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The Influence of Knowledge, Halal Label, Attitude, Religiosity and Price on Purchase Interest in Korean Halal Cosmetics

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ABSTRACT

This research aims to explore the effects of product knowledge, halal label, attitude, religiosity, and price on cosmetic purchasing decisions, by considering each variable in depth. The population of this study consists of Generation Z in Bogor. Using a quantitative approach, data was collected through questionnaires and analyzed using the SEM PLS application. The research results show that there is a positive and significant influence of product knowledge, halal label, religiosity, attitude, and price on purchasing decisions. Research shows that aspects such as product knowledge, halal labels, religiosity, attitude, and price have an important impact on consumer purchasing decisions. The implications of this research are very relevant for cosmetics industry owners and practitioners. Adequate information about products, belief in halal, religious values, positive attitudes towards brands, and price considerations all influence consumer purchasing choices. Therefore, companies must pay attention to these factors in their marketing strategies to increase product appeal and influence consumer purchasing behavior. A thorough understanding of consumer preferences is the key to achieving success in a competitive market environment.

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Introduction

Currently, the presence of halal products is increasing in several Asian countries, including Saudi Arabia and Malaysia. However, based on information from GIEI (Salaamgateway.com), the halal cosmetics and food industry sector in Indonesia is not included in the top ten (Oktaviani & Tunjungsari, 2021). The trend in the world of beauty industry is quite rapid, it can be seen at this time that there are many new brands both from skincare and cosmetics. (Hannifah & Susanti, 2023) Although the country of Indonesia has significant demographic wealth, with 87.18% of the 237,641,326 million people living in this country are Muslim. As one of the countries that has a high Muslim population, Indonesia can become one of the countries that pioneers the halal lifestyle, so that the halal lifestyle can become a special trend in Indonesia. (Ma'azzah & Prasetyo, 2023) To find out this problem, author have to find out the reasons why the halal product industry in Indonesia is not developing. According to Bergeaud-Blackler (2004); Golnaz et al., (2010), as quoted from Wilkins et al. (2019), both Muslim and non-Muslim consumers can consider halal as a quality food product. In a related but different research, it is logical to assume that consumers who value halal products will prefer to consume halal foods. Attitudes that can increase consumers' interest in purchasing halal products can be influenced by a person's knowledge and religion. Cosmetics are now a care icon and have even become a beauty product trend in Indonesia in 2021. The Indonesian beauty industry is growing so rapidly that it is said to have a potential cosmetics market because the majority of the population is women compared to men. According to BPS data in 2020, the cosmetics industry increased by 5.59 percent and is projected to increase by 7% in 2021.

Many types of cosmetics with various brands are sold on the internet, even at cheap prices, but some are safe to use. Before using cosmetics, you must consider several things, such as ensuring that the product is safe and beautiful to consume. Consumers can ensure this safety by looking at the labels on the product packaging, such as the BPOM label and the MUI halal label, by looking at the registration number on it. The label on the product packaging functions as a tool to collect information about the product (Matondang, Fadlilah, & Saefullah 2023). Cosmetics are now not only used by women.

Men also use it as a lifestyle, because using cosmetics makes them feel more confident, both inside and outside the home. As noted by kompas.co.id at the beginning of 2021. In January 2021, cosmetic transactions reached 893 million rupiahs, with the largest sales of facial cosmetics. According to a field survey of 181 FEBI UIN Syahada students, 70.2 percent used facial cosmetics, while the rest used other body care, with 85 percent women. Social media group recommendations amounted to 37.2 percent, family recommendations amounted to 27.2 percent, and friend recommendations amounted to 23.3 percent as the reasons for respondents to buy cosmetics, and the rest were due to their desires (Matondang, Fadlilah, & Saefullah 2023). This shows that facial cosmetics users get information about products through social media, and recommendations from those closest to them, and their families. Consumers have better knowledge about the cosmetics they will use if they have more information about the product. According to, customer behavior patterns are influenced by knowledge, with the level of that knowledge (Matondang, Fadlilah, & Saefullah 2023).

There are many varieties of facial cosmetics circulating in the Indonesian cosmetics market, including various brands both produced locally and from abroad which dominate the market, especially in Korea. In the past decade, Korean culture has developed rapidly and become increasingly popular

throughout the world, creating a cultural wave known as "Hallyu" or the "Korean Wave". This refers to the global spread of Korean pop culture, covering areas such as fashion, food, technology, music, films, and cosmetics. This phenomenon is part of the current cultural globalization that has attracted widespread attention in many countries, including Indonesia (Mutiara & Syahputra 2018).

Currently, halal cosmetics from Korea have become the main choice for many consumers around the world, including in Indonesia. These products not only meet Islamic halal standards but also offer skin-friendly and innovative formulations. With halal certification, consumers can be sure that the product complies with their religious principles. Attractive packaging and wide availability on the market make Korean halal cosmetics increasingly popular. This reflects the growing demand for beauty products that are not only safe to use but also meet the needs and preferences of modern consumers. By continuing to innovate and expand product ranges, Korean halal cosmetics will continue to be a popular choice among global consumers.

Halal certification and halal labels on products are different but related concepts. From 2019 to 2023, the Ministry of Religion's Halal Product Guarantee Agency (BPJPH) has implemented a mandatory halal certification process in stages, especially focusing on the food and beverage category (Aprilia, & Priantina, 2022). Halal certification, according to the Indonesian Ulema Council (MUI), is an official assessment given to food, beverage, medicine, and cosmetic products to state their conformity with the principles of Islamic law. This is regulated in a fatwa or written law issued by the MUI (Rahman et al., 2022). Meanwhile, Law No. 33 of 2014 concerning Halal Product Guarantees explains that halal certification refers to an official document that states the status of halal of a product. This document was issued by the Halal Product Guarantee Supervisory Agency based on a fatwa or written law from the MUI (Prianita 2022).

Once required, adjustments to halal certification rates need to be made based on a business scale. This is regulated in the Decree of the Head of the Halal Product Guarantee Organizing Agency Number 141 of 2021 concerning the Determination of Service Tariffs for the General Body of the Halal Product Guarantee Organizing Agency. The determination of Small Business criteria in this decision has also been adjusted to Government Regulation No. 7 of 2021 concerning the Facilitation, Protection, and Empowerment of Cooperatives and Micro, Small, and Medium Enterprises (priantina 2023). Halal certificates and labeling have the aim of providing legal certainty and protection to consumers. Apart from that, this also aims to increase the competitiveness of products in the country, with the hope of increasing national income. Halal product certificates are issued in the form of a halal fatwa decree by the MUI leadership council. Giving halal labels to products is the result of obtaining a halal product certificate from the MUI Food, Drug, and Cosmetic Assessment Institute (LPPOM) (Qosim et al., 2023).

The institution that has the authority to issue halal labels is the Food, Drug, and Cosmetic Assessment Institute. The Indonesian Ulema Council (MUI) acts as an institution that carries out research, analysis, and decision-making regarding halal products, including food products, medicines, and cosmetics. This institution not only guarantees safe consumption from a health perspective but also provides approval from an Islamic religious perspective, namely that the product is halal and can be used by Muslims in Indonesia. Founded in 1989 by the decision of the MUI, this institution provides recommendations, formulates provisions, and provides guidance to the public regarding halal products (Rini, D.A.K. 2021).

In Indonesia, only 41 cosmetic brands have obtained halal certification from the Indonesian Ulama Council (LPPOM MUI) Food, Drug, and Cosmetics Study Institute. Meanwhile, the majority of other brands, especially those from abroad, have not received halal certification. This situation is disappointing considering that Indonesia has the largest Muslim population in the world (Ryandono et al., 2022). In responding to this challenge, cosmetics manufacturers, both local and international, need to pay attention to the increasing market demand for halal products. Halal certification is not only an ethical and religious necessity, but also a smart business strategy to reach the dominant Muslim consumers in Indonesia. So, from this background, this research will answer what factors influence Muslim consumers to buy halal cosmetics.

Literature Review

Halal Label

The halal label, especially in the context of food, confirms that most foods are considered halal unless specifically stated otherwise in the Qur'an or Hadith (Al-Teinaz & Al-Mazeedi, 2020). The halal labeling system involves writing halal statements on product packaging to show the product's reputation as a halal product (Widiarty, 2021). Halal label protection depends on the existence of halal certification by the manufacturer. The halal certificate issued through LPPOM-MUI states that the product meets halal requirements according to Islamic law, following the definition of halal merchandise in Islamic regulations (Matondang, Fadlilah, & Saefullah 2023).

Halal labeling, according to Rangkuti (2010: 8), refers to the act of including writing or statements on packaging or products to show that the product is recognized as a halal product. This action involves writing or stating "halal" on the product packaging as an indication that the product meets halal standards (Widiarty, 2021). The halal label can be included on the product packaging after the product has successfully obtained a halal certificate from BPPOM MUI.

Halal certificates and labeling aim to provide legal certainty and protection to consumers (Permadi, 2022). Apart from that, this also aims to increase the competitiveness of products in the country, with the hope of increasing national income. Halal product certificates are issued in the form of a halal fatwa decree by the MUI leadership council. Giving halal labels to products is the result of obtaining a halal product certificate from the MUI Food, Drug, and Cosmetic Assessment Institute (LP POM). The institution that has the authority to issue halal labels is the Food, Drug, and Cosmetic Assessment Institute (Khan & Haleem, 2016).

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As many as 209.12 million people in Indonesia embrace Islam, which is equivalent to 87% of the total population (BPS, 2020). This fact emphasizes the importance of the halal concept in the lives of Indonesian people, where halal products are a priority in daily consumption. This concept is also believed to increase interest in purchasing cosmetics because products that have been certified halal are considered safe and do not pose risks to the skin in the future.

Attitude

In a study of differences in attitudes and purchasing intentions towards halal cosmetics and halal food in the UAE and Saudi Arabia, the survey found that consumers generally consider halal, especially in the context of meat (Ireland and Rajabzadeh, 2011). The results of the study also revealed that some consumers in the UAE have concerns about the halal guarantee of other products, such as toiletries, as indicated in other research on the internet (Rajagopal et al., 2011, as cited by Abd. Rahman, 2019).

According to the findings of Ireland and Rajabzadeh (2011), most consumers in the UAE tend not to seek halal certification when purchasing cosmetic products, perhaps because they associate the concept of halal more with internal consumption. In other words, consumers' associations with halal are more focused on products they consume directly, such as food, rather than cosmetic products that are used externally. Quoted from the writings of Oktaviani, & Tunjungsari (2021). Attitudes are considered the result of beliefs. Consumers will show a positive attitude or useful things if the behavior carried out leads to positive results. On the other hand, consumers will have negative attitudes or things that are not beneficial if the behavior performed leads to negative results. (Amrullah, 2023)

Religiosity

Religiosity is a person's bond with the Almighty, Most Gracious, and Most Merciful (Jadaya & Rababaa, 2021). This relationship has implications for the desire to establish good personal relationships with fellow Muslims. In the context of seeing God's goodness carefully, the attitude that grows and develops within a person will produce love not only for God but also for His fellow creatures, including humans and other natural worlds (Pratiwi et al., 2022). As a result, in everyday life, individuals will develop an attitude of mutual respect, mutual love, and affection for their environment. This aims to achieve "shared prosperity, physical and spiritual".

According to Ancok and Suroso (2011), the concept of religiosity expressed is a brilliant formulation. This concept does not only look at a person's religiousness from one or two dimensions but also tries to pay attention to all existing dimensions. In Islam, diversity is not only reflected in ritual worship but also various other activities. Islam as a comprehensive system encourages its adherents to practice religion as a whole (Huda et al (2020). Belief in religion also plays an important role, such as in terms of food consumption for Muslims in Islamic or non-Muslim countries, as expressed by Ahmad et al (2013) quoted from the article (Rini 2021).

Knowledge

Knowledge in the context of purchasing a product is considered a critical element that needs to be considered before making a purchasing decision. According to Rochmanto & Widiyanto (2015), product knowledge includes consumers' understanding of the characteristics or characteristics of a product, the impact of using the product, and the value or level of satisfaction that can be achieved through the product. The knowledge that consumers have about a product can have a positive influence on their level of satisfaction (Rini, 2021).

In Notoatmodjo's (2012) perspective, knowledge results from the "knowing" process that occurs after an individual perceives a particular object. This sensing involves human senses such as sight, hearing, taste, and touch. By detailing several expert views, it can be concluded that knowledge plays a crucial role in making purchasing decisions. Before making a purchase, it is important to understand both the goods and the content contained in the product (Zakik et al., 2022).

Product knowledge includes the buyer's understanding of the characteristics or attributes of the product, the results of using the product, and the level of satisfaction expected through the product (Andri et al 2022). The level of knowledge possessed by consumers, which includes various product information, can influence their beliefs about a product. product (Febrian & Budiarto, 2023). Clients with diverse product knowledge will have varying beliefs about a product (Nurhayati & Hendar, 2020). This level of product knowledge helps in understanding consumer behavior and preferences. Consumers who have higher product knowledge tend to be better able to assess product-related information presented in advertisements, compared to buyers who have limited or even no product knowledge (Matondang., Fadlilah, & Saefullah, 2023).

Purchase Interest

Consumer buying interest reflects consumer behavior, where the decision to buy or choose a product is based on their experience in choosing, using, consuming, or even wanting that product (Palalic 2021). To attract or increase consumer interest in making purchases, marketers need to understand consumer behavior during the purchasing process (Bella Hartati 2021). This is because the next step taken by consumers after being influenced by marketers is how they decide to buy or reject a product offer (Hartati, 2021). Based on several theories regarding buying interest, it can be concluded that buying interest is a consumer behavior that arises within the individual based on beliefs before purchasing a product or service (Azizah & Putra, 2022). Factors that influence buying interest are related to feelings and emotions, where satisfaction and excitement after purchasing can strengthen buying interest, while dissatisfaction can reduce or even eliminate buying interest (Irin, P. 2023).

Hypothesis

A hypothesis or basic assumption is a temporary answer to a problem that is still presumptive because its truth must still be proven through data collected in research. The hypotheses in this research are:

H1: It is suspected that Halal Labeling can influence consumer buying interest

H2: It is suspected that attitudes can influence consumer buying interest

H3: It is suspected that religiosity can influence consumer buying interest

H4: It is suspected that knowledge can influence consumer buying interest.

H5: It is suspected that the halal label, attitude, religiosity, and knowledge can influence consumer buying interest simultaneously.

The following is the framework for this research using SEM PLS:

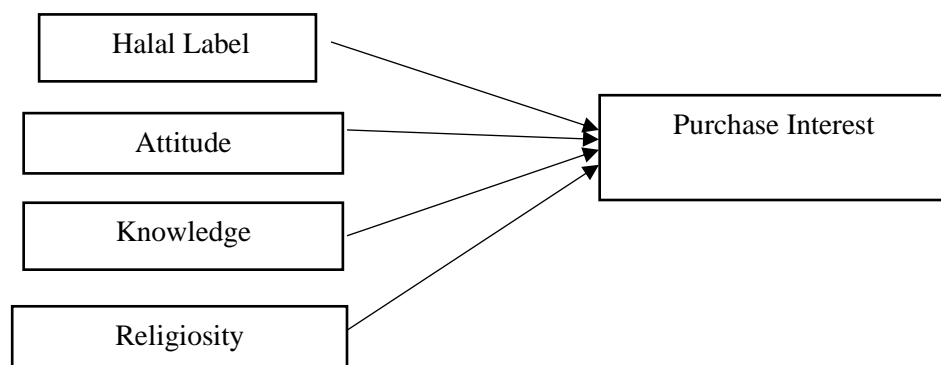


Figure 1 Research Framework

Methodology

The population in this study is the Gen Z community residing in Bogor with a minimum age of 11 to 26 years. The sampling method for this research is purposive sampling using 100 people with the respondent category being the Gen Z community residing in Bogor and consumers who have purchased or used cosmetics. halal. The author refers to the view of Hair et al., (2011) which states that the minimum sample size must follow the number of research variable indicators, namely between 5 and 10 times the number of variables. Therefore, the minimum sample size in this study is $21 \times 5 = 105$ samples. This sample size was selected to ensure adequate representation of the relevant population and be able to produce findings that have statistical significance.

The type of data in this research is quantitative data. The data source in this research is primary data, namely data obtained directly from respondents through questionnaires, and secondary data is data obtained from journals, theses, e-book articles, and the internet. This research data collection uses methods that are adapted to the problem to be researched or analyzed. In this case, the data collection techniques used are the observation Method, Documentation Method, and Questionnaire Method. The questionnaire used here is a closed model because the answers have been provided and the measurement uses a Likert Scale. The Likert scale or attitude scale is used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena, with four alternative answers in a list of questions, respondents are asked to choose one of the alternative answers provided. The method used in this research is a quantitative approach. The model structure analyzed is the Structural Equation Model Partial Least Square (SEM-PLS), with the SmartPLS3 analysis tool.

Structural Equation Modeling (SEM) is a statistical analysis technique that combines elements of factor analysis and path analysis to investigate the relationship between exogenous and endogenous variables simultaneously. Exogenous variables are variables whose values are determined from outside the model, while endogenous variables are variables whose values are determined by the model itself. SEM-PLS offers great flexibility because it allows researchers to evaluate complex models with many construct variables, indicators, and structural paths without requiring certain assumptions about data distribution. The main advantage of SEM-PLS is its ability to model complex relationships without having to meet special requirements such as certain sample sizes, certain distribution assumptions, or the need for primary data.

Results and Discussion

Table 1. Profile of respondent

Respondent	Number of samples (N)	Percentage (%)
Gender		
Male	79	24,8%
Female	26	75,2%
Age		
11-15 Tahun	2	2%
16-20 Tahun	21	20%
21-26 Tahun	82	78,1%
Purchase Interest		
Strongly Agree	56	44,8%

Agree	36	40%
Neutral	11	15,2%
Disagree	1	0%
Strongly Disagree	0	0%

Based on the table above, we can see that the majority of respondents are 21-26 years old, 78.1%. Then followed by respondents aged 16 – 20 years at 20%. And followed by respondents aged 11–15 years. With the majority of respondents coming from the female gender at 75.2% and male respondents at 24.8%. Furthermore, respondents' buying interest in Korean halal cosmetics based on the picture above can be seen in the response that strongly agrees is at most 50.5%, while agreeing is 44.8% and neutral is 4.8%.

Test Outer Model

The Outer Model Test is a test to test how reliable the construct variables are (Afriano & Nikmah, 2016). This outer model, it is divided into three types of tests, namely convergent validity test, discriminant validity test, and reality test.

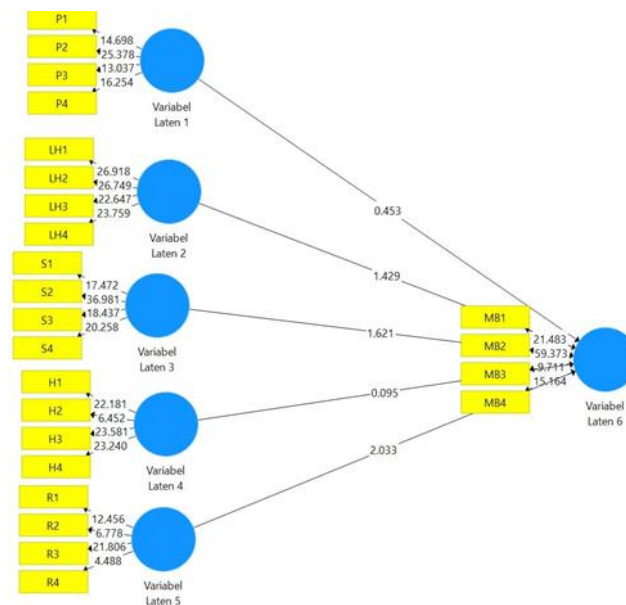


Figure 2 Convergent Validity Test

The first is the convergent validity test, namely to test how well the results of the questionnaire are obtained (Afriano & Nikmah, 2016). This validity test consists of 2 parts, the first is factor loading to see the value of each indicator variable. The requirement for this factor loading is >0.5 , >0.6 , or >0.7 depending on the theory used or the reference journal source obtained. Our questionnaire data uses theory >0.6 . This loading factor has its provisions, such as if the loading value is below the requirements, the loading indicator must be repeated. In this questionnaire data, all variables meet the requirements, namely >0.6 , so this questionnaire data is valid for each indicator. Next, the second part is AVE (Average Variance Extracted) with the condition that the value of each indicator must be >0.5 . If there is a value for the AVE variable below the requirements, then the lowest indicator value for that variable must be deleted.

Discriminant Validity Test

This test is useful for finding out whether the construct of each variable has adequate discriminant. The loading value on the targeted variable construct must be higher than the loading value on other constructs.

Table 2 Discrimination Validity Test

Variable	Price	Label of Halal	Purchasing Intention	Knowledge	Religiosity	Attitude
H1	0.520	0.710	0.688	0.850	0.583	0.501
H2	0.372	0.381	0.308	0.611	0.261	0.215
H3	0.475	0.656	0.661	0.873	0.634	0.489
H4	0.534	0.710	0.645	0.876	0.544	0.491
LH1	0.540	0.876	0.739	0.763	0.600	0.570
LH2	0.556	0.892	0.767	0.751	0.597	0.568
LH3	0.531	0.871	0.800	0.622	0.569	0.556
LH4	0.526	0.877	0.753	0.614	0.566	0.556
MB1	0.288	0.475	0.494	0.390	0.468	0.862
MB2	0.386	0.610	0.643	0.520	0.577	0.908
MB3	0.225	0.438	0.443	0.370	0.468	0.708
MB4	0.475	0.549	0.520	0.499	0.442	0.778
P1	0.833	0.492	0.331	0.462	0.372	0.241
P2	0.891	0.467	0.419	0.470	0.422	0.342
P3	0.795	0.441	0.314	0.463	0.308	0.313
P4	0.805	0.595	0.510	0.539	0.438	0.451
R1	0.273	0.467	0.591	0.424	0.729	0.453
R2	0.540	0.467	0.448	0.544	0.649	0.304
R3	0.459	0.591	0.588	0.616	0.847	0.537
R4	0.085	0.335	0.421	0.260	0.584	0.366
S1	0.415	0.836	0.844	0.628	0.583	0.532
S2	0.444	0.784	0.915	0.690	0.679	0.620
S3	0.344	0.643	0.838	0.552	0.615	0.519
S4	0.496	0.742	0.858	0.689	0.644	0.568

It can be seen in the table above that the cross-loadings from our research show that the indicator values in the variable matrix are greater than the indicator values in the other variable matrices. So, from the results of the cross-loading analysis, we can conclude that each latent variable has adequate discriminants. Next, we can see in the table above the Fornell-Lacker table from the research.

Table 3 Fornell Larcker

Discriminant Validity							
Criteria	Fornell-Larcker						
	Price	Label of Halal	of Purchasing Intention	Knowledge	Religiosity	Attitude	
Label of Halal	0.613	0.879					
Purchasing Intention	0.493	0.870	0.864				
Knowledge	0.591	0.783	0.743	0.810			
Religiosity	0.473	0.663	0.731	0.655	0.709		
Attitude	0.426	0.640	0.650	0.550	0.602	0.818	

Table 4 Reliability Test

	Cronbach's Alpha	Rho A	Reliability Composite	Average Extracted (AVE)	Varian
Label of Halal	0.902	0.902	0.931	0.773	
Purchasing Intention	0.887	0.892	0.922	0.747	
Knowledge	0.825	0.871	0.882	0.656	
Religiosity	0.664	0.702	0.799	0.503	
Attitude	0.832	0.849	0.889	0.669	

This reliability test aims to see the consistency of data. In this reliability test there are 2 forms, namely composite reliability and the other one is Cronbach's alpha, wherein the data from the composite reliability section can be seen that the condition must be more than 0.7 while the data that is We found in the composite reliability (rho_C) section that all variables are above 0.7, meaning this data is considered good or reliable. Furthermore, in the Cronbach's Alpha section, it can be seen from the data above that the requirement for reliability is above 0.6, whereas from the variable data that we got in the Cronbach's Alpha column, it is above 0.6, so it can be concluded that the data we tested is good or reliable.

Test the Inner Model

The inner model testing model aims to test whether the model described is strong and accurate (Afriano & Nikmah, 2016).

Table 5 Inner Model Test

Inner Capital		
R Square		
-	R Square	Adjusted R Square
Purchase Interest	0.476	0.450

Inner model testing was carried out by looking at the r-square value or the value that shows how influential the variables we tested are with the level of purchasing Korean halal cosmetics in Bogor. After we processed it, it turned out that the r square value from our research was 0.476 or 48.1%. So we can see that the variables Knowledge, Halal Label, Price, Attitude and Religiosity have an influence of 48.1% on Gen Z's buying interest in halal cosmetics. Or actually the various variables in this study have an influence, but the influence is not that big. The remaining 51.9% is explained by other variables outside this study. Which might later be used as research material for future researchers.

Hypothesis Testing

Finally, we go into hypothesis testing, where this test is carried out to see how the x variable being tested affects the y variable. The hypothesis is said to be significant if the p-value Original Sample Hypothesis Testing (O) P Values Conclusion

Table 6 Hypothesis Testing

Original Sample Hypothesis	Testing (O)	P Values	Conclusion
PT -> MB	0.046	0.651	REJECTED
LB -> MB	0.250	0.043	ACCEPTED
SK -> MB	0.237	0.005	ACCEPTED
RL -> MB	0.249	0.042	ACCEPTED

The first hypothesis shows that knowledge influences interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that knowledge has a positive influence on the Buying Interest (MB) variable. However, it has a p-value >0.05 so it can be said that knowledge (PT) does not have a significant effect on interest in buying Korean halal cosmetics in Bogor. Thus we can conclude that knowledge has a positive effect on interest in buying Korean halal cosmetics in Bogor but is not significant.

The second hypothesis shows that the Halal label influences the interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that the Halal label (LB) has a positive influence on the variable interest in buying Korean halal cosmetics in Bogor. And it has a p-value <0.05 so it can be said that the halal label (LB) has a significant effect on interest in buying halal cosmetics in Bogor. Thus, we can conclude that the Halal Label (LB) has a positive and significant effect on interest in buying Korean halal cosmetics in Bogor.

The third hypothesis shows that attitude influences interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that Attitude (SK) has a positive influence on the variable interest in buying Korean halal cosmetics in Bogor. And it has a p-value <0.05 , so it can be said that Attitude (SK) has a significant effect on interest in buying halal cosmetics in Bogor. Thus we can conclude that Attitude (SK) has a positive and significant effect on interest in buying Korean halal cosmetics in Bogor.

The fourth hypothesis shows that price influences interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that Price (HR) has a

positive influence on the Purchase Interest (MB) variable. However, it has a p-value >0.05 so it can be said that price (HR) does not have a significant effect on interest in buying Korean halal cosmetics in Bogor. Thus we can conclude that knowledge has a positive effect on interest in buying Korean halal cosmetics in Bogor but is not significant.

The fifth hypothesis shows that religiosity influences interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that Religiosity (RL) has a positive influence on the variable interest in buying Korean halal cosmetics in Bogor. And it has a p-value <0.05 , so it can be said that religiosity (RL) has a significant effect on interest in buying halal cosmetics in Bogor. Thus we can conclude that Religiosity (RL) has a positive and significant effect on interest in buying Korean halal cosmetics in Bogor.

The Influence of Knowledge on Consumer Purchase Interest in Korean Halal Cosmetics

In this research, the Knowledge variable has a positive influence, however, it does not have a significant influence on interest in buying Korean halal cosmetics in Bogor. This result can be seen from the p value of 0.651, which is greater than 0.05. As for the influence of knowledge, according to (Oktaviani 2021), in his research, he said that the influence of knowledge on consumer attitudes is not significant, which states that knowledge does not influence consumers' attitudes or interest in buying.

The Influence of Halal Labels on Consumer Purchase Interest in Korean Halal Cosmetics

This hypothesis shows that the Halal label influences the interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that the Halal label (LB) has a positive influence on the variable interest in buying Korean halal cosmetics in Bogor. The result of the P value is <0.05 , namely 0.043. As done by previous researchers (Sholiha et al 2022), labels have a significant positive effect on consumer buying interest. The higher the halal level of a product, the greater consumer buying interest will increase.

The Influence of Attitudes on Consumer Purchase Intentions towards Korean Halal Cosmetics

This research shows that price attitudes influence interest in buying Korean halal cosmetics in Bogor. We can see this from the tests that have been carried out, where the test results show that Price (HR) has a positive influence on the Purchase Interest (MB) variable. The p-value is 0.005. However, it has a p-value >0.05 so it can be said that price (HR) has a significant effect on interest in buying Korean halal cosmetics in Bogor. The results of this research are in line with previous research (Oktaviana 2021) that Muslim consumer attitudes have a significant positive influence on interest in purchasing halal cosmetics.

The Influence of Religiosity on Consumer Purchase Interest in Korean Halal Cosmetics

This hypothesis shows that religiosity influences interest in buying halal cosmetics in Korea in Bogor. This can be seen from the P value of 0.042, so it can be said that Religiosity (RL) has a significant effect on interest in buying halal cosmetics in Bogor. Thus we can conclude that Religiosity (RL) has a positive and significant effect on interest in buying Korean halal cosmetics in Bogor. This is the same as previous research (Baiti et al 2022). This research found that there was a correlation between the level of religiosity (X2) and interest in purchasing Wardah cosmetic products among IAI Darussalam Blokagung Karangdoro Tegalsari Banyuwangi students. These findings indicate that the level of religiosity has a significant impact on the interest in purchasing Wardah cosmetic products among female students. Therefore, the conclusion

that can be drawn is that the decision to use Wardah cosmetic products is driven by the religiosity factor that exists in IAI Darussalam students, indicating the existence of a strong personal desire.

Conclusion

According to the results above, it can be concluded that knowledge has a positive but not significant effect on consumer buying interest. The Halal label has a positive and significant effect on interest in buying halal Korean cosmetics in Bogor. Attitude has a positive effect on buying interest but is not significant. Religiosity has a positive and significant effect on buying interest. This research has practical implications for the Korean halal cosmetics industry. These factors are interconnected and play an important role in influencing consumer purchasing interest in imported Korean halal cosmetics among Gen Z Bogor consumers. Therefore, to increase sales and consumer satisfaction, halal cosmetics producers and marketers need to carefully consider and use these factors in designing their marketing strategies. Thus, halal cosmetics should pay attention more to interrelated aspects such as quality, safety, health, environment, and business ethics.

Author's Contribution

All authors have contributed to the preparation of this final manuscript. Suci was responsible for data collection, drafting the manuscript, creating illustrations, and developing key conceptual ideas. Indra provided excellent guidance and direction, as well as critically revising the article. All authors discussed the results and contributed to the final manuscript.

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Declaration of Competing Interest

The researcher states that in conducting this research, there is no involvement with commercial or financial entities that could potentially lead to conflicts of interest.

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