



The Effect Of Halal Certification, Social Media And Consumer Awareness On Gen Z's Interest In Buying Halal Cosmetics In Plampang District

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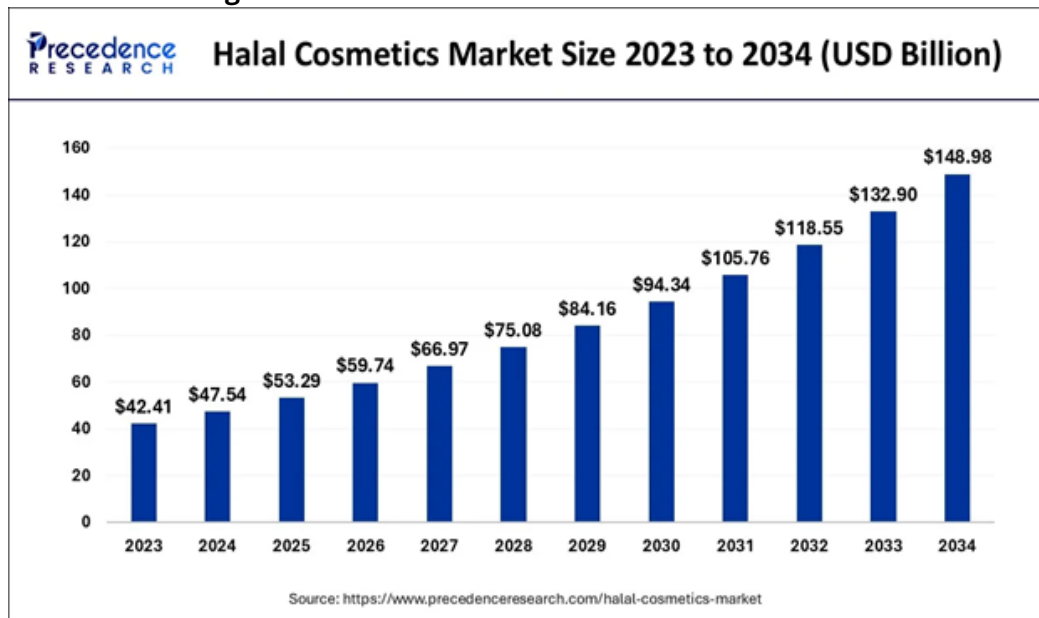


ABSTRACT

This study aims to examine the influence of halal certification, social media, and consumer awareness on the purchasing interest of halal cosmetics among Gen Z in Plampang District. Data collection in this study was conducted through distributing questionnaires with a purposive sampling method using a 5-point Likert scale from 98 respondents. The relationship between variables was analyzed using structural equation modeling with a partial least squares approach with the SmartPLS 4.0 statistical tool. The results of this study show that halal certification, social media, and consumer awareness have a positive and significant effect on the purchasing interest of halal cosmetics among Gen Z in Plampang District. This finding confirms that these three factors have an important role in driving purchasing decisions for halal cosmetics, so they can be a basis for consideration for industry players and marketers in designing more effective marketing strategies in the future.

INTRODUCTION

Halal cosmetics has become one of the industry sectors experiencing significant growth, along with increasing public awareness of product quality, safety, and compliance with Sharia principles. This phenomenon is not only occurring in Muslim-majority countries, but also in the global market, where consumers are increasingly selective in choosing products that align with religious values and health standards. The global halal cosmetics market size was recorded at USD 47.54 billion in 2024 and is expected to reach approximately USD 148.98 billion by 2034, growing at a CAGR of 12.10% from 2024 to 2034 (Precedence Research, 2024).

Figure 1 Halal Cosmetics Market Size to 2023-2034

Furthermore, according to a survey conducted by IHATEC Marketing Research, quality is the primary consideration when purchasing cosmetic products, with 28.8% considering the halal aspect of cosmetic products. However, halal certification is also important, with 17.4% of consumers stating that halal certification influences their purchasing decisions. Furthermore, reviews or recommendations are the third most important consideration when purchasing, with 15.5%. Before purchasing, consumers often seek product reviews from influencers or trusted sources to ensure the product they choose meets their expectations. Besides product quality, halal certification and recommendations are also key considerations when choosing cosmetic products (i hatec marketing Research, 2024).

Currently, the world is developing rapidly, causing many businesses to close because many of the products sold influence the behavior and customs of Indonesians. Currently, many people are paying attention to the halal lifestyle and its types. The halal status of products is currently very important because Indonesia is the largest Muslim country in Southeast Asia. More research is needed on halal products, especially cosmetics, as the number of Muslims in Indonesia is increasing. Halal products on the market must be recognized by consumers, especially Muslim consumers, as a sign of purity, safety, and high quality. When a Muslim buys something, it must be halal thayyiba, which means lawful and good in Islam (Sultan, Syafiuddin, Sultan, Syafiuddin, & Kunci, 2024). In Indonesia, as a country with the largest Muslim population in the world, demand for halal cosmetics shows a positive trend, especially among the younger generation (Halal, Keputusan, Kosmetik, & Oleh, 2024)

Generation Z, born between mid-1997 and early 2012, is a consumer group heavily influenced by technological developments and social media. Their digitally savvy nature makes social media a primary source of information and reference before making a purchase. Research by (Syafrial & Firdaus, 2022), Research shows that social media significantly influences consumer perceptions and purchasing interest in halal cosmetics, making digital platforms a crucial tool for product education and promotion.

Furthermore, awareness of the importance of using halal products is a determining factor in consumer decision-making. Consumers with a high level of awareness tend to place greater emphasis on halal certification as an indicator of product safety and compliance with Islamic law. (Cut Tari Fadila, Talbani Farlian, 2020) confirms that halal labels or certification have a positive influence on the decision to purchase halal cosmetics, while (Khanfani, Diniyah, Zahira, & Putri, 2023) added that halal awareness can moderate the relationship between

intention and purchase decisions for halal products. Based on this background, this study aims to analyze the influence of halal certification, social media, and awareness on the purchase intention of halal cosmetics among Generation Z in Mataram City. This research is expected to provide insights for halal cosmetics industry players in designing more effective marketing strategies that align with the characteristics of young consumers in the digital era.

LITERATURE REVIEW

Halal Certification

A Halal Certificate is a written declaration issued by the Indonesian Ulema Council (MUI) stating that a product is halal in accordance with Islamic law (Nasution, Pebriani, Syamsul Effendi, 2022). Therefore, halal certification is very important because it provides security when choosing products that meet the requirements. Cosmetic products are not eaten and enter the body. Therefore, cosmetics are usually associated with the issue of purity or impurity.

The product can be said to be haram if the cosmetic product contains impure ingredients, such as animal derivatives (collagen) or parts of the human body, for example the placenta. Halal cosmetics must also not contain alcohol, because alcohol/Khamr is not permitted in the halal status of a product that is consumed (Widyaningrum, Ekonomi, & Ponorogo, 2019). Halal Certification Indicators In the Halal Certification variable, the indicators used are according to (Abdul Aziz, Yuhani and Chok, 2012) are as follows:

- a. Use of the halal logo
- b. Choose products based on the halal logo
- c. Always be careful when choosing products with the halal logo
- d. Be aware of the difference between a genuine and a non-genuine halal logo

Social media

Social media plays a crucial role in product purchasing, serving a variety of strategic functions. First, as a promotional and advertising tool, social media allows businesses to reach specific audiences through paid advertising and organic campaigns, and leverage the power of influencers and consumer reviews to boost trust and purchase intention.

Second, social media provides easy access and accelerates the purchasing process through features like Instagram Shop, Facebook Marketplace, and TikTok Shop, which enable direct transactions without leaving the app, creating a fast, convenient, and efficient shopping experience. Third, social media plays a role in creating product trends, including halal cosmetics, through creative content, influencer support, educational campaigns, and the FOMO phenomenon, which encourages consumers to quickly follow trends.

With its cost-effective features and ability to reach target markets effectively, social media has become a powerful marketing and sales channel in today's digital ecosystem (Pancaningsih, 2022). Social media (including influencers, promotional content, and eWOM) has been shown to significantly influence consumer purchasing behavior, particularly among younger generations. For example, research on Indonesian Muslim Generation Z showed that social media influencers positively influenced purchase intentions for halal cosmetics (Rokhmah, Oktari, & Widiastuti, 2025). As for the indicators according to (Sari, Riska, Abdul Hafid, 2025), namely:

- a. Social media promotion
- b. Quality of social media information
- c. Ease and security of purchasing transactions on social media
- d. Effectiveness of social media in providing product information

Consumer Awareness

Halal awareness is a multidimensional construct encompassing knowledge, attitudes, and trust in halal authorities, where consumers understand that raw materials, production processes, distribution, and product certification must comply with sharia principles; this awareness then influences halal consumption behavior through the dimensions of religiosity, socio-cultural context, and demographic/psychographic characteristics (Deti, 2025).

Awareness of halal cosmetic products is increasingly becoming a major concern for customers worldwide, especially among those concerned with religious values and sustainability (Nurhayati & Hendar, 2019). This includes understanding how a product is processed, whether it uses permitted ingredients, and whether it has received a recognized halal certification or label (Saputro, Wilujeng, & Pratikto, 2021). Factors that are indicators of consumer awareness according to (Shaari, J. A. N. And Arifin, 2010), in choosing halal products are as follows:

- a. Halal raw materials
- b. Religious obligations
- c. Production process
- d. Product cleanliness

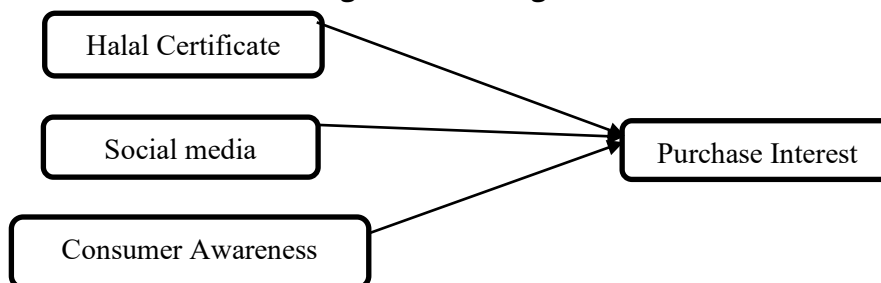
Interest in Buying Halal Cosmetics

According to the Big Indonesian Dictionary (KBBI), interest is a strong inclination towards something, so this interest is related to attraction and desire. Purchase intention is a person's psychological tendency or drive to purchase a product after going through a process of evaluating information, beliefs, and perceptions about the product. Purchase intention reflects the initial stage of consumer behavior before an actual purchase decision is made, which is influenced by factors such as attitudes, beliefs, brand image, and personal values.

In the context of halal products, purchase intention is also related to the level of consumer awareness of halalness, certification, and product compliance with sharia principles (Muslim et al., 2023). According to Ferdinand in (Kamaluddin, 2018) , Purchase interest can be identified through the following indicators:

- a. Transactional interest
- b. Referential interest
- c. Preferential interest
- d. Exploratory interest

Figure 2 Thinking Framework



METHODS

The population of this study was 6,002 Gen Z respondents in Plampang District. Data collection was conducted through questionnaires using purposive sampling. In this case, the criteria included being Muslim, female, respondents' age within the Generation Z range, i.e., birth years 1997-2012, domiciled in Plampang District, using halal cosmetics, and using social media. The Slovin formula was used for sampling with a 1% error, resulting in 98 samples meeting the

criteria. The sample size in this study met the minimum requirements for structural equation modeling (SEM). The data analysis method in this study used SmartPLS version 4.0 computer software. Prior to the analysis, tests were conducted using the outer and inner model steps. This method is also ideal for use in studies with relatively small sample sizes but complex models (Hair, Hult, & Ringle, 2017). In addition, SEM-PLS does not require strict data assumptions such as normality tests which are often required in CB-SEM.

RESULTS

Respondent Characteristics

The characteristics of respondents in this study were categorized based on age, highest level of education, and income. Questionnaires were distributed to 98 Gen Z members from Plampang District. Based on the questionnaire results, the following respondent characteristics were obtained:

Table 1 Respondent Characteristics

Aspect	frequency	N (%)
Age	-	-
13-17	6	6,1
18-22	26	26,5
23-27	66	67,3
Last education	-	-
SMP	2	2
SMA	28	28,6
D1	3	3,1
D3	3	3,1
D4/S1	61	62,2
S2	1	1
Income	-	-
<500.000	36	36,7
500.000-1.000.000	18	18,4
1.000.000-2.000.000	12	12,2
2.000.000-3.000.000	19	19,4
3.000.000-4.000.000	6	6,1
>4.000.000	7	7,1

Source: Data processed by researchers, 2025

Based on the respondent characteristics table, this study is dominated by Generation Z, which aligns with the research focus. In terms of age, the majority of respondents were between 23 and 27 years old, with 66 respondents (67.3%), followed by the 18-22 age group with 26 respondents (26.5%), and only 6 respondents (6.1%) in the 13-17 age group. This composition indicates that the majority of respondents are Generation Z, who have entered their productive age and have relatively stable purchasing power, making them relevant in assessing interest in purchasing halal cosmetics.

In terms of education, the majority of respondents came from the D4/S1 education group, with 61 respondents (62.2%). This was followed by high school graduates with 28 respondents (28.6%), while D1 and D3 graduates each accounted for 3 respondents (3.1%). The smallest number was from the Master's degree group, with 1 respondent (1%). This illustrates that most respondents have a relatively high level of education, which can be assumed to have a

better understanding of halal issues, social media, and consumer awareness. Regarding income, the largest number of respondents were in the <Rp 500,000 category, with 36 respondents (36.7%). This was followed by the Rp 500,000-1,000,000 income group with 18 respondents (18.4%), and Rp 2,000,000-3,000,000 with 19 respondents (19.4%). Meanwhile, the Rp 1,000,000-2,000,000 income group had 12 respondents (12.2%), Rp 3,000,000-4,000,000 with 6 respondents (6.1%), and incomes above Rp 4,000,000 with 7 respondents (7.1%). These data indicate that most respondents have relatively low to middle incomes, so price and halal product value likely have a strong influence on their decision to purchase halal cosmetics.

Overall, the characteristics of respondents in this study indicate that the majority are young, highly educated, and have low to middle incomes. This condition provides an illustration that the interest in purchasing halal cosmetics among Generation Z in Plampang District is influenced by their level of knowledge, social media exposure, and financial capabilities.

Convergent Validity

In PLS-SEM, convergent validity is tested through factor loading values, which indicate the strength of the relationship between each measurement indicator and the latent variable it represents. According to (Hair et al., 2019), An outer loading value greater than 0.70 indicates that the indicator has good convergent validity because it is able to represent the construct adequately.

Table 2 Outer Model

Item	Halal Certificate	Social Media	Consumer Awareness	Purchase Interest	Information
HC1	0.837				Valid
HC2	0.869				Valid
HC3	0.873				Valid
HC4	0.902				Valid
HC5	0.841				Valid
HC6	0.852				Valid
HC7	0.798				Valid
HC8	0.814				Valid
SM1		0.828			Valid
SM2		0.819			Valid
SM3		0.875			Valid
SM4		0.768			Valid
SM5		0.806			Valid
SM6		0.824			Valid
SM7		0.861			Valid
SM8		0.864			Valid
CA1			0.792		Valid
CA2			0.842		Valid
CA3			0.704		Valid
CA4			0.730		Valid
CA5			0.842		Valid
CA6			0.821		Valid
CA7			0.847		Valid
CA8			0.845		Valid
PI1				0.810	Valid
PI2				0.814	Valid
PI3				0.836	Valid

PI4				0.851	Valid
PI5				0.829	Valid
PI6				0.872	Valid
PI7				0.883	Valid
PI8				0.770	Valid

Source: processed PLS output (2025)

All indicators in the Consumer Awareness, Purchase Intention, Social Media, and Halal Certification variables were declared valid because each had an outer loading value above the minimum limit of 0.70. This indicates that each indicator is able to reflect its construct well, making it suitable for use in further analysis in the research model. Furthermore, the AVE value was used to assess convergent validity, where a variable is declared to have good convergent validity if the AVE value is above 0.50 according to the Fornell and Larcker criteria (Fornell, Claes, 1981).

Table 3 Average variance extracted (AVE)

Variable	Average variance extracted (AVE)
Halal Certificate	0.720
Social Media	0.691
Consumer Awareness	0.647
Purchase Interest	0.695

Source: processed PLS output (2025)

Based on the AVE values in the table, all variables have values above 0.50. Thus, it can be concluded that each construct in this study meets the convergent validity criteria and is suitable for use in further analysis.

Discriminant Validity

Discriminant validity measures the extent to which a construct differs from other constructs. Common methods used to assess discriminant validity include the Fornell-Larcker criterion, cross-loading, and the heterotrait-monotrait correlation ratio (HTMT).

Table 4 Heterotrait-monotrait (HTMT)

Variables	Halal Certificate	Social Media	Costumer Awareness	Purchase Interest
Halal Certificate				
Social Media	0.673			
Consumer Awareness	0.851	0.796		
Purchase Interest	0.860	0.809	0.942	

Source: processed PLS output (2025)

Table 5 Fornell-Larcker

Variables	Halal Certificate	Social Media	Costumer Awareness	Purchase Interest
Halal Certificate	0.849			
Social Media	0.645	0.831		
Consumer Awareness	0.808	0.754	0.805	
Purchase Interest	0.813	0.771	0.888	0.834

Source: processed PLS output (2025)

Table 6 Cross Loading

Item	HC	SM	CA	PI	Item	HC	SM	CA	PI
HC1	0.837	0.457	0.649	0.625	CA1	0.660	0.612	0.792	0.756
HC2	0.869	0.509	0.727	0.728	CA2	0.751	0.633	0.842	0.844
HC3	0.873	0.548	0.649	0.671	CA3	0.541	0.534	0.704	0.596
HC4	0.902	0.502	0.720	0.734	CA4	0.370	0.442	0.730	0.521
HC5	0.841	0.547	0.707	0.667	CA5	0.674	0.634	0.842	0.731
HC6	0.852	0.560	0.703	0.688	CA6	0.688	0.647	0.821	0.679
HC7	0.798	0.652	0.697	0.695	CA7	0.734	0.679	0.847	0.755
HC8	0.814	0.603	0.629	0.702	CA8	0.691	0.634	0.845	0.757
SM1	0.481	0.828	0.602	0.646	PI1	0.624	0.697	0.692	0.810
SM2	0.402	0.819	0.535	0.530	PI2	0.690	0.664	0.753	0.814
SM3	0.582	0.875	0.666	0.700	PI3	0.636	0.661	0.729	0.836
SM4	0.494	0.768	0.553	0.523	PI4	0.600	0.665	0.698	0.851
SM5	0.512	0.806	0.552	0.570	PI5	0.784	0.582	0.777	0.829
SM6	0.449	0.824	0.597	0.546	PI6	0.797	0.584	0.780	0.872
SM7	0.609	0.861	0.685	0.704	PI7	0.663	0.646	0.789	0.883
SM8	0.685	0.864	0.761	0.809	PI8	0.610	0.654	0.693	0.770

Source: processed PLS output (2025)

Discriminant validity in this study was tested using the Fornell–Larcker criterion, which states that the square root of the AVE of each construct must be higher than the correlation between other constructs. The test results showed that all constructs met this requirement (Fornell, Claes, 1981). In addition, an evaluation using the HTMT method was also carried out, with the limitation that the HTMT value must be below 0.90 so that discriminant validity can be accepted (Henseler, Ringle, & Sarstedt, 2015). The research findings show that all HTMT values are below the threshold, so that the discriminant validity is declared to be fulfilled overall.

Construct Reliability

Table 7 Composite reliability dan Cronbach's alpha untuk setiap variabel.

Variabels	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Halal Certificate	0.922	0.929	0.936
Social Media	0.937	0.938	0.948
Consumer Awareness	0.936	0.946	0.947
Purchase Interest	0.944	0.945	0.954

Based on the research findings presented in Table 5, all variables exhibit CA and CR values exceeding 0.70. This indicates that the instruments employed possess satisfactory levels of validity and reliability. High reliability values demonstrate the instruments' ability to yield consistent and dependable results, while the strong relationships among indicators confirm internal consistency and stability within the measurement model (Hair et al., 2017).

R-Square (R²) and Adjusted R²

Table 8 R-Square (R²) and Adjusted R²

Variable	R-square	R-square adjusted
Purchase Interest	0.834	0.829

The R-square value of 0.834 indicates that the independent variables, consisting of consumer awareness, social media, and halal certification, are able to explain 83.4% of the

variation in Purchase Intention. This means that the model has excellent predictive ability, as most changes in the purchase intention variable can be explained by these three variables. Therefore, the structural model used is considered robust and relevant in predicting consumer purchase intention behavior.

Meanwhile, the adjusted R-square value of 0.829 confirms that after considering the number of predictor variables in the model, the explanatory power of these variables for purchase intention remains high, at 82.9%. This adjusted value indicates that the model does not experience overfitting and remains stable even when accounting for model complexity. Therefore, both the R-square and adjusted R-square values confirm that the model has substantial predictive power and is worthy of use in further analysis.

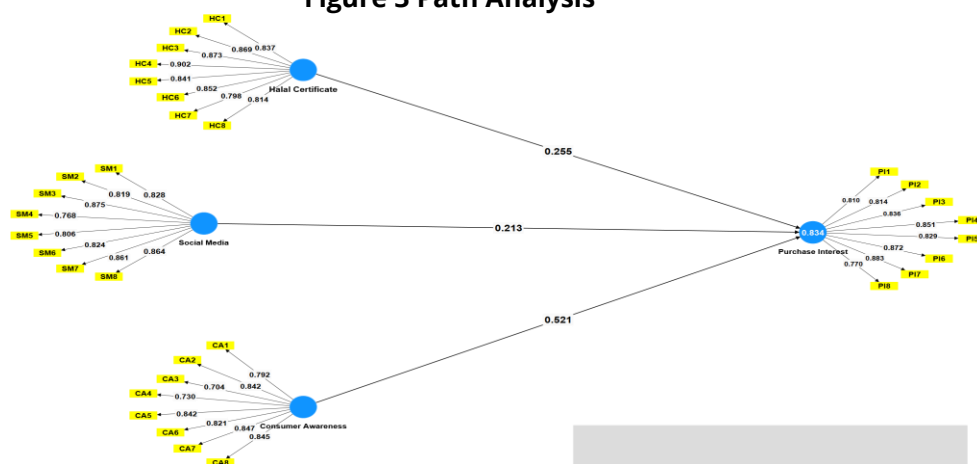
Hypothesis

Table 9 Hypothesis Testing

Variables	Original sample (O)	T statistics (O/STDEV)	P values	Information
Halal Certificate -> Purchase Interest	0.255	0.262	0.086	Accepted
Social Media -> Purchase Interest	0.213	0.206	0.070	Accepted
Consumer Awareness -> Purchase Interest	0.521	0.519	0.084	Accepted

These findings indicate that the research model has good predictive power in describing the interrelationships between variables and the relevance of the endogenous variables. Evaluation of the path coefficients was conducted through a bootstrapping procedure by reviewing the t-statistic and p-value. A relationship is declared significant if the t-statistic exceeds 1.96 and the p-value is below 0.05 at the 5% significance level. Furthermore, the coefficient value or original sample provides an overview of the direction of the influence, whether positive or negative, and the nature of the relationship between the independent and dependent variables (Ghozali, 2008).

Figure 3 Path Analysis



Source: Processed PLS output (2025)

DISCUSSION

The Influence of Halal Certification on Purchase Intention of Halal Cosmetic Consumers in Gen Z, Plampang District

Halal certification demonstrated a positive and significant effect on purchase intention, with an original sample value of 0.255 and a t-statistic of 2.946 (p-value = 0.003). This finding confirms that the presence of halal certification plays a significant role in increasing consumer

confidence in product safety and halalness. For Generation Z, who are increasingly critical of product quality and authenticity, the halal label serves as official proof that can reduce doubts and increase a sense of security when using cosmetic products. Thus, halal certification is not only a form of religious assurance but also a sign of producer trust and transparency towards consumers. This research aligns with research conducted by (Sultan et al., 2024) which states that halal certification has a positive and significant influence on consumer purchasing interest. In addition, research conducted by (Septianda & Priantina, 2024) shows that the halal label has a positive and significant influence on the purchasing decision of locally labeled halal cosmetics. (Hikma Dillahia, Nina Nirwanab, Rinda Ayu Ningsihc, 2025) also stated that there is an influence of halal labels on purchasing interest.

The Influence of Social Media on Purchase Intention of Halal Cosmetic Consumers in Gen Z in Plampang District

Social media has also been shown to have a positive and significant influence on purchase intention, with an original sample value of 0.213 and a t-statistic of 3.047 (p-value = 0.002). This indicates that information, promotions, and interactions on social media can drive consumer interest in halal cosmetic products. Exposure to content such as product reviews, influencer endorsements, and digital campaigns has proven effective in increasing interest among Generation Z, the most active social media user segment. Although its influence is not as significant as consumer awareness, social media remains an important channel for expanding information reach and building positive perceptions of halal products. This research aligns with research conducted by (Sari, Riska, Abdul Hafid, 2025) stated that social media has a significant influence on purchasing decisions for halal cosmetic products (Syafrial & Firdaus, 2022) also stated that the role of social media has a direct and significant influence on consumers.

The Influence of Consumer Awareness on Purchase Intention of Gen Z Halal Cosmetic Consumers in Plampang District

The analysis results show that consumer awareness has a positive and significant influence on purchase intention, with an original sample value of 0.521 and a t-statistic of 6.219 (p-value = 0.000). The t-value, which is well above 1.96, indicates that this relationship is highly significant at the 95% confidence level. This finding indicates that the higher the level of consumer understanding and concern regarding halal products, the greater their incentive to purchase halal cosmetics. Awareness of a product's halal status, from its composition to its production process, has been shown to be a key factor influencing purchasing decisions. These results reinforce the view that education and information regarding halal product status can increase consumer confidence and trust in choosing halal products. This research aligns with research conducted by (Mella, 2024) which shows that the level of halal awareness significantly influences the interest in purchasing halal cosmetics. However, research conducted by (Khomsiyah & Setiawan, 2024) This is not in line with this study, which states that the contradiction of halal awareness on purchasing interest has a negative and insignificant effect on purchasing interest in sustainable halal beauty products.

CONCLUSION

Based on the results of the structural analysis, the three independent variables of halal certification, social media, and consumer awareness were proven to have a positive and significant influence on the purchase intention of halal cosmetics among Generation Z in Plampang District. Halal certification has a positive contribution in increasing consumer trust and confidence in the safety and authenticity of products, thus encouraging purchasing decisions. Social media also plays an important role as a means of disseminating information, promotion, and effective interaction in forming a positive perception of halal cosmetic products. Meanwhile,

consumer awareness is the most dominant factor influencing purchase intention, indicating that understanding and concern for the halal nature of products greatly determine purchasing decisions. Overall, these findings confirm that the combination of halal assurance, the intensity of digital information, and the level of consumer awareness can strengthen the purchase intention of halal cosmetic products among Generation Z. The research model also shows strong predictive ability, so it can be used as a basis for formulating marketing and education strategies related to halal products.

LIMITATION

This study has several limitations. First, the data was obtained through an online questionnaire, which may have introduced bias and may not reflect the true situation. Second, the study focused only on Gen Z in Plampang District, so the results cannot be generalized to other regions. Third, the study variables were limited to halal certification, social media, and awareness, so other factors that might influence purchase intention were not analyzed. Future research could expand the scope, add more variables, or use mixed methods for more comprehensive results.

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