

EXPLORING CONSUMER INTENTIONS TOWARD HALAL COSMETICS WITH THE MODERATING ROLE OF HALAL AWARENESS: THE CASE OF INDONESIAN MUSLIM CUSTOMERS

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Abstract

In recent years, Halal product demand has increased, boosting the global economy. Indonesia has the world's largest Muslim population, and its Halal cosmetics sector is strongly tied to customer purchasing decisions based on purchase intentions and loyalty as post-purchase behaviors. Halal products need marketing techniques as new ones are introduced. This research examines how halal product certification, brand awareness, brand image, and customer loyalty affect consumer purchasing decisions for halal cosmetics. Indonesian halal cosmetics were studied. This research employs a quantitative approach with Structural Equation Modeling (SEM) analysis technique. A survey of 66 East Java Muslim residents provided data. This study found that customer loyalty, halal awareness, and purchase intention influence purchasing intention. Halal Certification, Price, and Brand Image are insignificant. Halal awareness, a moderating influence of purchase intention on purchase decisions, has no significant effect.

Keywords: *consumer behavior, halal cosmetic, purchase decision, purchase intention, halal awareness*

Introduction

The Halal industry is increasingly demonstrating its contribution to the world economy due to the increasing demand for Halal products in recent years among Muslim consumers (Fathoni 2020). By 2021, as many as 1.9 billion Muslims worldwide spend US\$2 trillion on the food, pharmaceutical, cosmetics, fashion, travel, and media/recreation sectors with an annual growth rate of 8.9% from 2020 and are expected to rise to US\$2.8 trillion by 2025 (SIEGR 2022).

Indonesia plays an important role as the country with the largest Muslim population in the world, accounting for 12.7% of the world's Muslim population. By 2021, an estimated 229 million Muslims living in Indonesia, or the equivalent of 87.2% of the total population, make Indonesia one of the largest markets for halal industries with 11.34% of global halal economic expenditure (SIED 2022; KNKS 2021)

In recent years, the global cosmetics industry has witnessed a significant paradigm shift driven by changing consumer preferences and sociocultural dynamics (Berg et al. 2022). An important trend in this transformation is the rising demand for Halal cosmetics, especially in countries with large Muslim populations (Fiddarayni and Mardian 2022). The Halal cosmetics market, which serves the specific needs and beliefs of Muslim consumers, has emerged as a dynamic segment of the beauty industry. Indonesia, with its Muslim-majority population and economic growth, stands out as the focus of the study of consumer behavior and its impact on the Halal cosmetics market.

The Halal cosmetics industry in Indonesia is closely linked to how consumer purchasing decisions are formed on purchase intent and loyalty as post-purchase behavior. Direct purchasing decisions are formed by consumer behavior that includes actions, attitudes, and preferences expressed by individuals when making purchasing decisions (Hanaysha 2018). In halal products, consumer behavior plays an important role in shaping the decision-making process. Consumer behavior is shaped by culture and religion, halal product certification, brand awareness, brand image, brand loyalty, and price sensitivity (Dang 2023).

Research on consumer behavior in making decisions about buying halal products has become a very interesting topic. Awareness of the halal brand in the context of product knowledge and product involvement has a positive and significant influence on consumer purchasing decisions (Rachmawati, Suliyanto, and Suroso 2022; Muhamed et al. 2019; Ali et al. 2018). The decision to buy halal products is also significantly influenced by the brand image (Fachrurazi et al. 2023). Halal certification, brand awareness, brand image, and customer loyalty can be factors that influence consumer behavior in buying products or services.

The theory of planned behavior, consumer decision-making process, and social identity theory can explain the correlation between consumer behavior and purchasing decisions. Therefore, through the theory of planned behavior consumer attitudes to Halal products, social norms associated with Halal consumption, and control of their perceptions of purchase of such products influence their intentions and decisions to purchase Halal (Hasyim and Purnasari 2021). The consumer decision-making process is divided into five stages: problem identification, information search, alternative evaluation, purchase decision, and after-purchase evaluation (Kotler, Armstrong, and Opresnik 2020). In this study, variables are related to the stage of information search and alternative assessment that drives the purchase decision. From this theory, it can be explained that there is a correlation between customer behavior and the decision to buy a legal product.

With a large Muslim population in the world, Indonesia has economic potential in the

consumption of halal products. However, with the development of new products, halal products require special marketing strategies because these industrial consumers have unique characteristics (Arifin, Raharja, and Nugroho 2023). The study aims to test consumer behavior towards halal cosmetics by testing how halal product certification, brand awareness, brand image, and customer loyalty influence consumer purchasing decisions. This research has substantial theoretical and practical significance. Academically, it contributed to the growing literature about consumer behavior in the context of legal cosmetics. The findings from this study will provide a comprehensive understanding of the interaction between Halal certification, price, brand image, and brand loyalty on purchasing decisions and intentions. For operating in the halal cosmetics industry, the insights gained from this research offer a strategic road map for effective marketing and product development strategies. Policymakers and regulators could benefit from a deeper understanding of consumer behavior to support the growth and regulation of the halal cosmetics sector.

The study focuses exclusively on the Halal cosmetics market in Indonesia, a country famous for its diverse Muslim population and growing cosmetic industry. However, the limitations inherent in data collection, sample size, and geographical coverage can affect the generalization of the findings. Furthermore, ethical considerations, including privacy and consent, have been dealt with carefully to ensure the integrity of this research. This research uses exploratory and descriptive research designs. The data will be collected through surveys, interviews, and secondary data analysis. Quantitative analysis techniques are used to interpret the data collected, allowing a comprehensive understanding of the relationship between consumer behavior, purchase intention, and purchase decision.

Literature Review

Customer Behavior

Consumer behavior theory is the result of the microeconomic theory that describes the process of input variables to produce outputs. This theory has been used by many scholars and practitioners as a leading theory that can define and explain consumer behavior in recent decades. Developments in consumer behavior theory expanded by Hovland and Weiss (1953) led to the theory called stimulus-organism-responses (S-O-R). S-O-R in the consumer-behavior theory related to this research revealed that halal consciousness is a stimulus (S); brand awareness is an organism (O) that is part of the cognitive capabilities of each individual (O); and purchase decisions are responses. (R). Some previous research results by (Ma'rifat, Ismoyowati, and Wikarta 2015) showed that a significant factor influencing consumer behavior in buying processed halal-certified chicken food is intense. Intentions are also influenced by consumer attitudes (consumer behavior).

Halal Certification

Halal Certification The importance of a product to have a halal certification has a strong influence on its validity of the product. Lia and Hakiem (2022) explain that halal certification is a written fatwa of MUI that states the validity of a product according to Islamic Shariah through detailed inspection by LPPOM-MUI as a condition for obtaining permission to label halal on product packaging from authorized government agencies. (Badan POM). According to Aziz and Chok (2013), halal certification guarantees the safety of Muslims to consume a product.

According to Al-Baqarah, verse 168, the basic principles of halal certification are halal (can) and *thoyyiban* (useful), so in this case it describes that whatever it enters into the body must be

valid according to the law of Islam and its own provisions for the Muslims in the World. According to Islamic law, products that have halal certifications have the results of validity tests and are safe for consumers of Islam (Fataron and Rohmah 2020).

Price

According to Kotler, Armstrong, and Opresnik (2020), price is one element of the marketing mix that generates revenue; the other element generates cost. Price also communicates the positioning of the desired value of the company over its product or brand. According to (Kotler, Kartajaya, and Setiawan 2019), price is the amount of money charged for a particular product. The results of (Selvia and Tumbel 2022) show that the price variable (X1) and product quality variables (X2) both partially and simultaneously have a significant influence on the purchase decision of the Scarlett Whitening cosmetic product.

Brand Image

According to Kotler and Armstrong in Firmansyah (2018) a brand is a name, term, sign, logo or design, or a combination of all of these that shows the identity of a product or service of a single seller or a group of sellers and distinguishes that product from a competitor's product. According to Firmansyah (2018), "The brand image is a perception that appears in the mind of consumers when considering a brand of a particular product. Consumer perception of a brand is a comprehensive way that is formed from the information obtained and experience with the brand, as well as the consumer experience of the brand. Consumers will give an expression of good impression of a brand, therefore the brand image influences the purchase decision. According to Keller (2013), brand image is a customer's impression of a brand that is visible from a brand association that is in the memory of the consumer.

Customer Loyalty

Loyalty is a type of customer loyalty that reveals the level of consumer commitment to a brand (Bennett and Rundle-Thiele 2002). According to Din. et. al., (2022) retaining existing customers is more valuable than trying to attract new customers in return for losing old customers. Many service providers believe that increasingly competitive and dense markets have diverted their focus from gaining new customers so they prefer to retain their current customers (Lee and Cho 2021). Kotler, Armstrong, and Opresnik (2020) state that consumers want to provide a "set of benefits" that can be customized to meet their specific needs.

Halal Awareness

In the context of halal, consumer awareness of halal affects their decision to buy halal food products (Zakaria et al. 2017). Mutmainah (2018) concluded that halal consciousness has a positive and significant influence on consumers' intentional purchases of halal foods. In addition, consumers' knowledge of halal influences consumer decisions to buy legal food products (Zakaria et al. 2017). Similarly, Hamdan et al. (2013) revealed that awareness is the most influential factor in Muslim consumer choices to buy halal food.

Purchase Intention

Buying intent refers to the possibility that consumers in a particular purchase situation can choose a particular group of products in the future (Crosno, Freling, and Skinner 2009). In other words, buying intent arises when consumers feel that there is a need to do available (Mohamed Omar et al. 2012). According to Yener (2022), the intention to buy a halal product towards a process prior to the actual purchase, as the intent reflects consumer behavior in the future. This is a direct trigger of behavior (Ajzen 1991). Purchase intention is an important predictor of actual purchasing behavior (Sparks and Browning 2011). Bashir (2019) found that consumer purchasing intentions have a significant influence on their purchasing behavior towards purchasing halal food products. This is because consumers with high purchasing intentions will increase consumer purchasing power. Purchasing behavior against the purchase of halal food products.

Purchase Decisions

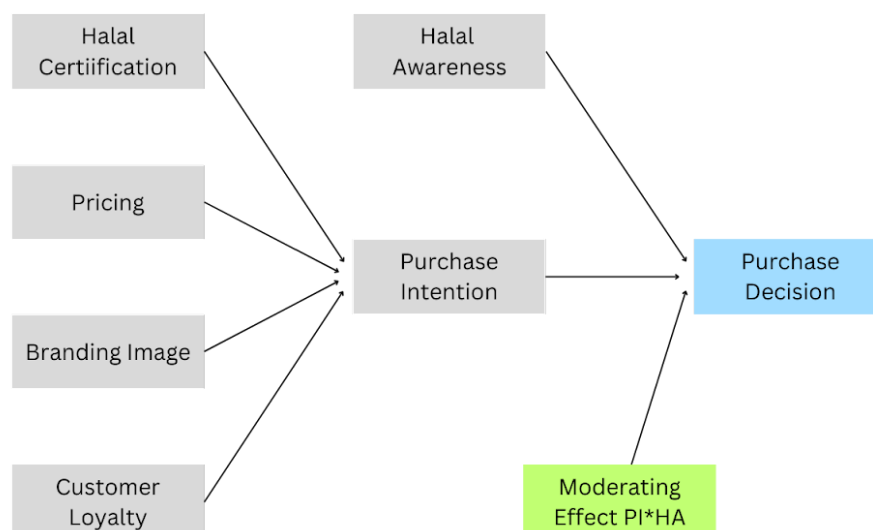
According to Kotler, Kartajaya, and Setiawan (2019), purchase decisions: At the evaluation stage, consumers form preferences among brands in the selection group and may also form intentions to buy the most preferred brand). According to Boyd Walker (2000), the purchase decision is an approach to solving problems in consumer activities to meet needs and desires. Firmansyah (2018) defines a purchase decision as a problem-solving activity carried out by an individual in choosing a suitable alternative behavior of two or more alternatives and is considered to be the most appropriate action in buying by initiating a phase of the decision-making process.

Previous research conducted by Damayanti (2022) on halal awareness, price, brand trust, and brand image on Laneige's skincare purchase decision has the result that halal awakening and price do not influence the purchase decision of cosmetics and skin care, while brand confidence and brand imagery influence the decision on cosmetic purchase and skin care.

In our research, we analyzed how Halal Certification, Pricing, Brand Image, and Customer Loyalty influenced Purchase Intention on Purchase Decision and Halal Awareness as a moderation variable in Purchasing Decision. The study examines consumer behavior towards the decision to buy halal cosmetics in Indonesia.

Research Methods

This research uses quantitative methods with a data collection technique questionnaire which is the method of data collection with a list of filling questions that has been prepared and structured in such a way and must be selected by the respondent to obtain a measured result. The population in this study is to measure the impact of the influence of consumer behavior in the halal industry on purchase decisions, so the population in the study is all consumers who have ever bought or consumed halal industrial products. Purposive sampling is a sample-taking technique that involves selecting cases or individuals who are considered to have special information, experience, or characteristics that are important to the research. The study used samples from the 17-25 age group that included male and female students scattered across several areas of the East Java campus. The respondents used were randomly from consumers in the halal industry.



In this study, the target respondents were students aged 17-25 with questionnaire data containing six questions from each variable of halal certification, pricing, brand image, customer loyalty, halal awareness, purchase intention, and purchase decision. From the questionnaire, the researchers aimed to reveal the relationship between customer behavior and purchase decisions. The questionnaire uses a Likert scale processed through a structural equation model (SEM) using the Smart-PLS application. To obtain the answer to the hypothesis (H1-H4), calculate with the above equation and proceed separately to test the moderation hypotheses. (H5). Before a regression test is performed, validity and reliability tests are carried out to ensure that the instrument used is accurate and reliable. After the instrument is tested, it will proceed with a double regression trial consisting of assumptions of multi-correlation, autocorrelation, heteroscedasticity, and normality.

Finding and Analysis

Sample Description

The characteristics of respondents in the questionnaire are shown in Table 1. In the table, it is known that respondents are three times more than respondents female. These respondents are shown to students/students who obtain respondents under the age range of 20 years of age by 75.8% and followed by respondents between the ages of 20-25 years by 37.9%. Nearly half of the respondents make expenditures for the purchase of cosmetics of Rs 100,000 - Rs 249.999 per month.

Table 1. Respondent Information

Criteria		Total	%
Gender	Male	50	75.8%
	Female	16	24.2%
Age	< 20 Years Old	41	62.1%
	20-25 Years old	25	37.9%
Estimated spending per month for cosmetics	<Rp 100.000	22	33.3%
	Rp 100.000 - Rp 249.999	29	43.9%
	Rp 250.000 - Rp 499.999	12	18.2%
	Rp 500.000 - Rp 749.999	1	1.5%
		1	1.5%

Rp 750.000 - Rp 1.000.000	1	1.5%
> Rp 1.000.000		

Validity and Reliability Test Results of Research Indicators

The test phase of the measurement model includes testing convergence validity and discriminatory validity. Cronbach's alpha and Composite Reliability values were used to test the reliability of the construction. PLS analysis results can be used to test research hypotheses if the entire indicators in the PLS model qualify for convergence validity, discriminatory validity, and reliability tests.

Convergent Validity Testing

In conducting convergent validity tests can be assessed based on outer loadings or loading factors and Average Variance Extracted (AVE). In most references, a factor weight of 0.5 or more is considered to have a validation strong enough to explain a latent construction (Chin 1988; Ghozali 2014; J, F, Hair, et al. 2010). Typically, the load factor limit is 0.70. An indicator can be stated to meet convergent validity and have a high validity rate when the outer loadings value is > 0.70, while the Average Variance Extracted value (AVE) is > 0,50 (Ghozali 2016).

Model 1

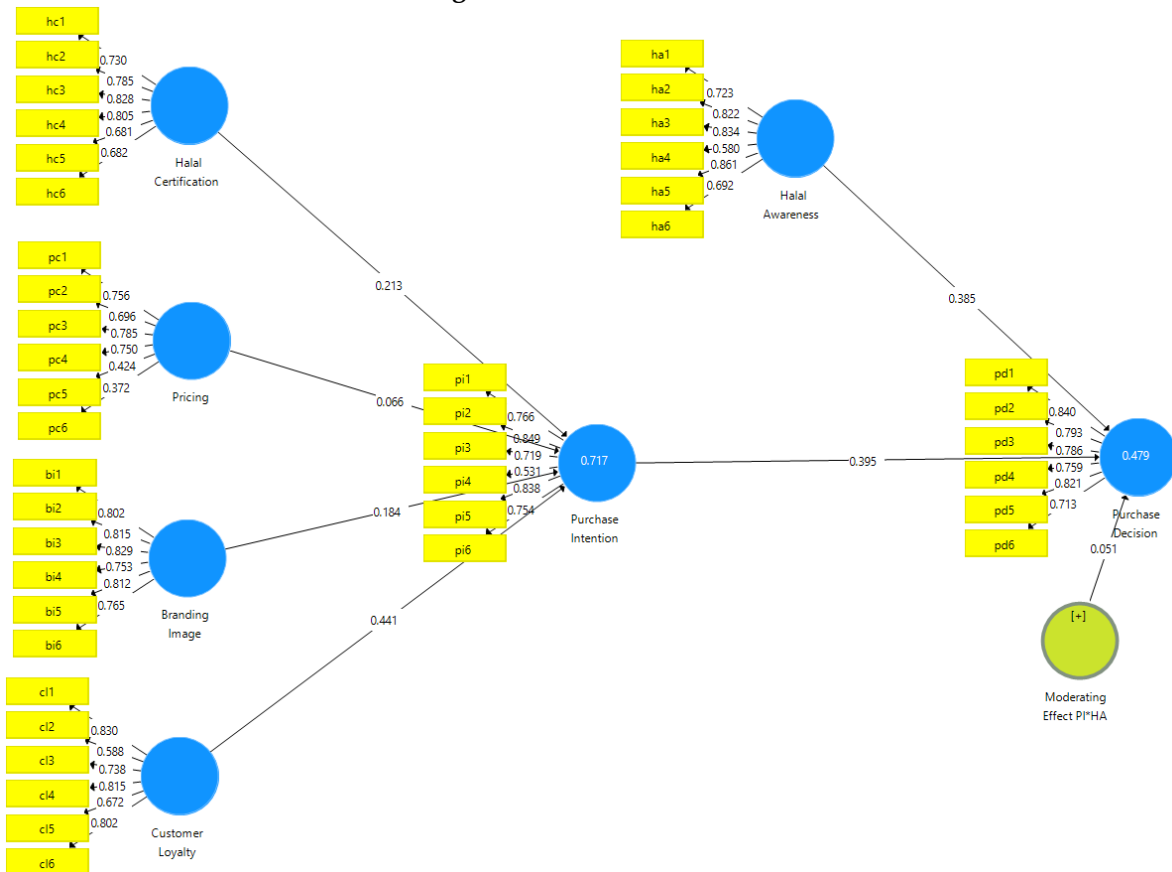
Based on the SmartPLS 3.0 processing results, out of 43 indicators, 10 indicators have a loading factor value below 0.5 i.e. on the price variable. Thus, the convergence of the validity of the research model will be reconstructed by removing indicators that have a Loading Factor value below 0.5. Loading values, Cronbach's alpha, composite reliability, and AVE for each construction in full can be seen in Table 2 below:

Table 2. Item Loading, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) (Model 1)

Variables	Item	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Halal certification (HC)	HC1	0,730	0,846	0,887	0,568
	HC2	0,785			
	HC3	0,828			
	HC4	0,805			
	HC5	0,681			
	HC6	0,682			
Pricing (PC)	PC1	0,756	0,708	0,806	0,425
	PC2	0,696			
	PC3	0,785			
	PC4	0,750			
	PC5	0,424			
	PC6	0,372			
Branding Image (BI)	B1	0,802	0,884	0,912	0,634
	B2	0,815			
	B3	0,829			
	B4	0,753			
	B5	0,812			
	B6	0,765			
Customer Loyalty (CL)	CL1	0,830	0,838	0,881	0,556
	CL2	0,588			

	CL3	0,738			
	CL4	0,815			
	CL5	0,672			
	CL6	0,802			
Purchase Intention (PI)	PI1	0,766	0,841	0,883	0,563
	PI2	0,849			
	PI3	0,719			
	PI4	0,531			
	PI5	0,838			
	PI6	0,754			
Halal Awareness (HA)	HA1	0,723	0,850	0,889	0,575
	HA2	0,822			
	HA3	0,834			
	HA4	0,580			
	HA5	0,861			
	HA6	0,692			
Purchase Decision (PC)	PD1	0,840	0,876	0,906	0,618
	PD2	0,793			
	PD3	0,786			
	PD4	0,759			
	PD5	0,821			
	PD6	0,713			

Figure 1. Research Model 1



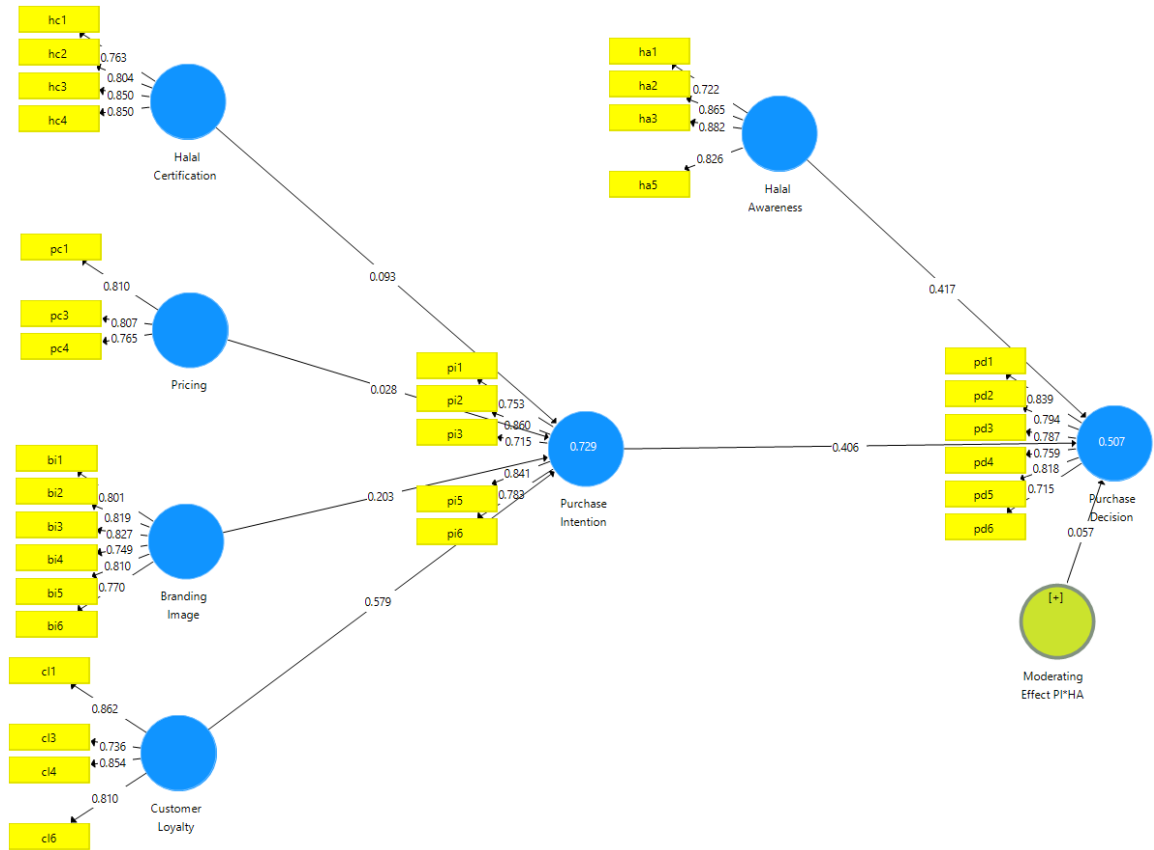
Model Fit

Based on the results of the re-estimation of the loading factor in Table 3 below, the value of the item produced by the construction of halal certification, pricing, brand image, customer loyalty, purchase intention, halal awareness, and purchase decision has met the standard convergent validity values since all factors are worth more than 0.7. Thus, it can be concluded that the entire construction is valid.

Table 3. Item Loading, Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) (Model Fit)

Variables	Item	Loadings	Cronbach's Alpha	Composite Reliability	AVE
Halal certification (HC)	HC1	0,763	0,834	0,889	0,668
	HC2	0,804			
	HC3	0,850			
	HC4	0,850			
Pricing (PC)	PC1	0,810	0,709	0,837	0,631
	PC2	0,807			
	PC3	0,765			
Branding Image (BI)	B1	0,801	0,884	0,912	0,634
	B2	0,819			
	B3	0,827			
	B4	0,749			
	B5	0,810			
	B6	0,770			
Customer Loyalty (CL)	CL1	0,862	0,833	0,889	0,667
	CL3	0,736			
	CL4	0,854			
	CL6	0,810			
Purchase Intention (PI)	PI1	0,753	0,850	0,893	0,628
	PI2	0,860			
	PI3	0,715			
	PI5	0,841			
	PI6	0,783			
Halal Awareness (HA)	HA1	0,722	0,844	0,895	0,682
	HA2	0,865			
	HA3	0,882			
	HA5	0,826			
Purchase Decision (PC)	PD1	0,839	0,876	0,906	0,618
	PD2	0,794			
	PD3	0,787			
	PD4	0,759			
	PD5	0,818			
	PD6	0,715			

Figure 2. Research Model Fit



Discriminant Validity Testing

A discriminatory validity test is carried out to ensure that each concept of each latent variable differs from each other by a latent variant. A model is said to have good discriminatory validity if the AVE square value of each exogenous structure (value on the diagonal) exceeds the correlation between this structure and the other (values below the diagonals) (Ghozali 2014).

Table 4. Discriminant Validity

	BI	CL	HA	HC	MOD	PC	PD	PI
BI	0,796							
CL	0,816	0,817						
HA	0,735	0,790	0,826					
HC	0,763	0,788	0,705	0,818				
MOD	-0,437	-0,533	-0,661	-0,454	1,000			
PC	0,775	0,779	0,687	0,698	-0,490	0,794		
PD	0,626	0,704	0,645	0,496	-0,349	0,646	0,786	
PI	0,769	0,740	0,716	0,724	-0,412	0,701	0,666	0,792

Table 5. Collinearity Statistics (VIF)

	BI	CL	HA	HC	MOD	PC	PD	PI
BI								3,836
CL								4,206
HA							3,075	
HC								3,004
MOD							1,802	
PC								3,006
PD								
PI								2,084

The results of the discriminatory validity test in Table 4 above show that the entire structure has a square root value of AVE above the correlation value with other latent structures. Also, the cross-loading value of the entire item of an indicator is greater than the other indicator item as mentioned in Table 5 so it can be concluded that the model has met the discriminatory validity. A collinearity evaluation is then carried out to find out if there are any collinearities in the model. If the VIF score is higher than 5, then the model has a collinearity (Hair et al. 2014). As shown in Table 5, all VIF scores are less than 5, meaning this study model does not have a collinearity.

Construct Reliability

Construct reliability tests can be judged from Cronbach's alpha values and the reliability of each composite build. The recommended reliability of the composite and Cronbach alpha is more than 0.7 (Ghozali 2014). The reliability test results in Table 3 above show that the entire structure has a reliability value of the compound and the Cronbach alpha greater than 0,7 (>0.7). In conclusion, the whole structure has met the required reliability.

Hypothesis Testing

Hypothesis testing in PLS is also called internal model testing. These tests include tests of direct significance and indirect influence, as well as measurements of the magnitude of the influence of exogenous variables on the endogenous variable. To determine whether a hypothesis is accepted or rejected can be done by considering the values of significance between constructs, t-statistics, and p-values. In this way, the estimates of measurement measurements and standard errors are no longer calculated with statistical assumptions but are based on empirical observations. The method of resampling bootstrap on this study on the testing of the hypothesis can be said to have a significant influence when the T-statistics value is greater than 1.96 (Ghozali 2016) and or their p-values are less than 0.05 (Ghozali 2016), then Ha is accepted and Ho rejected as well. With the bootstrapping technique, the R Square value is obtained and its significance is shown in the table below:

Table 6. Hypothesis Testing

Hypothesis	Relationship	Original Sample	Sample Mean	T-Statistic	P-Values	Decision
H1	HC >> PI	0,093	0,095	1,036	0,301	No Significant Influence
H2	PC >> PI	0,028	0,033	0,235	0,814	No Significant Influence

H3	BI >> PI	0,203	0,207	1,325	0,186	No Significant Influence
H4	CS >> PI	0,579	0,574	4,055	0,000	Significant Influence
H5	PI >> PD	0,406	0,410	2,726	0,007	Significant Influence
H6	HA >> PD	0,417	0,413	2,399	0,017	Significant Influence
H7	Moderating Effect PI*HA>PD	0,057	0,028	0,706	0,481	No Significant Influence

Findings

Halal Certification to Purchase Intention

The halal label certification variable with a significance value of 0.301 is declared insignificant as it is > 0.05 with a positive regression coefficient of 0.093. The value projected the hypothesis that the halal label certification variable had a positive influence on the purchase intention rejected. This result is in line with a study conducted by Genoveva and Utami (2020) revealed that 52.6% of respondents in the study did not consider Halal Label Certification before buying a cosmetic product.

Price to Purchase Intention

The study (Candra Gunawan and Susanti 2019) found that price variables have a positive influence on the purchase decision of cosmetic products in Maybelline in the city of Padang. However, in this study, the price has no significant influence on the purchase intention. The results of this study indicate that price values have no significant influence on purchase intent with confidence as an intervening variable. Victoria and Purwianti (2022) said that, although the average respondent in this study considered skincare to be an important need in their lives. In this study, the use of skincare was also dominated by respondents aged 17-20 with a total of 41 people or 62.1%. and the respondents aged 20-30. and the average of respondents based on the type of job was predominated by students/students 97% and the rest were Generation Z with student status. The estimated monthly expenditure for cosmetics is estimated at Rp. 100.000-Rp 249,000 of 43.9 and the second highest is estimating expenditures are estimated to be below Rp.100,000 of 33.3%. out of 66 respondents. According to Wahyurini and Trianasari (2020), however, from the results of the research, it can be seen that the price of a skincare product is an important benchmark for them in sustaining their trust in a skincare brand that eventually provokes their intention to buy on the skincare brand. The results of this test go backward with the research (Konuk 2018).

Brand Image to Purchase Intention

A brand image variable with a significance value of 0.186 is declared insignificant because it is > 0.05 with a positive regression coefficient of 0.203. The value indicates that the hypothesis that the brand image variable has a positive influence on the purchase intention is rejected. Most respondents felt that brands were not their consideration to buy halal cosmetics. These results show that purchasing decisions are not just measured by the image of the product. Consumers are willing to pay more attention to product quality (Zhang 2015). It is also supported by Shakil et al, 2018 who explain that it is important for the entrepreneur to guarantee halal characteristics. The execution of their goods or products is crucial to enhancing the brand image of halal.

Customer Loyalty to Purchase Intention

Experts report that attitudes that directly lead to consumer loyalty (Zia, 2020) and consumer loyalty are significantly influenced by subjective norms, religious beliefs, and love for brands in the case of halal cosmetics (Sama and Trivedi 2019). According to Hussain et al. (2023), the reason for this significant impact is that product satisfaction develops a positive consumer attitude and honesty toward the brand, thus further generating consumer brand loyalty in the long term.

Purchase Intention to Purchase Decision

According to Aufo and Aji (2021) analyzing the model of consumer behavior, the intention to buy is formed from a belief in a product or brand and its attributes, followed by a shift in attitude toward the purchase action and is influenced by internal and external factors. In the sense that the purchase intention is affected by the attitude of the consumer toward a legal cosmetic product, the customer's attitude is based on the belief and knowledge of a particular good or commodity. Putri, Daryanti, and Ningtias (2019) obtained results from the collection of information that influenced the objective of the individual to behave in a particular attitude.

Halal Awareness

Halal Awareness among consumers can significantly influence their purchasing decisions. This is indicated by a significance value of 0.017 stated as insignificant because of its value > 0.05 . This awareness can come from cultural, religious, ethical, and personal factors and can shape consumer preferences and choices in the marketplace (Lemon and Verhoef 2016). The results show that consumers who have a good knowledge and understanding of what "halal" means in a cosmetic context are more likely to choose halal cosmetics (Nurchayono and Hanifah 2023).

Halal Awareness Moderating Relationship Between Purchase Intention on Purchase Decision

Halal awareness does not significantly moderate the relationship between the intention to buy and the decision to buy. In other words, based on research findings, the level of consciousness about whether a product is legal or not does not have a significant influence on how strongly a person's intentions to buy a product influence the actual decision to purchase it. Simply put, regardless of whether consumers know whether a cosmetic product is legal or not, their intention to buy does not seem to be much influenced by this awareness when it comes to the actual purchase decision. Other factors, such as product quality, price, brand, or personal preference, may play a more significant role in influencing a cosmetic product purchase decision (Sanusi Othman et al. 2022).

Conclusion

Based on the results of the research, it can be concluded that the factors that influence consumer behavior toward the purchase of halal products are jointly controlled by customer loyalty which significantly influences purchase intention. Halal certification, price, and brand image do not significantly influence the purchase intention, so there may be other factors that can drive the purchase intent in the purchase of halal cosmetics. Purchase intention drives the growth of the purchase decision in the purchasing of halal Cosmetics which is also significantly affected by halal awareness, but the relationship between purchase intent and purchase decision is not strengthened by halal Awareness because the moderation between the two is not significant.

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