



Halal awareness as a moderator between halal certification and consumer intention to buy skincare through e-commerce

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ABSTRACT

Background: The global halal industry continues to grow, including in sectors such as cosmetics and skincare. This growth is supported by increasing consumer demand for halal products, particularly in Indonesia, which has one of the largest Muslim populations. Ongoing research seeks to understand the factors that influence the intention to purchase halal products. This study aims to examine the effect of halal certification on the intention to purchase halal skincare products, while also investigating the moderating role of halal awareness. **Methods:** This experimental study involved 310 Muslim female respondents aged 18-25 years. The participants were randomly assigned to either an experimental group, which received a product catalog with halal certification logos, or a control group, which received a catalog without halal certification logos. Following the manipulation, the respondents' intention to purchase and halal awareness were measured. **Findings:** The results revealed that the intention to purchase was higher in the experimental group compared to the control group, indicating that halal certification positively affects the intention to purchase. However, halal awareness did not moderate this relationship; instead, it had a direct effect on the intention to purchase halal skincare products. **Conclusion:** Halal certification significantly influences the intention to purchase halal skincare, while halal awareness directly impacts purchasing intention, but not as a moderator. These findings highlight the importance of halal certification in consumer purchasing behavior. **Novelty/Originality of This Study:** This study contributes to the literature by demonstrating the direct effect of halal awareness on purchasing intention and by providing empirical evidence on the importance of halal certification in the skincare industry, particularly among young Muslim consumers.

KEYWORDS: halal certification; halal awareness; purchase intention; skincare.

1. Introduction

The global halal industry is estimated to be worth approximately USD 2.3 trillion annually, which is currently one of the fastest growing markets (Azam & Abdullah, 2020). Indonesia is one of the countries with great potential for the development of the halal industry. The size of this potential can be estimated by looking at Indonesia's population of 87.2% Muslims out of a total population of 268 million, or equivalent to 13% of all Muslims in the world (Nusran et al., 2021). This has become a concern for the Indonesian government, as can be seen from the establishment of the vision of "Indonesia as the World's Leading Halal Producer" and efforts to accelerate the development of the national halal industry (Kemenko Bidang Perekonomian RI, 2022). The halal market has expanded its

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scope, not only limited to the food industry but also includes the cosmetics, medicine, toiletries, and medical equipment industries, as well as elements of the service sector including expedition, marketing, printing and electronics, branding, packaging, finance, and so on (Azam & Abdullah, 2020). Local and international cosmetics manufacturers target Muslim consumers with a strategy to produce halal cosmetics to capitalize on the huge market potential for halal cosmetic goods (Wahyuningsih, 2018). The cosmetics industry includes various items such as skin care, hair care, makeup, fragrances, toiletries, deodorants, and oral cosmetics (Denton, 2019).

The development of the halal industry in Indonesia is partly due to the development of e-commerce in the Indonesian digital market, which makes it easier for the halal industry to contact clients both locally and abroad (Lesmana, 2023). Even consumers can also more easily access halal goods because e-commerce such as Shopee, Tokopedia, and Bukalapak, provide special halal categories (Lesmana, 2023).

In the first quarter of 2023, Shopee became the most visited e-commerce site with an average of 157.9 million visits per month (Ahdiat, 2023). Based on the Indonesia FMCG E-commerce Report (Kompas, 2022), the ranking is still the same as the data in the previous year, where Shopee is the top e-commerce that is favored by consumers in Indonesia, with the top product category that is widely purchased is beauty and care, one of which is facial care or skincare. One of the reasons for the increasing sales of skincare and beauty products in Indonesia is due to the public's need for these products in everyday life, especially for women, who are the main target market for the cosmetics industry (Amballia & Saputri, 2021). In using skincare products, of course, consumers have expectations of the results of the products they use. Based on the ZAP Index national survey (2023), 76.4% of Indonesian women want the brightening benefits of the skincare products they use. In addition, the safety of products contained in skincare is the main factor they consider in choosing a skincare product, for example products that have been guaranteed safety by the Food and Drug Administration (BPOM) or other authorized bodies. Especially for Muslim consumers, ensuring the halalness of the product is also important and even mandatory. It is common for Indonesian Muslims to be selective in checking whether a product has a halal label or not before consuming a product (Widyaningrum, 2019).

The ease of shopping offered by e-commerce ultimately increases consumer motivation to shop online (Humairoh & Hartono, 2022). In addition, several other studies have tried to find out what drives consumer buying intentions. According to Shahid (2017), the existence of triggers, which means everything that stimulates consumers to buy products from certain brands, can affect consumer buying intentions. For example, some special packaging or certain attributes of the product that attract customers to buy the product (Shahid, 2017). Triggering factors in the form of attributes on the product, one of which is the logo. In addition, there are outcome expectations where consumers expect an outcome from certain products or services they want to buy (Shahid, 2017). Furthermore, personal associations also include customer emotional associations. For example, in the context of Muslim consumers, awareness of the halalness of a product is one of the things that affects purchase intention (Handriana et al., 2020).

Certainty that a product is halal is crucial for consumers, especially those who are Muslim (Astuti, 2020). To protect Muslim consumers around the world and in response to globalization issues, halal product certification and labeling have received considerable attention in the international trading system (Astuti, 2020). In Indonesia, the government has regulated halal products. Referring to the Indonesian Ulema Council Fatwa No. 26 of 2013 related to the Halal Standards of Cosmetic Products and Their Use, ingredients that are prohibited in the cosmetics industry include unclean or haram ingredients, for example, ingredients made from genetically modified microbes that use animals that are considered haram such as pigs, human genes are also prohibited, ingredients (basic ingredients, additives, and active ingredients) that are extracted from halal animals, for example the fat, but the method of slaughter is unknown, ingredients derived from microbial products that are not known whether the microbial growth medium is from haram animals, must be avoided until there is clarity about the halalness and purity of the ingredients (Indonesian

Ulema Council, 2013). According to Hashim & Hashim (2013), what includes halalness in cosmetics and personal care products is not only limited to the ingredients contained, but also safety issues, and the production process. To ensure that the product has passed the halal standard test, it is necessary to carry out halal certification, which is an opinion or written answer from an authorized official body, especially in Indonesia, namely by the Indonesian Ulema Council, which states the halalness of a product in accordance with Islamic law through the inclusion of a halal label on product packaging (LPPOM-MUI, 2017).

Consumers have the right to choose products according to their wishes. Selective behavior in buying is explained in Schiffman & Wisenblit's (2019) book related to perceptual selectivity where consumers' perceptions of something and are triggered by a stimulus that can activate their selective behavior when choosing a product. The stimulus in question is something that affects consumers' perceptions of the product and arouses attention, for example the product itself, logo attributes on the product, packaging design, brand name, and product advertisements (Schiffman & Wisenblit, 2019). When choosing a product, consumers perform selective attention where consumers' high awareness of stimuli that meet their needs or interests and minimal awareness of stimuli that are irrelevant to their needs (Schiffman & Wisenblit, 2019). In the context of shopping for halal products, halal certification or usually embedded in products in the form of a halal logo can be a stimulus or trigger for consumers who want to buy halal products. One of the reasons for being selective in choosing halal products is the level of halal awareness that consumers have (Herlina et al., 2020). Halal awareness is a Muslim's knowledge about the meaning of halal, the halal process, and considers it important to use halal products for himself (Sara et al., 2022). If the halalness of the product used has been guaranteed by halal certification, then consumers who are aware of the halalness will be confident in using the product Al Mustaqim & Mulyana (2023).

Based on research by Firmansyah and his colleagues (2023), it shows that halal certification significantly has a positive effect on consumer buying intentions. The same thing is also found in Hussain's research (2022) which states that halal certification can increase the purchase intention of Muslim consumers. In addition, his research also found that halal awareness is a strong variable in influencing the intention of Muslim consumers to buy halal skincare products (Hussain, 2022). The results of this study are supported by research from Septiani & Ridlwan (2020) which states that each variable of halal certification and halal awareness partially. Meanwhile, both simultaneously also affect the intention to buy halal products. These various research results related to the relationship between halal certification, halal awareness, and buying intentions are mostly specific to halal food. However, these findings are not in line with the results of Mahliza & Prasetya's study (2021) which states that halal certification and halal awareness do not significantly affect the intention to buy halal care products.

The urgency of researchers to conduct this research is because there are still differences in the results of previous studies regarding the relationship between halal certification, halal awareness, and the intention to buy halal products. Then, studies on the intention to buy halal skincare have not been as much as studies on halal food and beverages. Meanwhile, the local and foreign skincare industry continues to grow, as well as the enthusiasm and consumer needs for skincare products are increasing. In addition, based on research by Rahim and colleagues (2015), the level of halal awareness of Muslim consumers of cosmetics and skincare products is still not as high as awareness of halal food and beverages. This is unfortunate because ensuring the halalness of skincare products is as important as the halalness of halal food and drinks in Islam, which are the products we use and consume daily.

In this study, researchers specifically determine brightening serum as a skincare product that will be used as a research stimulus based on research conducted by ZAP Index (2023) on the needs of female consumers for brightening serum as the top skincare product that is much in vogue. This is in line with the researcher's personal research directly in Shopee e-commerce that brightening serum is the best-selling product in the skincare category. Thus, the researcher took a sample who had bought serum products at Shopee as

a control. Then, the researcher divides the variation of the independent variable in the study in the form of skincare serum which has a halal certification logo for the treatment group and skincare serum which is not given a halal certification logo for the control group, so that the researcher can see the difference in purchase intention between the two groups to analyze whether the effect of halal certification on skincare is significant or not. Based on the background that has been described, researchers want to examine the effect of halal certification on Muslim women's consumer intentions in buying skincare which is moderated by halal awareness.

2. Methods

This study only involves participants who are Muslim with the aim of seeing the urgency of halal awareness in Muslims in buying products, as it is mandatory for a Muslim to use halal products according to Islamic teachings (Basri & Kurniawati, 2019). Another criterion for participants is their ability to perceive the stimulus in accordance with the research objectives. The G*Power version 3.1 application was used to calculate the minimum sample size based on Cohen's d medium effect size of 0.5. The calculation results show that a minimum of 128 participants is required, but this study targets 300 participants with online data collection methods through various social media such as LINE, WhatsApp, Instagram, and Twitter. The researcher used a convenience sampling technique to recruit participants based on their ease of access and availability (Gravetter & Wallnau, 2017), with an effort to reach participants outside Java.

The research stimulus was a skincare product mock-up designed by the researcher using the Shopee product catalog, which displayed serum ingredient information and product claims, as well as logos such as minimalist ingredients, fragrance free, colorants free, BPOM, and halal certification logos. Manipulation check was conducted through two items, namely the identification of logos that appear on the product and the product ingredients. The instrument to measure purchase intention is taken from Schiffman and Wisenblit (2015) which is adapted into a 6-point semantic scale, while halal awareness is measured using a measuring instrument from Basri (2019) which has been adapted by Rosid (2022). The reliability test of the purchase intention measuring instrument in the pilot study showed a coefficient of $\alpha = 0.940$ and after data collection of $\alpha = 0.822$, while the reliability of the halal awareness measuring instrument was $\alpha = 0.952$ in the pilot study and $\alpha = 0.855$ after the main data was collected. The validity of the measuring instrument was tested using corrected item total correlation, with values ranging from 0.515 to 0.866, indicating good validity.

Prosedur penelitian dimulai dengan survei pendahuluan untuk melihat pandangan konsumen tentang aspek penting dalam pembelian produk, kemudian dilanjutkan dengan pembuatan mock-up produk serum yang menjadi stimulus. Setelah mendapatkan persetujuan etik, peneliti melakukan uji keterbacaan dan pilot study untuk memastikan pemahaman terhadap item instrumen, kemudian menyebarkan kuesioner daring kepada partisipan yang dibagi acak menggunakan link-randomizer. Pengumpulan data dilakukan selama lima hari, di mana partisipan menerima reward berupa saldo e-wallet Rp20.000 untuk 15 orang terpilih. Data yang terkumpul dianalisis secara deskriptif untuk melihat karakteristik demografis, serta dilakukan uji pearson correlation untuk melihat korelasi antar variabel. Analisis multiple regression digunakan untuk melihat efek moderasi dan pengaruh variabel bebas terhadap variabel terikat. Uji reliabilitas menggunakan cronbach's alpha dan uji validitas menggunakan corrected item-total correlation juga dilakukan.

The research procedure began with a preliminary survey to see consumers' views on important aspects of product purchases, followed by the creation of a mock-up of the serum product that served as the stimulus. After obtaining ethical approval, the researcher conducted a readability test and pilot study to ensure understanding of the instrument

items, then distributed online questionnaires to participants who were randomly divided using a link-randomizer. Data collection was carried out for five days, during which participants received a reward in the form of an e-wallet balance of Rp20,000 for 15 selected people. The data collected was analyzed descriptively to see demographic characteristics, and Pearson correlation test was conducted to see the correlation between variables. Multiple regression analysis is used to see the moderating effect and the influence of the independent variable on the dependent variable. Reliability test using Cronbach's alpha and validity test using corrected item-total correlation were also conducted.

3. Results and Discussion

3.1 Overview of research participants

Based on the data that the researcher has collected, there are a total of 326 people who have agreed to participate in this study. However, the researcher found a number of 16 respondents who had to be eliminated for several reasons, including the data did not meet the research criteria or were incorrect in answering the manipulation check. Thus, the final data that passed the selection remained 310 respondents with details of 150 respondents in group 1, namely the group that was given skincare treatment with the halal certification logo and 160 respondents in group 2, namely the control group that was not given skincare with the halal certification logo. The amount of respondent data that was successfully obtained exceeded the minimum sample size that had previously been calculated using G*Power. The general description of participants in this study includes age, domicile, occupation, monthly expenses, and skincare purchases per month (Table 1).

Table 1. Demographic data of respondents

Demographic Variables	Group 1		Group 2		Total	
	N	%	N	%	N	%
Age						
18-19	43	28.7	20	12.5	63	20.32
20-21	47	24.7	29	18.1	66	21.29
22-23	36	24	95	59.4	131	42.26
24-25	34	22.7	16	10	50	16.13
Domicile						
P. Jawa	141	94	153	95.62	294	94.84
Luar P. Jawa	9	6	7	4.38	16	5.16
Jobs						
Freelance	16	10.7	12	7.5	28	9.03
IRT	1	7	3	1.9	4	1.29
Private employee	20	13.3	34	21.3	54	17.42
Student	79	52.7	96	60	175	56.45
PNS	20	13.3	2	1.3	22	7.1
Not working			11	6.9	11	3.55
Self-employed	14	9.3	2	1.3	16	5.16
Expenses per month						
0-1 million	46	30.7	153	95.6	199	64.19
1-2 million	86	57.3	6	3.8	92	29.68
2-3 million	6	4	1	6	7	2.26
3-4 million	6	4			6	1.94
4-5 million	6	4			6	1.94
Skincare purchase per how many months						
1-2	71	47.3	83	51.9	154	49.68
3-4	79	52.7	66	41.3	145	46.77
5-6			10	6.2	10	3.23
>7			1	0.6	1	0.32
Total	150	100	160	100	310	100

Based on table 1 above, Muslim female consumers who buy skincare are mostly in the age range of 22-23 years as many as 131 people or 42.2%, which means almost half of the total respondents. Then, for the domicile of respondents in this study, most of them came from the island of Java as much as 94%. Then, in the demographic occupation of respondents in this study, it is dominated by students with a total of 175 people or 56.5% of the total respondents. For the average monthly expenditure used by respondents for online shopping, the majority are in the nominal range of 0 to 1 million as many as 199 or 64.1%. Furthermore, related to the period of time respondents made skincare purchases online, most of them were made per 1-2 months with 154 respondents or 49.68%.

3.2 Overview of research variables

Table 2. Overview of buying intention variables

Variable	N	Mean	Standard Deviation	Minimum Value	Maximum Value
There is Halal Certification	150	7.6	1.57	2	11
No Halal Certification	160	6.5	1.95	2	10
Total	310	72.6	3.52	4	21

Halal Certification Record (There is Halal Certification = 1, No Halal Certification = 0)

Based on table 2 above, it can be seen that there are differences in the mean value of purchase intention between groups. The experimental group (there is a halal certification logo) has a mean value of 7.6 (SD = 1.57), while the control group (no halal certification logo) has a mean value of 6.5 (SD = 1.95). So, it can be concluded that the average value of the experimental group (there is halal certification) is higher than the control group (there is no halal certification). An overview of halal awareness variables can be seen in table 3.

Table 3. Overview of halal awareness variables

Variable	N	Mean	Standard Deviation	Minimum Value	Maximum Value
There is Halal Certification	150	19.1	2.74	11	23
No Halal Certification	160	17.9	5.07	5	25
Total	310	37	7.81	16	48

Halal Certification Record (There is Halal Certification = 1, No Halal Certification = 0)

Based on table 3 above, it can be seen that there are differences in the average value of halal awareness between groups. The experimental group (there is a halal certification logo) has a mean of 19.1 (SD = 2.74), while the control group (no halal certification logo) has a mean value of 17.9 (SD = 5.07). So, it can be concluded that the average value of the experimental group (there is a halal certification logo) is higher when compared to the control group (there is no halal certification logo).

3.3 Pearson correlation analysis

Table 4. Pearson correlation

Variable	1	2	3
1 Halal Certification Group	-		
2 Purchase Intention	0.141*	-	
3 Halal Awareness	0.311*	0.312**	-

Note. N = 310. *p<0.05, **p<0.01, ***p<0.001 (two-tailed)

Based on table 4. the results of the Pearson Correlation test above, it can be seen that there is a significant correlation between the independent variables and purchase intention as the dependent variable with $r(310) = 0.141$, $p < 0.05$. This means that there may be a weak correlation between halal certification and purchase intention with an error of five

percent. Furthermore, there is also a significant correlation between the independent variable and the moderator variable with $r(310) = 0.311$, $p < 0.01$, which means that there is a weak correlation between halal certification and halal awareness with an error of one percent. In addition, there is also a positive relationship between the dependent variable and the moderator variable with a value of $r(310) = 0.312$, $p < 0.01$. This means that there is a weak possibility of correlation between purchase intention and halal awareness. So, it can be concluded that there is a positive relationship between halal certification and purchase intention, between halal certification and halal awareness, and a positive relationship between purchase intention and halal awareness related to Muslim women's consumer behavior in the intention to buy halal skincare at Shopee.

3.4 Multiple regression test results

Table 5. Multiple regression test

Variables	Step 1	Step 2
Halal certification	.272*	.220*
Halal awareness	.274*	.227*
Halal certification x Halal awareness	-	-
R ²	0.17	0.178
Δ R ²	0.17	0.008
F	31.395	2.881
Df1, df2	2,307	1.306

Halal Certification Notes (There is a Halal Certification Logo = 1, No Halal Certification Logo = 0)

Testing the first hypothesis shows that halal certification has a significant effect on purchase intention. From the regression analysis, halal certification explains 17% of the variance of purchase intention, with $r^2 = 0.170$, $F(3,306) = 2.634$, $p < 0.05$. Halal certification significantly predicts purchase intention with a regression coefficient of $b = 0.823$, $t(306) = 0.747$, $p < 0.05$. Based on the regression calculation $y = bx + c$, the group with halal certification has a value of $y = 5.499$, while the group without halal certification has a value of $y = 4.676$, which indicates that the purchase intention in the group with halal certification is higher than the group without halal certification. Thus, the first hypothesis (H1) is accepted.

Testing the second hypothesis shows that halal awareness also has a significant effect on purchase intention. Halal awareness explains 17% of the variance of purchase intention, with $r^2 = 0.170$, $F(3,306) = 2.634$, $p < 0.05$. Halal awareness significantly predicts purchase intention with $b = 0.102$, $t(306) = 3.841$, $p < 0.05$. Based on the regression calculation $y = bx + c$, the group with halal certification has a value of $y = 4,778$, while the group without halal certification has a value of $y = 4,676$, which indicates that halal awareness in the group with halal certification is higher than the group without halal certification. Thus, the second hypothesis (H2) is accepted.

However, testing the third hypothesis shows that halal awareness does not moderate the effect of halal certification on purchase intention. From the results of multiple regression analysis, halal awareness does not significantly moderate the relationship between halal certification and purchase intention, with a value of $b = 0.098$, $t(306) = 1.697$, $p > 0.05$. Although halal awareness has a direct influence on purchase intention, there is no interaction between halal awareness and halal certification. Therefore, the third hypothesis (H3) is rejected.

The results showed that there is an effect of halal certification on the intention to buy skincare products. The existence of a halal certification logo on the product catalog increases the intention of Muslim consumers to buy skincare products higher than skincare products that do not have a halal certification logo. These results are in line with the findings of a study conducted by Hussain (2022) that the perception of halal certification has an influence on the buying intentions of Muslim consumers. Other previous findings such as

the results of research by Septiani & Ridlwan (2020) also stated the same results. Halal certification can be a determining factor for Muslims to buy halal products because halal certification is used as a guarantee for the Muslim community in meeting their consumption needs (Hussain, 2022).

According to Al Mustaqim & Mulyana (2023), halal certification can increase consumer confidence because the presence of a halal label on the product that consumers want to buy can give them confidence that the product has met halal standards recognized by the competent authority. This shows that halal certification of a product is an important thing that is needed for Muslim consumers.

Furthermore, the results of this study also found that halal awareness has a positive effect on the intention of Muslim women to buy skincare. This finding is in line with the results of research by Hussain (2022), Septiani & Ridlwan (2020) and Handriana and colleagues (2020) which state that the purchase intention of Muslim consumers is influenced by halal awareness. Muslims' understanding of the importance of using halal products is the basis for them in making purchases (Hussain, 2022). The more information consumers get regarding the halal concept of a product will affect their understanding, which ultimately affects their buying behavior (Basri & Kurniawati, 2019). Referring to the definition of halal awareness according to Sara and her colleagues (2022), researchers can assume that most of the Muslim female consumers in this study already have knowledge related to the concept of halal, the halal process, and attach importance to the use of halal products for themselves. Therefore, it can be said that halal awareness has an important role in determining consumer buying intentions.

Finally, the results in this study do not show that there is a role of halal awareness as a moderator between the effect of halal certification on purchase intention. Not many previous studies have examined the moderating role of halal awareness, especially the relationship between halal certification and purchase intention, but Basri & Kurniawati (2019) conducted research related to the role of halal certification on the relationship between halal awareness and purchase intention. In their research, Basri & Kurniawati (2019) also did not find significant results regarding halal certification as a moderator between halal awareness and purchase intention. However, these links still have a relationship with each other, such as the research of Septiani & Ridlwan (2020) which shows that halal certification and halal awareness have both partial and simultaneous effects on consumer buying intentions. Thus, it is necessary to conduct subsequent studies to explain the relationship between halal certification, halal awareness, and buying intentions more clearly.

Researchers realize that there are limitations in this study, including that there are not many experimental studies that examine similar topics, especially regarding the relationship between halal certification, halal awareness, and purchase intention to strengthen the results of the relationship between the three variables. Thus, researchers assume that there may still be a need for improvement in determining a more effective stimulus or a more appropriate measuring instrument in order to better describe the research objectives. In addition, the distribution of this research questionnaire has not been so evenly distributed, the sample obtained from this study is not so representative because the sample is dominated by several regions. Therefore, researchers hope that there will be more researchers in the future to review topics similar to this research with better methods and instruments and can be carried out on a large scale and evenly distributed to representatives of each demographic of participants.

4. Conclusions

Based on the results of the researcher's data analysis, it can be concluded that there is a significant effect of the presence of a halal certification logo on buying intentions. Further findings, there are differences in buying intention scores between groups given a stimulus

for halal-certified skincare products and groups given a stimulus for skincare products without halal certification, where the results of buying intention scores in groups with halal-certified skincare products are higher than groups whose skincare products are not given halal certification. Then, researchers also found that halal awareness has a significant positive effect on buying intentions. However, the results did not show the role of halal awareness in moderating the effect of halal certification on skincare on buying intentions.

Researchers hope that the government can be more vigorous in supporting the halal industry and promoting halal interests in Indonesia, not only in the food industry, but also in other sectors such as cosmetics and facial care. That way, the halal market target in Indonesia can expand not only to Muslim consumers. Then, skincare business players in Indonesia should increasingly make the halalness of their products a top priority, one way is by applying for halal certification of products before they are sold in the market. Thus, the sales level is expected to increase because Muslim consumers, who are the majority in Indonesia, can be more confident and feel safe in buying skincare. Finally, the researcher hopes that with the findings of this study the level of halal awareness in Indonesia of beauty products such as skincare will increase, which one way can be seen from the way consumers check the halal logo on the product when buying skincare, considering the many benefits that consumers can get from halal products, especially for Muslims as a form of obeying religious rules.

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Conflicts of Interest

The authors declare no conflict of interest.

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