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Halal Cosmetics Purchase Intention through Brand Awareness, Sharia Compliance, Social Influence, and Consumer Attitude

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ABSTRACT

Purpose - This study examines the influence of Halal Brand Awareness, Sharia Compliance Perception, and Social Influence on Purchase Intention, with Attitude positioned as a mediating variable in the halal cosmetics industry.

Design/methodology/approach - This study employed a quantitative explanatory design. Data were collected from 400 halal cosmetics consumers in Indonesia, covering Jabodetabek, Surabaya, Bandung, Medan, and Makassar. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) in SmartPLS.

Findings - The results show that Halal Brand Awareness, Sharia Compliance Perception, and Social Influence have positive and significant effects on Attitude and Purchase Intention. Attitude also has a positive and significant effect on Purchase Intention. The mediation analysis confirms that Attitude partially mediates the relationships between Halal Brand Awareness, Sharia Compliance Perception, Social Influence, and Purchase Intention. Sharia Compliance Perception demonstrates the strongest total effect on Purchase Intention.

Research limitations/implications - This study was conducted using cross-sectional data from halal cosmetics consumers in five major Indonesian urban areas. Future research should involve broader regional coverage, longitudinal designs, and comparative analysis across Muslim and non-Muslim consumer markets to improve generalisability and causal interpretation.

Practical implications - The findings suggest that halal cosmetics firms should strengthen halal brand communication, certification transparency, sharia-compliant production assurance, ingredient traceability, and socially relevant marketing strategies to enhance consumer attitude and purchase intention.

Originality/value - This study contributes to halal marketing and consumer behavior literature by integrating Halal Brand Awareness, Sharia Compliance Perception, Social Influence, and Attitude into a unified purchase intention framework grounded in the Theory of Planned Behavior.

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1. Introduction

The global halal cosmetics industry has evolved from a niche faith-based segment into a significant part of the worldwide halal lifestyle market. Its growth is driven not only by Muslim consumers' religious obligations but also by broader expectations for product safety, ethical ingredients, hygiene, transparency, and brand trust. In contemporary halal markets, cosmetic products are increasingly evaluated through both spiritual and practical considerations, with halal certification serving as a marker of product integrity, religious acceptability, and consumer confidence. Recent studies indicate that halal cosmetics remain a growing area of research and market activity, especially in Indonesia, where factors such as halal awareness, certification, product image, attitude, and subjective norms influence consumer preference for halal cosmetic products (Pratama et al., 2023; Wisudanto et al., 2024). Moreover, Indonesia's halal regulatory framework has become increasingly prominent because it requires halal certification for cosmetic products, thereby emphasizing the importance of halal compliance for both companies and consumers (Fianto et al., 2025).

Purchase intention toward halal cosmetics has become an important issue because consumer decisions are influenced by awareness, beliefs, social expectations, perceived product integrity, and attitudes. Unlike conventional cosmetics, the selection of halal cosmetics involves consideration of religious compliance, perceived cleanliness, ingredient transparency, product safety, and trust in the supply chain. Consumers often evaluate whether cosmetic products are free from prohibited substances, manufactured hygienically, distributed through reliable channels, and certified by credible halal authorities. Previous research shows that halal purchase intention is shaped by halal brand awareness, understanding of certification, perceptions of halal-specific attributes, and favorable attitudes toward halal products (Maulani et al., 2022; Pratama et al., 2023). In the Indonesian context, attitude has also been shown to mediate the effects of knowledge, religiosity, word of mouth, and behavioral factors on purchase decisions, suggesting that consumers are more likely to purchase halal cosmetics when their halal-related understanding develops into a positive evaluation of the product (Fiandari et al., 2024; Maulani et al., 2022).

Halal brand awareness plays a vital role in shaping consumer intention because it helps consumers identify halal cosmetic brands, remember

halal labels, interpret certification symbols, and distinguish halal products from non-halal alternatives (Hasan et al., 2024). In halal consumption, awareness extends beyond the ability to recognize a brand name. It also involves the recognition of religiously permissible products and the association of those products with trust, safety, hygiene, compliance, and ethical production (Ambali and Bakar, 2014). Research in halal consumer behavior indicates that halal brand awareness can positively influence purchase intention, while attitude may function as a mediating factor in this relationship (Aslan, 2023; Pratama et al., 2023). Therefore, consumers with higher halal brand awareness are more likely to develop favorable evaluations of halal cosmetics and stronger purchase intention, especially when brand communication consistently emphasizes certification, ingredients, product safety, and halal value propositions (Maulani et al., 2022; Pratama et al., 2023; Wisudanto et al., 2024).

Sharia compliance perception is also essential in the halal cosmetics industry because consumers may question whether raw materials, additives, manufacturing processes, storage, distribution, packaging, and supply chains comply with Islamic principles. Since cosmetics are applied directly to the skin, issues such as impurity, contamination, alcohol-based ingredients, animal derivatives, and manufacturing hygiene are particularly critical for Muslim consumers. In this context, Sharia compliance perception fosters trust by helping consumers evaluate whether a product genuinely follows halal and *tayyib* standards beyond formal certification alone. Studies on halal cosmetics show that certification, consumer awareness, product image perception, knowledge, and trust can influence attitudes and purchasing decisions (Fiandari et al., 2024; Maulani et al., 2022; Wisudanto et al., 2024). A stronger perception of Sharia compliance may reduce uncertainty, increase consumer confidence, and strengthen the belief that halal cosmetic products are religiously acceptable, ethically produced, and safe to use.

Social influence also affects purchase intention toward halal cosmetics because consumer behavior is shaped by family expectations, peer recommendations, community standards, social pressure, religious reference groups, and digital opinion leaders. According to the Theory of Planned Behavior, social influence is closely related to subjective norms, where individuals evaluate whether important others approve of or expect a particular behavior before forming their behavioral intention (Ajzen, 1991). In the case of halal cosmetics, social influence may arise through family support for halal-certified products, peer conversations about product safety, community preferences for halal consumption, recommendations from religious groups, and online word of mouth from influencers or beauty communities. Recent studies show that subjective norms, word of mouth, and social recommendations significantly influence attitudes and purchase intention toward halal cosmetics, often shaping consumer judgment indirectly rather than exerting direct behavioral pressure (Fiandari et al., 2024; Maulani et al., 2022; Wisudanto et al., 2024).

This study is grounded in the Theory of Planned Behavior, which explains that behavioral intention is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). In halal cosmetics consumption, attitude is particularly important because consumers must perceive halal cosmetic products as beneficial, trustworthy, emotionally satisfying, spiritually meaningful, and desirable before forming a strong intention to purchase. Attitude therefore functions as a psychological mechanism that transforms halal brand awareness, Sharia compliance perception, and social influence into purchase intention. This argument is consistent with empirical findings showing that attitude mediates the relationship between halal brand awareness and purchase intention, and also explains the influence of knowledge, religiosity, word of mouth, and behavioral factors in halal cosmetic purchasing (Anubha, 2023; Fiandari et al., 2024; Maulani et al., 2022; Pratama et al., 2023). Thus, understanding attitude as a mediator is important for explaining how consumers move from awareness and social exposure to actual purchase intention.

Despite the growing research on halal cosmetics, several gaps remain. Many studies have examined halal awareness, certification, religiosity, word of mouth, subjective norms, trust, or product image separately, but fewer studies have integrated halal brand awareness, Sharia compliance perception, and social influence into a single mediation framework. Although attitude is widely recognized as an important predictor of halal cosmetic purchase intention, its mediating role still requires further investigation within a comprehensive model that includes brand perception, religious compliance perception, and social influence (Anubha, 2023; Ibeabuchi et al., 2024). In addition, Indonesia's expanding halal certification standards and its position as a major Muslim consumer market provide a relevant context for examining consumer responses to halal cosmetic brands before the full implementation of certification requirements becomes more deeply institutionalized (Fiandari et al., 2024; Fianto et al., 2025; Pratama et al., 2023; Wisudanto et al., 2024).

This study examines the effects of Halal Brand Awareness, Sharia Compliance Perception, and Social Influence on Purchase Intention, with Attitude positioned as a mediating variable in the global halal cosmetics industry. The study contributes to halal marketing and consumer behavior literature by applying the Theory of Planned Behavior to the halal cosmetics context and by explaining how cognitive, compliance-related, and social factors influence purchase intention through consumer attitude. Practically, the findings are expected to assist halal cosmetic producers, marketers, certification bodies, and regulators in developing trustworthy halal branding, transparent certification communication, and socially engaging marketing strategies that enhance consumer confidence and purchase intention (Adham et al., 2024; Damberg et al., 2024). The rest of this article is organized as follows: Section 2 reviews relevant literature and formulates hypotheses; Section 3 explains the research methodology, sample, measurement instrument, and data analysis technique; Section 4 presents the empirical results; Section 5 discusses the findings; Section 6 concludes the study; and Section 7 presents implications, limitations, and future research directions.

2. Critical Review

2.1 Theoretical Foundation

This study is grounded in the Theory of Planned Behavior, which explains that behavioral intention is shaped by attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 1991). The theory is highly relevant in the context of halal cosmetics because consumers' purchase intention is influenced not only by product quality, brand attractiveness, price, and availability, but also by religious considerations, halal knowledge, social expectations, perceived product integrity, and trust in product compliance. In halal consumption, consumers often evaluate whether a product is religiously permissible, safe, hygienic, ethically produced, and consistent with Islamic principles before forming a purchase intention. Therefore, the Theory of Planned Behavior provides a strong theoretical basis for explaining how consumers move from awareness and evaluation to intention.

In this study, Attitude is defined as consumers' favorable evaluation of halal cosmetics. It reflects the extent to which consumers perceive halal cosmetics as beneficial, trustworthy, safe, emotionally satisfying, spiritually meaningful, and consistent with Islamic consumption values. Social Influence reflects subjective norms derived from family, peers, communities, religious reference groups, social media, and role models. These social actors may influence consumer evaluations by encouraging halal-certified product choices, validating halal consumption, and reducing perceived uncertainty in the purchase process. In addition, Halal Brand Awareness represents consumers' ability to recognize halal cosmetic brands, understand halal certification, recall halal logos, and distinguish halal from non-halal products. Prior studies indicate that halal awareness and halal brand recognition can strengthen consumer attitudes and purchase intentions toward halal products (Hasan et al., 2024; Maulani et al., 2022; Pratama et al., 2023).

Sharia Compliance Perception extends the behavioral explanation by emphasizing consumers' belief that raw materials, production processes, additives, packaging, storage, distribution, and product purity comply with Islamic principles. In halal cosmetics, this perception is especially important because cosmetic products are applied directly to the body, making issues of impurity, contamination, animal derivatives, alcohol-based ingredients, and hygiene particularly sensitive for Muslim consumers. When consumers believe that cosmetic products comply with halal and tayyib principles, they are more likely to develop trust and favorable attitudes toward the product. In accordance with this theoretical foundation, Attitude serves as a mediating mechanism that translates Halal Brand Awareness, Sharia Compliance Perception, and Social Influence into Purchase Intention toward halal cosmetics (Fiandari et al., 2024; Maulani et al., 2022; Pratama et al., 2023; Wisudanto et al., 2024).

2.2 Antecedents of Purchase Intention

Purchase Intention toward halal cosmetics is influenced by consumers' cognitive, compliance-based, and social evaluations before making a purchase decision. In the halal cosmetics market, purchase intention does not emerge only from functional product benefits, but also from perceived religious acceptability, ethical assurance, brand familiarity, social approval, and trust in halal certification. Consumers who are more familiar with halal cosmetic brands and understand halal certification are more likely to view halal products as credible and preferable. In this regard, Halal Brand Awareness can support purchase intention by helping consumers recognize halal brands, recall certification labels, identify product credibility, and differentiate halal cosmetics from non-halal alternatives. Empirical evidence from Indonesia shows that halal brand awareness positively influences purchase intention, particularly through consumer attitude (Pratama et al., 2023). Other studies also indicate that halal marketing and halal awareness reinforce intention toward halal cosmetics by increasing consumer understanding and confidence (Hasan et al., 2024).

Sharia Compliance Perception may further strengthen Purchase Intention because consumers tend to prefer cosmetics that are perceived to use halal raw materials, follow clean production processes, maintain hygienic distribution, contain permissible additives, and avoid impurity or contamination. In halal cosmetics, consumers may not be able to directly verify product ingredients or production systems; therefore, perceived compliance becomes an important psychological assurance. Previous halal cosmetics studies show that halal labels, product safety, religiosity, consumer knowledge, and perceived product integrity contribute to stronger trust, attitude, and purchase intention (Abd Rahman et al., 2015; Handriana et al., 2021; Maulani et al., 2022; Wisudanto et al., 2024). When consumers believe that a cosmetic product is genuinely compliant with Islamic principles, their uncertainty decreases and their intention to purchase increases.

Social Influence is also an important factor in shaping Purchase Intention. Family, peers, communities, word of mouth, subjective norms, religious reference groups, beauty influencers, and social media discussions can validate halal consumption and reduce perceived risk. In many halal markets, consumers do not make purchase decisions in isolation; instead, they are influenced by the expectations and recommendations of significant others. Recent studies show that word of mouth, subjective norms, social recommendations, religiosity, and attitude influence purchase intention toward halal cosmetics (Fiandari et al., 2024; Purwianti, 2022; Putri Dewanti and Ridanasti, 2024). Based on this reasoning, the following hypotheses are proposed:

- **H1:** Halal Brand Awareness has a positive effect on Purchase Intention.
- **H2:** Sharia Compliance Perception has a positive effect on Purchase Intention.
- **H3:** Social Influence has a positive effect on Purchase Intention.

2.3 Antecedents of Attitude

Consumers' attitudes toward halal cosmetics are shaped by favorable evaluations of product religiosity, safety, ethics, emotional value, symbolic meaning, and trustworthiness. A positive attitude emerges when consumers perceive halal cosmetics as consistent with their religious values, suitable for daily use, safe for the body, ethically produced, and socially acceptable. Halal Brand Awareness can strengthen positive attitudes because consumers who recognize halal brands, understand certification symbols, and remember halal labels tend to develop higher confidence in the product. Awareness also reduces confusion in the marketplace by helping consumers identify brands that align with Islamic values and halal lifestyle preferences. Studies in halal consumer behavior indicate that halal brand awareness influences consumer attitudes and purchase intentions, especially in Indonesia's halal product market (Pratama et al., 2023).

Sharia Compliance Perception also contributes to Attitude by strengthening consumer confidence in the religious and ethical acceptability of halal cosmetics. Consumers are more likely to evaluate halal cosmetics positively when they believe that products use halal ingredients, follow clean production processes, contain safe additives, maintain transparent supply chains, and avoid impurity. In this context, Sharia compliance is not merely a legal or certification issue; it also functions as a source of psychological comfort and religious assurance. Previous studies show that halal knowledge, halal labeling, religiosity, product assurance, and perceived safety can strengthen favorable attitudes toward halal cosmetics (Abd Rahman et al., 2015; Handriana et al., 2021; Maulani et al., 2022; Wisudanto et al., 2024).

Social Influence may also shape Attitude by normalizing halal cosmetics and increasing consumer acceptance. Family encouragement, peer recommendations, community norms, word of mouth, religious advice, and social media exposure can influence how consumers evaluate halal cosmetic products. When important social groups support halal cosmetics, consumers may perceive these products as more desirable, trustworthy, and appropriate. Recent research highlights that subjective norms, word of mouth, religiosity, and behavioral control are important factors shaping attitudes toward purchasing halal cosmetics (Fiandari et al., 2024; Purwianti, 2022; Putri Dewanti and Ridanasti, 2024). Therefore, the following hypotheses are proposed:

- **H4:** Halal Brand Awareness has a positive effect on Attitude.
- **H5:** Sharia Compliance Perception has a positive effect on Attitude.
- **H6:** Social Influence has a positive effect on Attitude.

2.4 Attitude and Purchase Intention

Attitude plays a central role in influencing Purchase Intention because consumers who evaluate halal cosmetics positively are more likely to transform their favorable perceptions into purchase plans. A positive attitude can be formed when halal cosmetics are perceived as certified, suitable, safe, ethical, trustworthy, emotionally satisfying, and consistent with Islamic consumption principles. According to the Theory of Planned Behavior, attitude toward a behavior is a key predictor of behavioral intention because individuals are more likely to intend to perform actions that they evaluate positively (Ajzen, 1991). In halal cosmetics, attitude reflects the consumer's internal evaluation of whether purchasing

halal cosmetics is beneficial, meaningful, acceptable, and desirable.

Empirical research consistently indicates that attitude significantly affects purchase intention and functions as a major psychological mechanism through which halal awareness, religiosity, knowledge, word of mouth, subjective norms, and perceived behavioral factors influence consumer behavior (Abd Rahman et al., 2015; Fiandari et al., 2024; Maulani et al., 2022; Pratama, 2024; Wisudanto et al., 2024). Consumers with favorable attitudes toward halal cosmetics are more likely to trust the product, accept its value proposition, and intend to purchase it. Therefore, the following hypothesis is proposed:

- **H7:** Attitude has a positive effect on Purchase Intention.

2.5 Mediating Role of Attitude

Attitude is expected to mediate the relationships between Halal Brand Awareness, Sharia Compliance Perception, Social Influence, and Purchase Intention. Conceptually, awareness, compliance perception, and social influence may not automatically result in purchase intention unless they are first internalized into a favorable product evaluation. Consumers may recognize a halal brand, perceive that it complies with Islamic principles, or receive positive recommendations from others, but these factors are more likely to generate purchase intention when they produce a positive attitude toward halal cosmetics. Therefore, Attitude functions as a psychological bridge between external and cognitive antecedents and behavioral intention.

Halal Brand Awareness may increase Purchase Intention through Attitude because consumers who are familiar with halal brands, certification logos, and halal product messages tend to develop greater trust and more favorable evaluations. This positive attitude can reduce uncertainty and increase the likelihood of purchase intention (Maulani et al., 2022; Pratama et al., 2023). Similarly, Sharia Compliance Perception may influence Purchase Intention through Attitude. When consumers believe that cosmetic products use halal raw materials, clean production processes, permissible additives, hygienic distribution, and impurity-free supply chains, they are more likely to develop trust, religious comfort, and favorable evaluations. These positive evaluations subsequently encourage stronger purchase intention (Abd Rahman et al., 2015; Handriana et al., 2021; Maulani et al., 2022; Wisudanto et al., 2024).

Social Influence may also affect Purchase Intention through Attitude because family, peers, communities, subjective norms, word of mouth, and social media exposure can shape consumers' internal evaluations of halal cosmetics. When halal cosmetics are socially supported and positively discussed, consumers may perceive them as more acceptable and desirable. Recent studies indicate that attitude mediates the effects of word of mouth, religiosity, behavioral control, and subjective norms on halal cosmetic purchase intention (Fiandari et al., 2024; Purwianti, 2022; Putri Dewanti and Ridanasti, 2024). Accordingly, the following mediation hypotheses are proposed:

- **H8:** Attitude mediates the relationship between Halal Brand Awareness and Purchase Intention.
- **H9:** Attitude mediates the relationship between Sharia Compliance Perception and Purchase Intention.
- **H10:** Attitude mediates the relationship between Social Influence and Purchase Intention.

2.6 Conceptual Framework

Figure 1 presents the conceptual framework of this study, which outlines the proposed relationships among Halal Brand Awareness, Sharia Compliance Perception, Social Influence, Attitude, and Purchase Intention in the halal cosmetics industry. Based on the Theory of Planned Behavior, the model proposes that consumer intention is shaped by cognitive evaluation, social pressure, perceived product compliance, and positive attitude toward the behavior (Ajzen, 1991). Halal Brand Awareness, Sharia Compliance Perception, and Social Influence are treated as external variables that directly affect Purchase Intention through H1, H2, and H3. At the same time, Attitude is positioned as a mediating variable that explains how recognition of halal brands, perceived adherence to Islamic principles, and social encouragement are internalized into favorable consumer evaluation, thereby increasing Purchase Intention.

Previous research supports the mediating role of Attitude in halal purchasing behavior and halal cosmetics consumption (Fiandari et al., 2024; Garg and Joshi, 2018; Pratama et al., 2023). Therefore, the framework captures both direct and indirect relationships examined in this study. The model is expected to provide a clearer explanation of how halal-related cognition, Sharia compliance perception, and social pressure jointly shape consumers' intention to purchase halal cosmetics through Attitude.

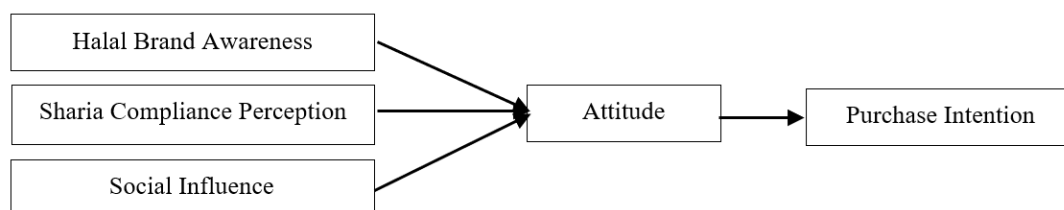


Figure 1. Conceptual Framework

3. Research Methodology

3.1 Research Design

This study employs a quantitative explanatory research design to examine the causal relationships among Halal Brand Awareness, Sharia Compliance Perception, Social Influence, Attitude, and Purchase Intention in the halal cosmetics sector. The explanatory design is appropriate because the study aims to test theory-based hypotheses and evaluate both direct and indirect relationships among latent variables. In this research,

Table 1. Final Sample Profile

Category	Sub-category	Frequency	Percentage
Age	17–25 years	150	37.50%
Age	26–35 years	180	45.00%
Age	36–45 years	70	17.50%
Education	High School	120	30.00%
Education	Bachelor's Degree	240	60.00%
Education	Master's/Doctorate	40	10.00%
Occupation	Student	100	25.00%
Occupation	Private Employee	180	45.00%
Occupation	Entrepreneur	80	20.00%
Occupation	Other	40	10.00%
Monthly Expenditure	< 3 million IDR	100	25.00%
Monthly Expenditure	3–6 million IDR	200	50.00%
Monthly Expenditure	> 6 million IDR	100	25.00%
Total		400	100.00%

Halal Brand Awareness, Sharia Compliance Perception, and Social Influence are treated as exogenous variables; Attitude is the mediating variable; and Purchase Intention is the endogenous outcome variable.

A cross-sectional survey method was used because data were collected from respondents at a single point in time to capture their current perceptions, evaluations, and behavioral intentions toward halal cosmetics. This approach is suitable for consumer behavior studies that require structured measurement of attitudes, beliefs, social influence, and purchase intention. The quantitative approach also enables the use of Structural Equation Modeling–Partial Least Squares, which is appropriate for prediction-oriented models involving mediation effects and complex interrelationships among constructs (Hair and Alamer, 2022; Sekaran and Bougie, 2016b,a). Therefore, this research design provides a systematic basis for evaluating the proposed model within the halal cosmetics industry.

3.2 Population, Sample, and Data Collection

The population of this study consists of halal cosmetics consumers in Indonesia, particularly consumers located in major urban areas such as Jabodetabek, Surabaya, Bandung, Medan, and Makassar. These cities were selected because they represent important consumer markets with high exposure to halal cosmetic brands, digital marketing, modern retail channels, and halal certification information. The target respondents were cosmetics users aged 17–45 years who were aware of halal certification and had experience evaluating or purchasing cosmetic products.

Respondents were selected using purposive sampling based on their relevance to the research context. The inclusion criteria required respondents to be active cosmetics users, to recognize the concept of halal certification, and to be aged 17–45 years. Data were collected using a structured questionnaire distributed through online and offline channels. The questionnaire measured consumer perceptions of Halal brand awareness, perceptions of Sharia compliance, social influence, attitude, and purchase intention. A five-point Likert scale was used, ranging from 1 = strongly disagree to 5 = strongly agree. The final sample consisted of 400 respondents, which is considered adequate for SEM-PLS analysis because it exceeds the minimum recommendation for models involving multiple latent variables, reflective indicators, and mediation effects (Cohen, 1992a,b; Hair and Alamer, 2022; Sekaran and Bougie, 2016b). The final sample profile is presented in Table 1.

3.3 Measurement Instrument

The measurement instrument was developed using multiple indicators adapted from previous studies on halal consumer behavior, halal cosmetics, halal branding, and purchase intention. The study consists of five latent variables: Halal Brand Awareness (HBA), Sharia Compliance Perception (SCP), Social Influence (SI), Attitude (ATT), and Purchase Intention (PI). Halal Brand Awareness, Sharia Compliance Perception, and Social Influence were treated as independent variables. Attitude was positioned as the mediating variable, while Purchase Intention was treated as the dependent variable.

Halal Brand Awareness was assessed through indicators related to halal brand recognition, knowledge of halal certification, ability to recall the halal logo, understanding of halal criteria, and ability to distinguish between halal and non-halal brands. These indicators reflect consumers' cognitive familiarity with halal cosmetic brands and certification cues (Pratama et al., 2023). Sharia Compliance Perception was measured using indicators related to belief in halal raw materials, perception of clean production processes, trust in the halal supply chain, perception of halal additives, and belief in the absence of impurities. These indicators are relevant because halal cosmetics require consumer confidence in ingredients, manufacturing, distribution, and product purity (Abd Rahman et al., 2015; Ab Rashid, 2016; Ab Rashid and Bojei, 2020; Handriana et al., 2021).

Social Influence was measured through family influence, peer influence, community subjective norms, social pressure for halal products, and role modeling of halal consumption. These indicators represent the social and normative pressures that may shape consumer evaluations and purchase intention (Fiandari et al., 2024; Maulani et al., 2022). Purchase Intention was measured through willingness to purchase halal products, priority for halal-certified products, regular purchase plans, halal brand preference, and willingness to pay a premium. These indicators reflect consumers' intention to choose and purchase halal cosmetics in future buying situations (Maulani et al., 2022; Pratama et al., 2023). Attitude was assessed through positive evaluation of halal products, belief in spiritual benefits, emotional satisfaction from halal consumption, and attitude toward halal labels. These indicators capture consumers' favorable evaluation of halal cosmetics as religiously meaningful, emotionally satisfying, and trustworthy (Abd Rahman et al., 2015; Fiandari et al., 2024; Maulani et al., 2022; Pratama et al., 2023). The complete research instrument is presented in Table 2.

3.4 Data Analysis Technique

The data were analyzed using Structural Equation Modeling–Partial Least Squares because this method is suitable for prediction-focused studies, mediation testing, and models with multiple latent variables and reflective indicators. SEM-PLS is appropriate for examining complex relationships among Halal Brand Awareness, Sharia Compliance Perception, Social Influence, Attitude, and Purchase Intention. It is also suitable

Table 2. Professional Instrument

Variable	Code	Indicator	Source
Halal Brand Awareness (HBA)	HBA1	Halal brand recognition	(Pratama et al., 2023)
	HBA2	Knowledge of halal certification	(Pratama et al., 2023)
	HBA3	Ability to recall the halal logo	(Pratama et al., 2023)
	HBA4	Understanding of halal criteria	(Ambali and Bakar, 2014; Pratama et al., 2023)
	HBA5	Differentiation between halal and non-halal brands	(Hasan et al., 2024; Pratama et al., 2023)
Sharia Compliance Perception (SCP)	SCP1	Belief in halal raw materials	(Abd Rahman et al., 2015; Handriana et al., 2021)
	SCP2	Perception of a clean production process	(Ab Rashid, 2016; Ab Rashid and Bojei, 2020)
	SCP3	Trust in the halal supply chain	(Ab Rashid and Bojei, 2020)
	SCP4	Perception of halal additives	(Abd Rahman et al., 2015; Handriana et al., 2021)
	SCP5	Belief in the absence of impurities	(Abd Rahman et al., 2015; Wisudanto et al., 2024)
Social Influence (SI)	SI1	Family influence	(Fiandari et al., 2024; Maulani et al., 2022)
	SI2	Peer influence	(Fiandari et al., 2024)
	SI3	Community subjective norms	(Putri Dewanti and Ridanasti, 2024)
	SI4	Social pressure for halal products	(Fiandari et al., 2024; Purwianti, 2022)
	SI5	Role modeling of halal consumption	(Maulani et al., 2022; Putri Dewanti and Ridanasti, 2024)
Purchase Intention (PI)	PI1	Willingness to purchase halal products	(Maulani et al., 2022; Pratama et al., 2023)
	PI2	Priority for halal-certified products	(Maulani et al., 2022; Pratama et al., 2023)
	PI3	Regular purchase plan	(Fiandari et al., 2024; Maulani et al., 2022)
	PI4	Halal brand preference	(Pratama et al., 2023; Wisudanto et al., 2024)
	PI5	Willingness to pay a premium	(Maulani et al., 2022; Wisudanto et al., 2024)
Attitude (ATT)	ATT1	Positive evaluation of halal products	(Abd Rahman et al., 2015; Pratama et al., 2023)
	ATT2	Belief in spiritual benefits	(Abd Rahman et al., 2015; Maulani et al., 2022)
	ATT3	Emotional satisfaction from halal consumption	(Fiandari et al., 2024; Maulani et al., 2022)
	ATT4	Attitude toward halal label	(Fiandari et al., 2024; Pratama et al., 2023)

for evaluating both direct and indirect effects in consumer behavior research (Hair and Alamer, 2022).

The analysis began with data screening, including checks for missing data, outliers, response consistency, and descriptive statistics. The measurement model was then evaluated using indicator reliability, internal consistency reliability, convergent validity, discriminant validity, and collinearity diagnostics. Indicator reliability was assessed through outer loading values. Internal consistency reliability was evaluated using Cronbach's alpha and composite reliability. Convergent validity was examined using average variance extracted, while discriminant validity was assessed using the heterotrait–monotrait ratio. Collinearity was evaluated using variance inflation factor values.

After the measurement model met the required criteria, the structural model was assessed through path coefficients, coefficient of determination, predictive relevance, effect size, and bootstrapping. A bootstrapping procedure was used to test the significance of direct and indirect hypotheses. Mediation analysis examined the specific indirect effects of Halal Brand Awareness, Sharia Compliance Perception, and Social Influence on Purchase Intention through Attitude. In addition, full collinearity and variance inflation factor analyses were used to identify potential common-method bias and multicollinearity problems (Hair and Alamer, 2022; Kock, 2015). This analytical procedure enables the study to evaluate the explanatory and predictive power of the proposed halal cosmetics purchase intention model.

4. Results and Discussion

4.1 Descriptive Statistics

As shown in Table 3, the descriptive statistics indicate that all constructs have mean values between 2.863 and 2.926, indicating moderate perceptions across the halal cosmetics purchase intention model. Halal Brand Awareness reports the highest mean score ($M = 2.926$, $SD = 1.002$), suggesting that respondents show relatively stronger awareness of halal cosmetic brands than of other constructs. Social Influence also records a moderate score ($M = 2.906$, $SD = 1.023$), indicating that family, peers, community norms, and role models provide relevant social input in halal cosmetic consumption. Purchase Intention shows a mean value of 2.892 ($SD = 1.022$), reflecting a moderate tendency to purchase halal-certified cosmetic products. Meanwhile, Sharia Compliance Perception ($M = 2.864$, $SD = 0.987$) and Attitude ($M = 2.863$, $SD = 0.997$) show comparable results, suggesting that perceived compliance and favorable evaluations are present but not yet dominant. Overall, Table 3 confirms adequate data dispersion, as the standard deviations are close to 1.000 and the observed values cover the full response range from 1 to 5.

4.2 Measurement Model Assessment

The measurement model assessment aimed to verify that the constructs in this study satisfied the criteria for indicator reliability, internal consistency reliability, convergent validity, discriminant validity, and collinearity. The results are summarized in three main tables. Table 4 shows

Table 3. Descriptive Statistics of Research Variables

Construct	Code	N	Mean	SD	Min.	Max.
Halal Brand Awareness	HBA	400	2.926	1.002	1.000	5.000
Sharia Compliance Perception	SCP	400	2.864	0.987	1.000	5.000
Social Influence	SI	400	2.906	1.023	1.000	5.000
Attitude	ATT	400	2.863	0.997	1.000	5.000
Purchase Intention	PI	400	2.892	1.022	1.000	5.000

Note. HBA = Halal Brand Awareness; SCP = Sharia Compliance Perception; SI = Social Influence; ATT = Attitude; PI = Purchase Intention; scale = 1–5 Likert.

Table 4. Indicator Reliability and Collinearity Assessment

Construct	Indicator	Outer Loading	VIF	Decision
Attitude	ATT1	0.844	1.987	Accepted
	ATT2	0.848	2.084	Accepted
	ATT3	0.845	2.063	Accepted
	ATT4	0.839	2.069	Accepted
Halal Brand Awareness	HBA1	0.816	1.995	Accepted
	HBA2	0.824	2.109	Accepted
	HBA3	0.838	2.181	Accepted
	HBA4	0.824	2.075	Accepted
	HBA5	0.812	1.947	Accepted
Purchase Intention	PI1	0.853	2.354	Accepted
	PI2	0.818	2.073	Accepted
	PI3	0.857	2.459	Accepted
	PI4	0.819	2.104	Accepted
	PI5	0.852	2.329	Accepted
Sharia Compliance Perception	SCP1	0.820	2.063	Accepted
	SCP2	0.791	1.917	Accepted
	SCP3	0.823	2.025	Accepted
	SCP4	0.822	2.044	Accepted
	SCP5	0.821	1.928	Accepted
Social Influence	SI1	0.836	2.164	Accepted
	SI2	0.836	2.139	Accepted
	SI3	0.840	2.245	Accepted
	SI4	0.814	2.074	Accepted
	SI5	0.842	2.213	Accepted

Table 5. Construct Reliability and Convergent Validity

Construct	Code	Alpha	rho_A	CR	AVE
Attitude	ATT	0.865	0.866	0.908	0.712
Halal Brand Awareness	HBA	0.881	0.881	0.913	0.677
Purchase Intention	PI	0.896	0.897	0.923	0.706
Sharia Compliance Perception	SCP	0.874	0.879	0.909	0.665
Social Influence	SI	0.890	0.892	0.919	0.695

indicator reliability and collinearity assessment based on outer loadings and VIF values. Table 5 presents construct reliability and convergent validity using Cronbach’s alpha, rho_A, composite reliability, and average variance extracted. Table 6 evaluates discriminant validity using the Fornell–Larcker criterion and HTMT summary.

Table 4 shows that all indicators have outer loading values above 0.700, ranging from 0.791 to 0.857. These results confirm that each indicator effectively represents its corresponding latent construct. The highest loading is observed for PI3 (0.857), while SCP2 has the lowest loading value (0.791), both remaining above the recommended threshold. VIF values range from 1.917 to 2.459, indicating no collinearity issues because all values are below the conservative threshold of 3.300. Therefore, all measurement indicators were retained for further analysis.

As shown in Table 5, all constructs meet the criteria for internal consistency reliability and convergent validity. Cronbach’s alpha scores range from 0.865 to 0.896, while rho_A scores range from 0.866 to 0.897, demonstrating stable internal consistency. Composite reliability values range from 0.908 to 0.923, exceeding the recommended threshold of 0.700 and confirming that the indicators consistently measure their respective constructs. The AVE values range from 0.665 to 0.712, which are above the threshold of 0.500. This indicates that each construct explains more than half of the variance in its indicators. Overall, Table 5 confirms that the measurement model has adequate reliability and convergent validity.

Table 6 demonstrates that discriminant validity is established using the Fornell–Larcker criterion and HTMT ratio. The square root of AVE for each construct, shown on the diagonal, exceeds its correlations with other constructs. For example, ATT has a diagonal value of 0.844, which is higher than its correlations with HBA (0.428), PI (0.523), SCP (0.522), and SI (0.395). Similarly, the diagonal values for HBA (0.823), PI (0.840), SCP (0.816), and SI (0.834) are higher than their inter-construct correlations. The HTMT values range from 0.346 to 0.595, which are below the recommended threshold of 0.850. Therefore, the constructs are empirically distinct, confirming discriminant validity.

4.3 Structural Model Assessment

The structural model assessment was conducted to evaluate the model’s explanatory power, predictive relevance, effect size, and direct relationships among constructs. Figure 2 displays the standardized path coefficients among Halal Brand Awareness, Sharia Compliance

Table 6. Discriminant Validity Assessment

Construct	ATT	HBA	PI	SCP	SI	HTMT Summary
ATT	0.844					HTMT < 0.850
HBA	0.428	0.823				HTMT range: 0.346–0.595
PI	0.523	0.459	0.840			Discriminant validity accepted
SCP	0.522	0.386	0.490	0.816		
SI	0.395	0.366	0.421	0.402	0.834	

Note. Diagonal values represent the square root of AVE. Off-diagonal values represent inter-construct correlations.

Table 7. Coefficient of Determination and Predictive Relevance

Endogenous Construct	R ²	Adjusted R ²	Q ² Redundancy	Q ² Communality
Attitude	0.369	0.364	0.257	0.509
Purchase Intention	0.353	0.346	0.245	0.552

Perception, Social Influence, Attitude, and Purchase Intention. Table 7 provides the coefficient of determination and predictive relevance for the endogenous constructs, while Table 8 presents the direct effect hypothesis testing results, including path coefficients, standard deviations, t-statistics, p-values, and confidence intervals.

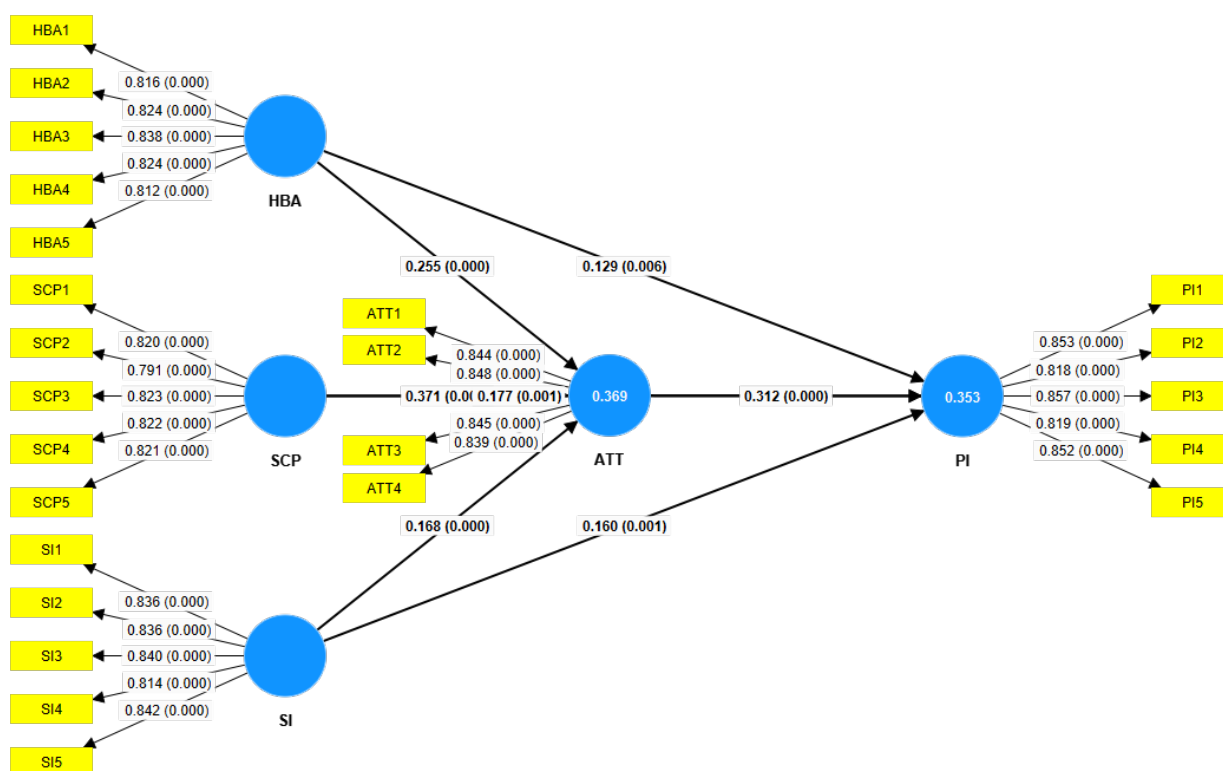


Figure 2. Structural Model Results

As depicted in Figure 2, all structural paths are positive. Sharia Compliance Perception exerts the strongest direct influence on Attitude ($\beta = 0.371$), followed by Halal Brand Awareness ($\beta = 0.255$) and Social Influence ($\beta = 0.168$). In turn, Attitude positively affects Purchase Intention ($\beta = 0.312$). Regarding the direct predictors of Purchase Intention, Sharia Compliance Perception has the strongest direct effect ($\beta = 0.177$), followed by Social Influence ($\beta = 0.160$) and Halal Brand Awareness ($\beta = 0.129$). These findings suggest that both the direct antecedent effects and the attitudinal pathway contribute to shaping consumers’ purchase intention toward halal cosmetics.

As presented in Table 7, the model explains 36.9% of the variance in Attitude and 35.3% of the variance in Purchase Intention. These R-square values indicate a moderate level of explanatory power for consumer attitude and purchase intention in the halal cosmetics market. The adjusted R-square values are slightly lower, with 0.364 for Attitude and 0.346 for Purchase Intention, suggesting that the model remains stable after accounting for the number of predictors. The Q-square redundancy values for Attitude (0.257) and Purchase Intention (0.245) are both positive, confirming the model’s predictive relevance.

Table 8 shows that all direct hypotheses are statistically supported. Halal Brand Awareness positively influences Purchase Intention ($\beta = 0.129$, $t = 2.723$, $p = 0.006$), supporting H1. Sharia Compliance Perception also positively affects Purchase Intention ($\beta = 0.177$, $t = 3.421$, $p = 0.001$), supporting H2. Social Influence has a positive effect on Purchase Intention ($\beta = 0.160$, $t = 3.328$, $p = 0.001$), supporting H3. Regarding the antecedents of Attitude, Halal Brand Awareness enhances Attitude ($\beta = 0.255$, $t = 6.365$, $p < 0.001$), supporting H4. Sharia Compliance Perception has the strongest effect on Attitude ($\beta = 0.371$, $t = 8.921$, $p < 0.001$), supporting H5. Social Influence also positively affects Attitude ($\beta = 0.168$, $t = 3.838$, $p < 0.001$), supporting H6. Finally, Attitude significantly influences Purchase Intention ($\beta = 0.312$, $t = 6.333$, $p < 0.001$), supporting H7. These results confirm that all direct paths in the model are positive and statistically significant.

Table 8. Direct Effect Hypothesis Testing

Path	β	STDEV	t-stat.	p-value	95% CI
HBA → PI	0.129	0.047	2.723	0.006	0.036–0.222
SCP → PI	0.177	0.052	3.421	0.001	0.078–0.278
SI → PI	0.160	0.048	3.328	0.001	0.064–0.252
HBA → ATT	0.255	0.040	6.365	0.000	0.177–0.334
SCP → ATT	0.371	0.042	8.921	0.000	0.289–0.450
SI → ATT	0.168	0.044	3.838	0.000	0.084–0.256
ATT → PI	0.312	0.049	6.333	0.000	0.213–0.404

Table 9. Specific Indirect Effect Results

Indirect Path	β	STDEV	t-stat.	p-value	95% CI
HBA → ATT → PI	0.079	0.018	4.460	0.000	0.047–0.116
SCP → ATT → PI	0.115	0.022	5.246	0.000	0.075–0.160
SI → ATT → PI	0.052	0.016	3.231	0.001	0.024–0.087

Table 10. Total Effect Results

Path	Direct	Indirect	Total Effect	STDEV	t-stat.	95% CI
HBA → PI	0.129	0.079	0.209	0.048	4.391	0.115–0.301
SCP → PI	0.177	0.115	0.293	0.048	6.161	0.200–0.387
SI → PI	0.160	0.052	0.212	0.049	4.360	0.117–0.308
ATT → PI	0.312	–	0.312	0.049	6.333	0.213–0.404
HBA → ATT	0.255	–	0.255	0.040	6.365	0.177–0.334
SCP → ATT	0.371	–	0.371	0.042	8.921	0.289–0.450
SI → ATT	0.168	–	0.168	0.044	3.838	0.084–0.256

Note. All total effects are significant at $p < 0.001$.

4.4 Mediation Analysis

The mediation analysis examined whether Attitude mediates the relationships among Halal Brand Awareness, Sharia Compliance Perception, Social Influence, and Purchase Intention. The assessment was based on bootstrapping results for specific indirect effects and total effects. Table 9 presents the specific indirect effect results, while Table 10 reports the total effects after combining direct and indirect relationships. The mediation results show that all indirect paths are positive and statistically significant, indicating that Attitude serves as an important psychological mechanism in explaining halal cosmetics purchase intention.

As shown in Table 9, Attitude significantly mediates all proposed indirect relationships. The indirect effect of Halal Brand Awareness on Purchase Intention through Attitude is positive and significant ($\beta = 0.079, t = 4.460, p < 0.001$), supporting H8. This indicates that consumers' awareness of halal cosmetic brands can strengthen purchase intention when it first develops into a favorable attitude. The indirect effect of Sharia Compliance Perception on Purchase Intention through Attitude is also positive and significant ($\beta = 0.115, t = 5.246, p < 0.001$), supporting H9. This is the strongest indirect effect, suggesting that perceived compliance with halal raw materials, clean production, permissible additives, and impurity-free processes plays an important role in shaping attitude and purchase intention. Social Influence also has a significant indirect effect on Purchase Intention through Attitude ($\beta = 0.052, t = 3.231, p = 0.001$), supporting H10. Thus, family influence, peer opinion, community norms, and role modeling can enhance purchase intention when consumers internalize these social inputs into a positive attitude toward halal cosmetics.

As reported in Table 10, all total effects are positive and statistically significant. Sharia Compliance Perception has the strongest total effect on Purchase Intention ($\beta = 0.293, t = 6.161, p < 0.001$), followed by Social Influence ($\beta = 0.212, t = 4.360, p < 0.001$) and Halal Brand Awareness ($\beta = 0.209, t = 4.391, p < 0.001$). These findings indicate that consumers' perception of Sharia compliance provides the strongest overall contribution to halal cosmetics purchase intention. Since the direct effects of HBA, SCP, and SI on Purchase Intention remain significant while the indirect effects through Attitude are also significant, the mediation pattern indicates partial mediation. Therefore, Table 10 confirms that Attitude does not replace the direct effects of Halal Brand Awareness, Sharia Compliance Perception, and Social Influence, but strengthens their overall impact on Purchase Intention.

4.5 Discussion

The results indicate that consumers' intention to purchase halal cosmetics is shaped by cognitive awareness, perceived religious compliance, social influence, and favorable attitude. The findings emphasize that higher Halal Brand Awareness is associated with stronger Purchase Intention, highlighting the importance of consumer education and halal brand communication. Consumers who can identify halal cosmetic brands, understand halal certification, recognize halal logos, and distinguish halal from non-halal cosmetics tend to have stronger purchase intentions. This implies that Halal Brand Awareness functions not only as a branding strategy but also as a trust-building mechanism for products associated with religious considerations. The findings are consistent with previous research showing that halal brand awareness significantly influences purchase intention in Indonesia (Pratama et al., 2023). They also support the view that halal awareness and halal marketing play an important role in encouraging consumer adoption of halal cosmetics (Hasan et al., 2024).

Sharia Compliance Perception is shown to be the most influential factor in the model, indicating that consumers place substantial importance on whether cosmetic products comply with Islamic principles. In halal cosmetics, compliance is not limited to the presence of a halal label. It also includes trust in halal raw materials, hygienic production processes, permissible additives, clean distribution systems, transparent supply chains, and the absence of impurities. This finding supports earlier studies showing that halal knowledge, religiosity, product assurance, certification, and consumer trust strengthen purchase intention toward halal cosmetic products (Abd Rahman et al., 2015; Handriana et al., 2021; Wisudanto et al., 2024). The results suggest that consumers evaluate halal cosmetics from both religious and quality perspectives. Therefore, perceived Sharia compliance becomes a central factor in reducing uncertainty, strengthening trust, and building consumer confidence.



Social Influence also enhances Purchase Intention, confirming the continuing importance of family, peers, community norms, word of mouth, and role models in halal cosmetics consumption. This finding supports the Theory of Planned Behavior, which explains that subjective norms can influence behavioral intention when individuals consider the expectations of important social groups (Ajzen, 1991). In collective and religious consumer contexts, social approval may reinforce the perception that halal consumption is acceptable, desirable, and consistent with shared values. This result is consistent with previous findings showing that word of mouth, religiosity, subjective norms, and social factors significantly influence purchase intention toward halal cosmetics (Fiandari et al., 2024; Purwianti, 2022). Thus, social influence remains an important behavioral driver in markets where consumption choices are closely connected to religious identity and community expectations.

The results also confirm that Attitude plays a central role in explaining purchase intention. Consumers are more likely to intend to purchase halal cosmetics when they evaluate these products as safe, ethical, trustworthy, spiritually meaningful, emotionally satisfying, and consistent with Islamic consumption principles. This finding supports the Theory of Planned Behavior, which positions attitude as one of the main predictors of behavioral intention (Ajzen, 1991). In the context of halal cosmetics, a favorable attitude goes beyond mere product preference. It represents consumers' positive evaluation of halal cosmetics as products that combine religious acceptability, safety, hygiene, and ethical value.

Furthermore, the mediation results highlight the important role of Attitude in shaping the relationships among Halal Brand Awareness, Sharia compliance perception, social influence, and purchase intention. These findings indicate that external and cognitive factors do not only operate through direct effects. They become more effective when internalized into favorable consumer evaluations. Halal brand awareness strengthens purchase intention when consumers develop positive attitudes toward halal brands. Sharia Compliance Perception increases purchase intention more strongly when consumers evaluate halal cosmetics as trustworthy and religiously acceptable. Social Influence also becomes more meaningful when social recommendations, family expectations, and community norms are transformed into favorable attitudes toward halal cosmetics. This finding is consistent with previous studies emphasizing the mediating role of attitude in halal purchase behavior (Maulani et al., 2022; Pratama et al., 2023).

Overall, this study extends the halal marketing literature by integrating Halal Brand Awareness, Sharia Compliance Perception, and Social Influence into a unified mediation model. The findings suggest that halal cosmetics firms should not rely solely on certification visibility. They should also communicate ingredient transparency, Sharia-compliant production, product safety, ethical assurance, and socially resonant halal values. For regulators and certification bodies, strengthening public understanding of halal assurance can improve consumer confidence and support the growth of the halal cosmetics market. In practice, halal cosmetic producers need to combine credible certification, transparent information, consumer education, and socially engaging communication strategies to strengthen favorable attitude and increase purchase intention.

5. Conclusion

This study examined how Halal Brand Awareness, Sharia Compliance Perception, and Social Influence affect Purchase Intention, with Attitude positioned as a mediating variable in the halal cosmetics industry. The results show that all three antecedent variables have positive effects on consumers' intention to purchase halal cosmetics. Halal Brand Awareness enhances Purchase Intention by helping consumers recognize halal brands, understand certification, recall halal logos, and distinguish halal cosmetics from non-halal products. Sharia Compliance Perception demonstrates the strongest overall influence, reflecting the importance consumers place on halal raw materials, clean production processes, permissible additives, supply chain integrity, and the absence of impurities. Social Influence from family, peers, communities, and role models also significantly encourages consumers to consider halal-certified cosmetic products.

The findings further confirm that Attitude plays a central role in halal cosmetics purchasing behavior. A favorable Attitude significantly increases Purchase Intention and mediates the relationships between Halal Brand Awareness, Sharia Compliance Perception, Social Influence, and Purchase Intention. This indicates that halal-related understanding, perceived religious compliance, and social encouragement become more influential when they are internalized into positive consumer evaluations. Therefore, Attitude functions as a psychological mechanism that transforms halal knowledge, perceived Sharia adherence, and social influence into a stronger intention to purchase halal cosmetics.

Theoretically, this study extends the Theory of Planned Behavior by incorporating halal-specific factors into a mediation model. The results indicate that purchase intention toward halal cosmetics is shaped not only by Attitude and social norms, but also by consumers' awareness of halal brands and their perception of Sharia compliance. In this sense, the study contributes to halal marketing and consumer behavior literature by showing that cognitive, religious-compliance, and social factors jointly influence purchase intention through a favorable consumer attitude.

Practically, halal cosmetic producers are encouraged to strengthen halal brand communication, improve transparency regarding ingredients and manufacturing processes, and build consumer trust through credible halal certification. Marketers should also leverage Social Influence through family-oriented campaigns, peer recommendations, community engagement, religiously sensitive communication, and ethical digital marketing. Certification bodies and regulators should continue improving public education about halal assurance so that consumers can better understand the meaning of halal certification, Sharia compliance, and product integrity.

This study has several limitations. Data were collected from halal cosmetics consumers in selected urban areas of Indonesia, which may limit the generalisability of the findings to consumers in rural areas or other national contexts. Future research could expand the sample to broader regions or conduct cross-country comparisons to examine differences in halal cosmetics consumption across cultural and regulatory environments. In addition, this study employed a cross-sectional design, capturing consumer perceptions at a single point in time. Future studies may use longitudinal or mixed-method approaches to explore changes in halal cosmetics purchasing behavior over time. Further research could also incorporate additional variables such as religiosity, halal trust, brand image, perceived value, digital influence, consumer loyalty, or halal lifestyle orientation to provide a more comprehensive understanding of halal cosmetics consumption.

Ethical Statement

This study was conducted in accordance with ethical research principles. Participation was voluntary, and respondents were informed about the purpose of the study before completing the questionnaire. The authors ensured that all responses were treated confidentially and used only for academic research purposes.

Informed Consent Statement

Informed consent was obtained from all respondents prior to their participation in this study. Respondents were informed that their participation was voluntary, their identities would remain confidential, and the collected data would be used solely for academic research purposes.



Author Contributions

Dian Nur Mastuti contributed to the conceptualization, research design, methodology, data interpretation, and manuscript preparation. Andri Octaviani contributed to the literature review, instrument development, data organization, analysis support, and manuscript editing. All authors reviewed and approved the final version of the manuscript.

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Data Availability Statement

The data supporting the findings of this study are available from the corresponding author upon reasonable request. The data are not publicly available due to privacy and ethical considerations related to respondent information.

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Conflict of Interest

The authors declare that there is no conflict of interest regarding the publication of this article. The research was conducted independently, and no personal, financial, or institutional interests influenced the study design, data analysis, interpretation, or manuscript preparation.

Declaration of Generative AI and AI-Assisted Technologies

The authors used artificial intelligence-based tools only for language refinement, grammar checking, formatting assistance, and improving the clarity of manuscript presentation. The authors reviewed, verified, and approved all content generated or assisted by such tools. No artificial intelligence tool was used to replace the authors' intellectual contribution, data analysis responsibility, interpretation of findings, or final academic judgment.

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