



## ANTECEDENTS OF PURCHASE INTENTION OF HALAL COSMETICS IN INDONESIA'S YOUNGER GENERATION

Yulist Rima FIANDARI\* Raja Roufli HARAHAAP Salim Faisal MISFIR

Universitas Muhammadiyah Malang, Department of Management, Malang, Indonesia

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### ABSTRACT

The potential for halal cosmetics has increased from year to year. Halal cosmetics are a necessity. Strengthening the halal industry is one of the extensive foundations for Indonesia. Indonesia has the largest potential for halal products worldwide with an expenditure of 218.8 billion US dollars in 2017. This value will have the potential to increase by six percent every year. However, this value only places Indonesia in 10th place worldwide, far from Malaysia. Malaysia is in the world leader position for the halal industry. The effect of halalan thayyiban awareness on the younger generation in Indonesia, especially among students, remains unknown, so it is necessary to research to determine halal awareness level. It is a decisive point in strengthening the halal industry in Indonesia. The existence of halal cosmetics is indispensable for consumers to ensure that cosmetics are free from prohibited ingredients by religion and the process of making products that are not by Islamic religious principles. This study used data collection techniques on samples with particular characteristics (purposive sampling). The respondents were consumers who use cosmetics with the halal label and have made purchases more than three times at the same halal brand. The research sample consisted of 100 people who use halal cosmetics in Indonesia. The research was conducted in April - August 2020 using an online questionnaire. The results showed the factors that influence the intention of purchasing halal cosmetics. Halalan thayyiban awareness and behavioral control affected the intention to buy halal cosmetics. There was a difference in results on subjective norms that have a weak influence on the intention to form halal cosmetics.

### ENDONEZYA'NIN GENÇ NESİLİNDE HELAL KOZMETİK SATIN ALMA EĞİLİMİNE ETKİ EDEN FAKTÖRLER

#### Anahtar Kelimeler:

Helal ve tayyib  
farkındalığı, algılanan davranış  
kontrolü, öznel norm, helal  
kozmetik, helal kozmetik satın  
alma niyeti

### ÖZET

Helal kozmetik ve ticari potansiyeli yıldan yıla artmaktadır. Helal kozmetik de dindar insanlar için bir gerekliliktir. Helal endüstrisinin güçlendirilmesi Endonezya'nın temel öncelikleri arasında yer almaktadır. Endonezya, 2017 yılında yaptığı 218,8 milyar dolarlık harcama ile dünya çapında en büyük

\*Corresponding Author: Yulist Rima FIANDARI, E-mail: [yulist\\_rima@umm.ac.id](mailto:yulist_rima@umm.ac.id) Orcid: <https://orcid.org/0000-0003-2457-5717>  
Raja Roufli HARAHAAP Orcid: <https://orcid.org/0000-0003-4157-2585>  
Salim Faisal MISFIR Orcid: <https://orcid.org/0000-0002-3442-1512>

*helal ürün ticareti potansiyeline sahip ülkelerden birisidir. Bu değer her yıl %6 oranında da artma potansiyeline sahiptir. Ancak bu değer, Endonezya'yı Malezya'dan oldukça uzak bir noktaya ve dünya çapında 10. sıraya yerleřtirmektedir. Helal ve tayyip farkındalıęının Endonezya'da genç nesil üzerine ve özellikle de öğrenciler üzerindeki etkisi bilinmemektedir, bu nedenle helal farkındalık düzeyini belirlemek için araştırma yapılması gereklidir. Bu Endonezya'da helal endüstrisinin güçlendirilmesinde belirleyici bir noktadır. Helal kozmetiklerin üretiminde, kozmetiklerin din tarafından yasaklanmış içeriklerden ve İslam dini ilkelerine göre olmayan yapım süreçlerinden arındırılmasını sağlamak tüketiciler açısından vazgeçilmez öneme sahip bir gerekliliktir. Bu çalışmada belirli özelliklere sahip numuneler üzerinde veri toplama amaçlı örnekleme. Ankete, helal etiketli kozmetik kullanan ve aynı helal markadan normalden üç kat daha fazla alışveriş yapan tüketiciler katılmıştır. Araştırma örnekleme, Endonezya'da helal kozmetik kullanan 100 kişiden oluşmuş ve araştırma, Nisan -Ağustos 2020'de çevrimiçi bir anket sistemi kullanılarak gerçekleştirilmiştir. Sonuçlar, helal kozmetik satın alma eğilimini etkileyen faktörleri göstermiştir. Helal ve tayyip farkındalıęı ve davranış kontrolü, helal kozmetik satın alma eğilimini etkilemiştir. Ayrıca, öznel normların, helal kozmetik farkındalıęı oluşturma davranışı üzerinde zayıf bir etkiye sahip olduęu tespit edilmiştir.*

## 1. Introduction

Halal cosmetics are a necessity. The potential for halal cosmetics has increased from year to year. Halal cosmetics have a predominant role in Indonesia. Indonesia needs to strengthen the halal industry because it is the largest Muslim country worldwide, with a Muslim population of 230 million (British Council, 2018). Indonesia has the largest halal potential in the world with an expenditure of 218.8 billion dollars in 2017. This value will have the potential to increase by six percent every year (Republika, 2019). However, the value only puts Indonesia in 10th place. The rank is far from Malaysia, which is in the world leader position for the halal industry. Muslims have the fastest number in the world (Ali et al., 2017). Muslims also have a large share of the younger generation, so they have a large market potential that affects the world economy (Izberk-Bilgin & Nakata, 2016). The effect of halal thayyiban awareness on the younger generation in Indonesia, especially among the younger generation remains unknown. It is necessary to research to determine the level

of halal awareness at the student level. It is decisive for strengthening the halal industry in Indonesia. This research explores various antecedents that can influence the purchase intention of cosmetics in the young generation, including halalan thayyiban awareness, subjective norms and perceived behavioral control. The concept of halal refers to being free from harmful substances to the body, safe for health, or undamaging to the environment. The halal concept should not contain pork DNA and prohibited elements by religion (Hashim & Mat Hashim, 2013). It refers to user safety so that it does not cause harm to its users (Mumuni et al., 2018). The concept of halal starts from the process of manufacture, packaging, and distribution through mechanisms allowed in Islam (Norafni et al., 2015). Halal cosmetics are cosmetics that have been certified halal. Halal is a guarantee of security for Muslims in carrying out consumption from an Islamic perspective. The proven halal certificate is related to the existence of a halal logo printed on the product packaging (Basri & Kurniawati, 2019). Halal certificates have also been carried out on various cosmetics in Indone-

sia. Halal cosmetics started with Wardah brand products followed by other products such as Mustika Ratu, Sariayu, Emina, MS Glow, Mazaya, Aishaderm, Mineral Botanica, and Zalfa (Muslim, 2018).

The halal cosmetics existence is necessary for consumers to ensure that the cosmetics are free from prohibited ingredients by religion. The process of making products should follow Islamic religious principles. Halal cosmetics are part of Islamic guidance and application that exceeds the religious ethos (Wilson & Liu, 2011). The research objectives in this study were divided into three parts. The researcher aimed to determine these following objectives:

1. To analyze the effect of halalan thayyiban awareness which is owned by the younger generation on the purchase intention of halal cosmetics.
2. To analyze the effect of subjective norms on the purchase intention of halal cosmetics among the younger generation.
3. To analyze the effect of behavioral control on the purchase intention of halal cosmetics among the younger generation.

## 2. Literature Review

### 2.1. Halalan Thayyiban awareness (Halal Products Awareness)

Halal awareness is a Muslim awareness in knowing issues related to the concept of halal. This knowledge includes understanding the production process of a product according to Islamic halal standards. Shaari and Arifin (2010) and Golnaz et al., (2012) examined halal awareness principles and halal food products determined by positive attitudes. Research by Awan et al., (2015) showed the role of halal awareness

in purchasing halal products. Nurcahyo & Hudrasyah (2017) showed different results. Halal awareness does not affect the purchase of halal products. Halalan thayyiban awareness determines the level of public awareness about halal products as buyers must purchase halal cosmetics.

### 2.2. Subjective norms

Subjective norms are assessments of someone's impulsive action, which is affected by others' points of view. There is a reference in making a decision (Rhodes & Courneya, 2003). The research done by Mukhtar & Butt (2012) found that subjective norms had an essential role on purchase intention of halal products. The results of this study are different from research by (Memon et al., 2020). That research found that subjective norms have less role in halal purchase intention.

### 2.3. Perceived behavior control

Perceived Behavioral Control is a perception of the ability to act. Behavioral control affects the purchase intention of halal products (Memon et al., 2020). Research by Khalek & Ismail, (2015) found that the Muslim generation Y has the largest share of influence in the halal industry. Perceived behavior control affects the purchase intention of halal food products. Perceived behavior control relates to the availability of halal food products and product prices that influence purchases.

## 3. Methods

The research conducted was explanatory within the causality relationship in each variable (Praharjo, 2020). The aim of this research was to determine the effect of halalan thayyiban awareness, subjective norms, and behavioral control variables on

the purchase intention of halal cosmetics in Indonesia. The population is an overview of respondents to be studied. (Sugiyono, 2017). The research population was the consumers of halal cosmetics in Indonesia. Samples represented the part of the population due to the determined characteristics (Widayat, 2004). The respondents were consumers who use halal label cosmetics and have made purchases more than three times at the same halal brand. The sampling type was purposive sampling, that is, determining the sample based on considerations that are considered capable of providing the desired information (Ferdinand, 2014). This study used sampling data collection techniques with selected characteristics. The number of respondents was one hundred people spread across Indonesia. Data was collected online by distributing questionnaires using Google Forms distributed through social media. The researcher researched in April–August 2020. The questionnaire scale used is a Likert scale using five scales (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree). The collected questionnaires were completely verified and carried out at an advanced stage in the form of a validity test. Evaluation of research models examines the effect of the relationship between variables.

#### 4. Results

The measurement of the outer model was convergent validity, discriminant validity, and composite reliability. It was the loading factor with a minimum value of 0.5 (Ghozali, 2015; Widayat et al., 2020). The results showed value of convergent validity at Table 1. Convergent validity showed value above 0.5 for each of the halal awareness variables, subjective norms, perceived behavioral control, and purchase intention

of halal cosmetics. The value of the result of calculating the convergent validity is as follows :

**Table 1.** Value of convergent validity

<b>Variabel</b>	<b>Item</b>	<b>Outer Load- ing</b>	<b>Infor- mation</b>
<b>Halal</b>	X1.1	0.801	Valid
<b>Thayyiban</b>	X1.2	0.859	Valid
<b>Awareness</b>	X1.3	0.667	Valid
<b>(X1)</b>			
<b>Subjective</b>	X2.1	0.909	Valid
<b>Norm (X2)</b>	X2.2	0.912	Valid
	X2.3	0.907	Valid
<b>Percieved</b>	X3.1	0.768	Valid
<b>Behavioral</b>	X3.2	0.856	Valid
<b>Control</b>	X3.3	0.771	Valid
<b>(X3)</b>	X3.4	0.864	Valid
	X3.5	0.810	Valid
<b>Purchase</b>	Y1.1	0.881	Valid
<b>Intention of</b>	Y1.2	0.907	Valid
<b>Halal</b>	Y1.3	0.860	Valid
<b>Cosmetics</b>			
<b>(Y)</b>			

#### 4.1. Discriminant validity

The discriminant validity can be seen at Table 2. Value of Discriminant Validity for the comparison between the loading value and the cross-loading value on the variable. The comparative data value is considered satisfactory if the loading indicator value on the variable is greater than the cross loading value (Solimun et al., 2017).

**Table 2.** Value of discriminant validity

	<b>Att</b>	<b>SN</b>	<b>PBC</b>	<b>Int</b>
	<b>(X1)</b>	<b>(X2)</b>	<b>(X3)</b>	<b>(Y)</b>
<b>HA</b>	<b>0.679</b>	0.374	0.606	0.582
<b>(X1)</b>				
<b>SN</b>	0.374	<b>0.909</b>	0.489	0.489
<b>(X2)</b>				
<b>PBC</b>	0.606	0.489	<b>0.827</b>	0.762
<b>(X3)</b>				
<b>Int</b>	0.582	0.489	0.762	<b>0.883</b>
<b>(Y)</b>				

#### 4.2. Composite reliability

Reliability testing is done by assessing the performance of composite reliability at Table 3. value of composite reliability. Composite reliability testing indicates that the questionnaire has been declared reliable if the respondent's answers are consistent with the questions asked (Ghozali, 2014). Reliability testing is considered satisfactory if it gets a minimum value of 0.6 (Hair et al., 2006). The composite reliability test value shows a minimum value of 0.6 so that reliability can be met.

#### 4.3. Inner model measurement

The next stage after testing the validity and reliability was the inner model measurement (Solimun et al., 2017). Several assessment parameters can be selected in the table. Goodness of fit measurement can be seen in Table 4. Goodness of fit assessment. The results of the assessment on the research parameters show that the Goodness of Fit criteria can be fulfilled.

**Table 3.** Value of composite reliability

<b>Variable</b>	<b>Composite Reliability</b>
Halalan Toyoyiban Awareness (X1)	0.689
Subjective Norm (X2)	0.935
Percieved Behavioral Control (X3)	0.928
Purchase Intention of Halal Cosmetics (Y)	0.914

**Table 4.** Goodness of fit assessment

<b>No</b>	<b>Crite- ria</b>	<b>Model Fit</b>		<b>De- scrip- tion</b>
		<b>Score</b>	<b>Criteria</b>	
<b>1</b>	ARS	0.626	< 0,001	Model Fit
<b>2</b>	AARS	0.614	< 0,001	Model Fit
<b>3</b>	AVIF	1.672	<=3.3	Ideal
<b>4</b>	AFVIF	2.098	<=3.3	Ideal
<b>5</b>	TGoF	0.656	>=036	Large
<b>6</b>	SPR	1.000	1	Ideal
<b>7</b>	SSR	1.000	1	Ideal

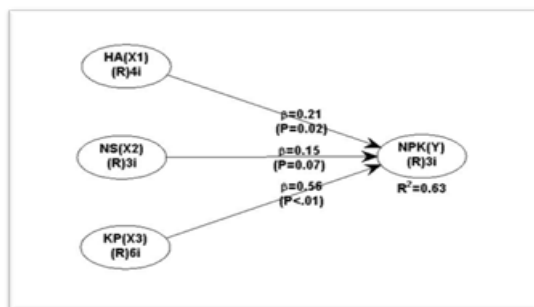
#### 4.4. Hypotheses testing

The coefficient of determination shows how far a model is able to explain the dependent variable (bound). If the number is close to one, it means that the independent variable has a tendency to influence the dependent variable (Ghozali, 2009). The intention to purchase halal cosmetics variable shows an  $R^2$  value of 0.63. This value shows that the independent variables in the



form of *halalan thayyiban* awareness, subjective norms, and perceived behavior control were able to explain the dependent variable in the form of purchase intention of halal cosmetics by 63%, while the rest is explained by other variables.

P-value shows the result of hypothesis testing at Fig 1. The p-value  $\leq 0.01$  (alpha 1%) is categorized as highly significant, p-value  $\leq 0.05$  (alpha 5%) is categorized as significant, and p-value  $\leq 0.10$  (alpha 10%) is categorized as weakly significant (Solimun et al, 2017). Hypotheses testing of *halalan thayyiban* awareness affected the purchase intention of halal cosmetics. It has a path coefficient value of 0.21 with p-value = 0.05. The p-value obtained is categorized as significant, so that hypothesis H1 is accepted. The HA coefficient has a positive sign (0.22). It indicates that the better the value of halal awareness is formed, the higher the intention of consumers to purchase halal cosmetics.



**Fig 1.** Results on hypotheses testing

Note : HA = Halal Awareness ;

NS = Subjective Norms ;

KP = Perceived behavior control ;

NPK = Purchase Intention of Halal Cosmetics

The results of this study are supported by the previous research. Respondents who have a good level of halal awareness will encourage consumer intentions to make

purchases of halal food products (Quoquab et al., 2019). Consumer awareness by making informed choices is a measure of attitude and cognition. Therefore, it is necessary to comment on that consumer awareness can arouse the intention to act (Soroka & Wojciechowska-Solis, 2019).

The subjective norm test of purchase intention for halal cosmetics shows a path coefficient value of 0.15 and p-value = 0.07, categorized as weakly significant. It shows that subjective norms have less effect on purchase intentions of halal cosmetics. The results of this study are in line with research by Armitage & Conner (2010). Subjective norms are weak predictors of predicting purchase intention. Perceived behavior control test on purchase intention for halal cosmetics shows a correlation value of 0.56 and a p-value  $<0.01$  is categorized as highly significant. The results showed that the perceived behavior control influenced the intention to purchase halal cosmetics. The coefficient shows a positive sign indicating that the better the perceived behavior control is, the more the intention to purchase halal cosmetics will increase.

## 5. Discussion

Guidelines for the use of halal materials and avoiding haram materials have been regulated in the Holy Al-Qur'an as a guide for life. Halal products are allowed to be consumed. It is better if products made from haram materials should not be consumed by Muslims (Waqar et al., 2019) A halal product is a product that has passed the raw material selection process, the production process, the packaging process, storage, delivery, and distribution of the final consumer product does not violate sharia in the Al Quran (Peristiwa, 2019). The use of halal products, which is prioritized in Islam, is the use of products that are halal

and provide good to its users (Faradillah et al., 2017).

The use of halal products is very much considered by consumers, including the use of cosmetics. The results showed that the higher the level of halalan thayyiban awareness, the stronger the intention to purchase halal cosmetics. Halalan thayyiban awareness is an awareness to use halal products, as a step to comply with Islamic teachings and to pay attention to the benefits of using halal products for body health. Consumers realize that the use of the right cosmetics can increase the appearance value of its users. Cosmetics on the market are made from various types of ingredients, so there are also raw materials whose halal requirement is not yet known. Halal cosmetics have gone through a test process from a halal certification body, such as LPPOM MUI. Halal cosmetics that have been tested have passed the raw material and process content test so that they do not pose a danger to users. One of the reasons for consumers to choose halal cosmetics is because they have been tested and are safe for the users' health (Agustina & Hana, 2019).

Subjective norms are perceptions that are formed from the social environment to take selected actions. Adherence to the values that have been selected by the social environment will provide support to consumers. The results showed that subjective norms had a weak influence on the purchase intention of halal cosmetics. Subjective norms are weak predictors when compared to the role of perceived behavior control in predicting intention to take action (Armitage & Conner, 2001; Rahadjeng & Fiandari, 2020) . The role of subjective norms is not strong enough to encourage one's intention to take an action. A person needs another encouragement to strengthen

the intention to take action.

Another variable that can encourage a person's intention to purchase halal cosmetics is perceived behavior control. Perceived behavior control is a person's perception of one's ability to act (Chen & Tung, 2014). The results of this study show that the perceived behavior control influences a person's intention to purchase halal cosmetics. The intention to buy cosmetics is based on one's self-confidence to be able to buy halal cosmetics. Consumers have the opportunity to purchase halal cosmetics to further strengthen the purchase of halal cosmetics (Rahman et al., 2015). Halal cosmetic products are easily available products because of their guaranteed availability. The products available at prices that can be reached by consumers further strengthens consumers to purchase halal cosmetics. On the other hand, product limitations and high prices will limit consumers to make purchases (Scalco et al., 2017)

## 6. Conclusion

Halal cosmetics have gone through a testing process and have obtained a halal certificate. The provision of a halal logo on the product packaging shows the evidence of halal cosmetics. The results of the research prove empirically that halalan thayyiban awareness encourages the formation of purchase intention for halal cosmetics among the younger generation. Subjective norms are the weakest factor compared to halalan thayyiban awareness and perceived behavior control. Perceived behavior control can move the intention to purchase halal cosmetics among the younger generation. This research is useful for the development of the cosmetics industry, especially halal cosmetics. Efforts can be made to increase marketing by educating halal

cosmetic products about the benefits of using halal cosmetics in terms of beauty and health. The obtained beauty side is to increase the aesthetic value of the user by consumers. The obtained health side is a guarantee of safety for the user so that it does not cause side effects that can endanger the health.

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