud to buy halal skin care products	15.964
Self-Identify	SI3	I feel embarrassed to buy skin care products that have not been certified halal	13.688

The Effect of Indicators on Halal Certification

The calculation results show that the indicators related to halal certification have a t-count value of 1.67469. The most significant indicator is feeling calm if you use skin care products that are halal certified with a t-count value of 29.200. Conversely, the presence of a halal logo on skincare items has the

lowest impact compared to those without a halal logo, as indicated by a t-count value of 7.760. For a more comprehensive understanding, please refer to the following detailed information **Table 4**.

Table 4. Factor t-count value Halal Certification

Indicators	Attributes	t-count
Halal Certification	HC1 I think the halal logo is important when choosing skincare products.	11.284
	HC2 I feel calm if I use skin care products that are halal-certified.	29.200
	HC3 I prefer skincare products with a halal logo over skin care products that do not have a halal logo.	7.760

The Effect of Indicators on Halal Knowledge

The calculation results show that the indicators related to halal knowledge have a t-count value of 1.67469. The indicator with the most significant influence is knowledge about ingredients generally considered haram in skin care products, with a t-count value of 28.459. On the other hand, the indicator of understanding the concept of thayyibah, namely that in addition to halal, the product must also be good, clean, and beneficial to health, has the least influence with a t-count value of 10.229. For a more comprehensive understanding, please refer to the following detailed information. **Table 5**.

Table 5. Factor t-count value Halal Knowledge

Indicators	Attributes	t-count
Halal Knowledge	HK1 I know ingredients that are commonly considered haram in skincare products.	28.459
	HK2 I understand the concept of thayyibah, which means that in addition to being halal, the product must also be good, clean, and beneficial for health.	10.229

The Effect of Indicators on Halal Awareness

The calculation results show that the indicators related to halal certification have a t-count value of 1.67469. The indicator that has the most significant influence is only buying skin care products if you know the process or

ingredients meet halal standards with a t-count value of 43.750. On the other hand, the indicator of ensuring that the skin care products purchased have met halal standards has the least influence, with a t-count value of 8.566. For a more comprehensive understanding, please refer to the following detailed information.

Table 6. Factor t-count value Halal Awareness

Indicators	Attributes	t-count
Halal Awareness	HA1 First, I will ensure the skin care products I buy meet halal standards.	8.566
	HA2 I will only buy skin care products if I know the process or ingredients meet halal standards.	43.750
	HA3 I care about mistakes related to the halalness of the skin care products that I buy	24.658

The Effect of Indicators on Purchase Intention

The calculation results show that the indicators related to halal certification have a t-count value of 1.67469. The indicator with the most significant influence is considering buying halal skin care products soon, with a t-count value of 30.281. On the other hand, the indicator of planning to spend more money on halal skin care products has the least influence, with a t-count value of 13.504. For a more comprehensive understanding, please refer to the following detailed information.

Table 7. Factor t-count value Purchase Intention

Indicators	Attributes	t-count
Purchase Intention	NB1 I will consider buying halal skincare products soon	30.281
	NB2 I plan to spend more money on halal skincare products	13.504
	NB3 I will buy halal skin care products in the long run	28.656

Hypothesis Test

The results of hypothesis testing of the structural model in this study are shown in Table 8. The significant level of each relationship between latent variables can be seen in the p-value <0.05 for a significant effect and vice versa. Based on Table 8, the following information can be seen:

Table 8. Hypothesis test results of Structural Equation Modeling with Partial Least Square

Relationship (Direct Effect)		P-Value	Conclusion
Religious	Halal Awareness	0.543	Rejected
Self-Identify	Halal Awareness	0.698	Rejected
Halal Certification	Halal Awareness	0.000	Accepted
Halal Knowledge	Halal Awareness	0.003	Accepted
Halal Awareness	Purchase Intention	0.001	Accepted

Based on the table, it can be interpreted as:

- 1) Religion has no significant effect on halal awareness. This is due to several things, among others, differences in interpretation and understanding of one's religion and differences in a different person's religiosity level. Referring to the triangle of halal, the halal standard itself can be divided into several levels. The most basic level refers to the fact that the concept of halal is based only on the basic ingredients of the product or the halal nature of the shariah concerning the product. The second level of the halal concept adds more detail, namely, attention to direct contact between halal and non-halal products. At the third level, the concept of halal adds more detail to the discussion, stating that halal must also be considered in terms of the risk of contamination during the production and distribution of the product. The highest level is based on the views of Muslims themselves, which, given that Islam has four groups in viewing Islamic law will undoubtedly affect the views of all those who adhere to it. This is supported by research (Aji, 2018), which states that a significant influence exists between religiosity and awareness and attitudes to buy halal products.
- 2) Self-identity has no significant effect on halal awareness. This is due to several things, including differences in perception and understanding of one's self-identity and the influence of the social environment. Research conducted by (Huda et al., 2021), showed that self-identity does not have a strong relationship with halal awareness and food purchasing decisions at

halal-certified restaurants. This is partly due to religious beliefs or beliefs, lifestyle behavior towards halal-centric, and the social influence of the surrounding community.

- 3) Halal certification has a substantial impact on the level of awareness regarding halal practices. Universitas Pertamina students have prioritized halal certification when purchasing skincare items. The certification of halal products plays a crucial role in enhancing people's understanding of halal principles. With halal certification, students have confidence that the product comes from a trusted manufacturer and meets high-quality standards. This is important for them as smart and responsible consumers. In addition, for them, paying attention to halal certification is a way to live their daily lives under the principles of their religion. This reflects their commitment to religious values and spiritual integrity.
- 4) Acquiring knowledge about halal practices substantially impacts one's awareness of what is considered halal. A comprehensive understanding of the halal concept significantly impacts individuals' awareness of the halal status of their products and services. By understanding halal, individuals can more effectively identify and comprehend the permissible and forbidden elements within a product and the potential hazards of contamination or non-compliance with halal standards. Therefore, halal knowledge plays an important role in shaping a higher level of awareness and ensuring individuals can make decisions that align with their beliefs and values when choosing halal products.
- 5) Halal understanding strongly influences the intention to purchase halal skin care products. Consequently, Universitas Pertamina students exhibit a remarkably elevated consciousness about their inclination to procure halal skincare items. Research conducted by (Nurhasah et al., 2018), provides evidence of a correlation between awareness of halal practices and the inclination to purchase halal items.

E. CONCLUSION

This study emphasizes the key elements affecting halal knowledge and their resultant influence on the purchase intentions of skin care products among Muslim customers. Although religious views and self-identity showed negligible direct impacts on halal awareness, halal certification and halal knowledge demonstrated significant influence. Halal certification assures consumers of

product adherence to religious regulations, enhancing trust and confidence in their purchase decisions. A thorough comprehension of halal principles empowers customers to make informed decisions that reflect their values and beliefs.

The results highlight that knowledge of halal principles markedly increases the inclination to buy kosher skincare products. Consumers possessing elevated halal knowledge favor certified and compliant items, demonstrating a dedication to ethical and religious principles. This emphasizes the significance of educational activities and clear certification systems to enhance consumer trust and loyalty.

The interaction of halal knowledge, certification, and awareness highlights the changing consumer environment where educated decisions are essential. This study offers significant information for marketers and regulators seeking to address the increasing demand for halal skincare products in Muslim-majority regions.

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Exploring Halal Awareness and Its Impact on Skincare Purchase Intentions: A Structural Equation Modelling Approach

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