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Analysis of Factors Influencing Purchase Intention on Halal-labeled Cosmetics in Bogor by Generation Z

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ABSTRACT

The development of economic trends and literacy in consumers entered uncertainty. The halal economy trend and industry have also progressed rapidly along with the increasing number of halal consumers worldwide. The influence of this halal trend is evident from Generation Z's preference for halal-labeled cosmetics, indicating their awareness of the halal status of cosmetic products. Therefore, it is important to observe factors behind Generation Z's purchase intention towards halal-labeled cosmetics in Bogor. This research used questionnaires to collect the data and applied a purposive sampling technique in sample collection. This study involved 103 respondents. This research was conducted in two places and used the Partial Least Square-Structural Equation Modeling (PLS-SEM) method with the help of Smart-PLS 3.0 software. The first step is to evaluate the measurement model (outside the model) and the structural model (inside the model). This research provides insights to the cosmetic industry regarding the importance of halal certification in attracting the purchasing interest of Generation Z. From this research indicates a person's interest in purchasing halal cosmetics was mostly influenced by societal norms, attitudes toward halal items, and their capacity for self-control. These findings can guide cosmetic manufacturers and marketers to enhance their marketing strategies and communications, focusing on halal values.

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Introduction

Based on information from the World Population Review, Indonesia is the country with the largest Muslim population in the world, reaching 237.56 million people, equivalent to 86.7% of Indonesia's population (State of the Global Islamic Economy Report, 2023). As a country with the largest Muslim population, Indonesia holds great potential for halal industry. The halal status of a product is a fundamental need for consumers, especially those adhering to Islam, including products such as food, medicines, cosmetics, and other consumer goods (Ryandono et al., 2022). The positive trend in the halal industry continues to grow from year to year, as evidenced by the State of The Global Islamic Economy (SGIE) Report 2023, which reveals that Indonesian cosmetics and pharmaceutical products rank 5th globally. Moreover, the SGIE 2023 report also reflects Indonesia's progress in innovation in various aspects of the Shariah economy. The Compound Annual Growth Rate (CAGR) projection for the halal industry increased to 6.2% from 2018 to 2024. Consumer spending in the halal industry is estimated to reach USD 3.2 trillion in 2024, indicating a bright future (Santoso & Kusuma, 2023).

The halal sector is vital to the expansion of the economy. Thus, Indonesia must expand this industry. An estimated USD 1 billion in foreign investment, USD 3.8 billion in GDP, and 130,000 employments are generated annually by the halal sector in Indonesia. The Ministry of Finance has shown that, with proper management, the halal industry's potential can boost export values and the nation's foreign exchange reserves (Standard, 2020). To boost the country's economy, Indonesia must thus give top priority to the halal industry's growth. Furthermore, the Indonesian halal industry is heavily influenced by the cosmetics sector. Cosmetics that have obtained halal certification and are labeled as halal have their appeal to consumers who consider halal aspects in their purchasing decisions. Generation Z in Indonesia become the biggest consumer in the cosmetics industry (Shahid et al., 2018).

Beyond being only a marketing term, the definition of halal emphasizes how it affects other facets of Muslim life, such as products and food (Zakik et al., 2022). It also comes from a language that denotes the ideas of "permissible" and "allowed" (Ryandono et al., 2019). The concept of halal refers to how goods and services are produced and delivered consistently with Islamic law or Shariah (Juliansyah et al., 2021). The concept of halal is not limited to the inherent nature of the commodity itself but also encompasses the methods of obtaining or providing the commodity (Priantina & Sapian, 2023). This understanding is not confined to the material aspects alone but also includes the processes involved. This is to avoid practices and products prohibited (haram) by Islamic teachings. The State of the Global Islamic Economy (SGIE) report claims that the purchasing patterns of Muslims in several lifestyle categories—such as food, clothing, travel, medicine, cosmetics, and others—that are impacted by their religious beliefs constitute the global halal economy. Its value was \$1.9 trillion in 2020 (SGIE Report, 2020). This creates many growth opportunities in various fields and attracts the attention of startups, multinational companies, and investors (Wardhana, 2021).

According to Rahayu, A., & Isa, M. (2023), the growth of the cosmetic industry, particularly in Indonesia, is marked by increasing awareness among Indonesian women in maintaining their physical appearance, especially facial beauty, through regular skincare treatments. Halal encompasses ingredients, safety, production processes, and other aspects such as manufacturing, storage, packaging, and distribution that must comply with Shariah requirements. The halal cosmetics industry holds significant potential in the global market by adhering to high-quality standards and halal procedures. Halal certification also assures Muslim consumers that the product complies with Shariah law and assures non-Muslims that halal products are quality products based on the concept of halal and *Toyyiban* (halal and healthy) by incorporating Good Manufacturing Practices (GMP) and HACCP (Sungkar et al., n.d.). However, there are still questions regarding the halal status of some imported cosmetic ingredients, requiring continuous attention to ensure the halal status of these products.

Generation Z's awareness of halal-labeled cosmetics can have a significant positive impact on the beauty industry. Generation Z, often more analytical and emphasizing values, tends to consider the halal aspect of products when shopping. Halal labels on cosmetics assure adherence to religious principles, ethics, and health, making them appealing to Generation Z, who care about these values. This awareness can drive the growth of the halal cosmetics market, increase demand, and spur innovation in formulation according to halal standards. Cosmetic companies that were responsive to Generation Z's preferences regarding halal have opportunities to gain a competitive edge in this market. Halal has become an important aspect in various aspects of life such as lifestyle. Consumer consumption of cosmetics can influence consumption patterns and the cosmetics industry. When deciding to purchase cosmetic products, consumers often consider many factors before buying a product (Zulaikha et al., n.d.).

Based on previous studies, there has been research on the variables influencing Generation Z's inclination to buy cosmetics with halal labels. However, there are several differences in this research, from previous studies that could provide an opportunity for further investigation. For instance, in a previous study by (Ishak et al., 2019), the study investigated the impact of halal knowledge, religiosity, and attitudes on the inclination of millennial Muslim women to purchase local cosmetic companies, both directly and indirectly. Purposive sampling combined with non-probability sampling was the sampling strategy used. Structural Equation Modeling (SEM) – Partial Least Square (PLS) with WarpPLS application was used for data analysis. The study's conclusions showed that attitudes, subjective norms, knowledge, the halal label, purchasing behavior, brand image, psychological risk, and religion are among the variables impacting the purchase of halal cosmetics.

Halal awareness remains low, mainly due to excessive information from social media, making it difficult to distinguish the authenticity of information. The subsequent study analyzes women's purchase intention towards halal cosmetics based on the Theory of Planned Behavior (TPB), using data analysis techniques employing PLS-SEM with the assistance of SMARTPLS for data computation, conducted by (Fetrina & Utami 2022). Therefore, this study differed in exogenous variables, research location, and research outcomes compared to previous studies. Therefore, this research aims to investigate the influence of behavioral control, subjective norms, and attitudes on the purchase intention of halal-labeled cosmetics among Generation Z consumers in Bogor. The method utilized is SEM-PLS testing.

In this research, the researcher involved several Generation Z respondents residing only in Bogor. The research findings indicate that Generation Z tends to consider the halal label on cosmetics when making purchase decisions, as sustainability and fairness values increasingly become the primary focus of Generation Z. Based on the aforementioned background, the objective of this research is to analyze the factors influencing Generation Z's purchase intention towards halal-labeled cosmetics in Bogor. It is anticipated that this study will raise public awareness of the benefits of consuming halal products as well as the industry regulations that the Muslim community of Generation Z should accept.

Literature Review

Halal cosmetics are the product that attracts customers from young generations of Muslims (Samsul et al., 2022). The decision to buy halal cosmetics can be understood by applying Icek Ajzen's Theory of Planned Behavior (TPB). The present investigation employs the Theory of Planned Behavior (TPB) as the conceptual framework to examine the factors that impact consumer behavior regarding the intention to purchase cosmetics bearing a halal label. The TPB is a psychological paradigm that aids in the explanation and comprehension of individual behavior, including the choice to purchase cosmetics bearing a halal label. According to this theory, three important factors—attitude, subjective norm, and perceived behavioral control—can all be used to predict an individual's conduct (Rachbini, 2018) and (Hagger et al., 2022). According to TPB, purchase intention is a function of attitude towards the behavior, subjective norm, and perceived behavioral control (Pratiwi et al., 2022). The model posits that the more positive an individual's

attitude towards the behavior, the stronger the subjective norms supporting the behavior, and the higher the perceived behavioral control, the stronger the individual's intention to perform the behavior.

Purchase Intention

Purchase intention is the inclination or desire of an individual to purchase a product or service within a certain period in the future (Hasniati et al., 2021). This concept is based on proactive decisions to acquire desired goods or services. Purchase intention can be influenced by various factors, such as consumer attitudes, preferences, economic situations, and social (Nofri & Hafifah, 2018). Purchase intention can arise from the desire to buy, from family or environmental influences. Purchase intention can also arise from an individual's knowledge of a product or a desire to try the product. Purchase intention itself is a combination of consumer beliefs and attitudes toward products or services (Loestefani et al., 2022). Before making a purchase, consumers will gather information, whether about products based on personal experience or the environment (Nofri & Hafifah, 2018). Purchase intention indicates the likelihood that consumers are willing to consider purchasing a product, representing an individual's desire to purchase in the future (Aryadhe et al., 2018).

Perceived Behavioral Control

Perceived behavioral control refers to individuals' beliefs about the presence of factors that facilitate or inhibit their behavior. The higher the individual's capacity to manage their behavior, the more elements support it, and the fewer obstacles they encounter in completing an activity (Rachbini, 2018). Therefore, according to (Mukorobin et al., 2016), the more factors that influence people's decision to buy halal items, the more likely they are to do so. Perception of behavioral control is expected to influence purchasing decisions and individual behavior. So, when individuals perceive behavioral control over a product, they can make purchasing decisions that impact the intensity of purchasing that product (Amelia & Hurriyati, 2022).

Subjective Norms

When someone feels that their surroundings or the people in them endorse what they are doing, or when they are motivated to do so by those around them, they will develop a desire for that item or action (Ningtyas et al., 2021). Subjective norms are described as an individual's assessment in response to external pressures to engage in or refrain from engaging in particular actions (Iman et al., 2022). Subjective norms can be seen as the subjective assessments that people make of themselves in reaction to the expectations placed on them by their surroundings to engage in particular activities or not. According to (Irzal & Suparno, 2017), people are more likely to engage in desired activities if their environment encourages them to do so. Subjective norms are a crucial element in determining purchasing intention, according to research (Safitri, 2022). Higher levels of subjective norms are associated with increased purchase intention, whereas lower levels of subjective norms lead to decreased purchase intention (Ghifara et al., 2022).

Attitude

Attitude is a term that describes an individual's feelings reflecting likes, dislikes, or neutrality towards something (Adinata & Yasa, 2018). There are two types of attitudes, namely positive attitudes and negative attitudes. Positive attitudes arise from feelings of pleasure, while negative attitudes arise from feelings of displeasure (Mafruchati et al., 2022). In the context of Muslim consumers, attitude can be interpreted as actions that align with Islamic Sharia principles (Qosim et al., 2023).

Attitude is the most important concept in social psychology, discussing attitude elements both as individuals and as character builders in groups. Through attitudes, we can understand the awareness process that determines actual actions and possible actions that individuals may take in their social life. Attitude toward purchase intention is a concept in consumer psychology that refers to an individual's inclination or

disposition toward the decision-making process to purchase a product or service (Rumondang et al., 2020). This attitude encompasses various psychological, social, and personal factors that influence how someone responds or reacts to the desire or need to purchase something. Attitude can be interpreted as the extent to which someone likes or dislikes something. If consumers' attitudes towards halal cosmetics become more positive, their decision to purchase halal cosmetics will also become more positive (Zaki et al., 2024).

Methodology

This research targets the population of Gen Z individuals who adhere to Islam in Bogor, aged 16-26 years, encompassing individuals of all genders. The sample size was conducted through a non-probability incidental sampling. The data used in this research consists of primary and secondary data. Primary data was obtained directly from research subjects through using measurement tools and direct data collection from subjects who served as data sources.

A questionnaire instrument was used to conduct the survey and collect data from the research subjects in a reasonable length of time (Aithal & Aithal, 2020). Next, the online questionnaire was distributed using Google Forms to gather quantitative data. The data from the questionnaire was processed and analyzed using the PLS-SEM method. Meanwhile, secondary data consists of research data obtained indirectly through intermediary media such as books, records, evidence, or archives, which can be public or non-public.

The research population consists of Muslim individuals from Generation Z residing in Bogor. Primary data were collected through a closed questionnaire using a Likert scale distributed to Generation Z individuals in Bogor. Subsequently, data analysis was conducted using the Smart PLS 3.0 application with the PLS-SEM approach. The choice of PLS-SEM was motivated by the desire to both identify and predict the primary driving and target constructs (Russo & Stol, 2021). In summary, The SEM technique was used to model the complex interactions between variables influencing the inclination to purchase cosmetics labeled as halal and validate these factor designs. The theoretical framework in this research can be depicted as follows:

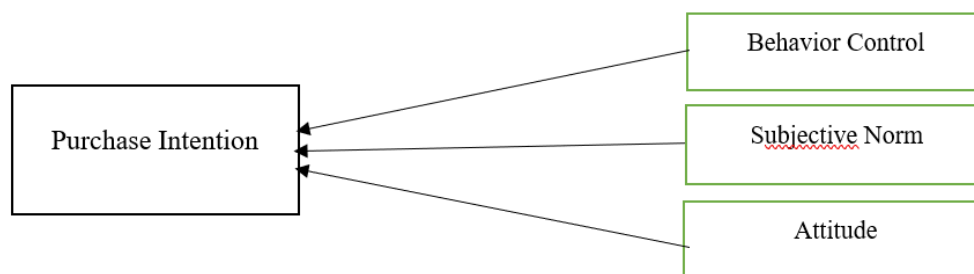


Figure 1. Research framework

The following are the study's hypotheses, which are based on the author's theoretical framework:

- H1: The behavior control variable is thought to significantly and favorably affect purchase intention.
- H2: The Subjective Norm variable is thought to significantly and favorably affect Purchase Intention.
- H3: The Attitude variable is thought to significantly and favorably affect Purchase Intention.

Results and Discussion

To ascertain the structural correlations between different variables and their influences, this study employs partial least squares structural equation modeling or PLS-SEM. In processing PLS-SEM, there are two stages of data testing, namely the testing of the outer model and the testing of the inner model.

Convergence Validity Test

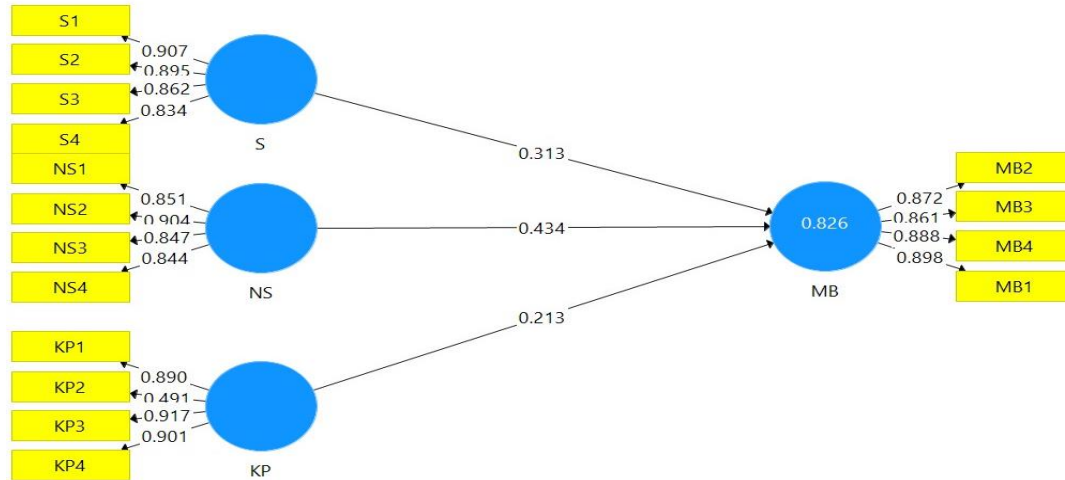


Figure 2. Structural Equation Model

Source: Data Processed (2023)

Outer Model Testing

The outer model testing aims to explain the correlation between latent variables and their indicators. The analysis of the outer model includes: Convergent validity (Average Variance Extracted/AVE), discriminant validity, and internal consistency (composite reliability):

Internal Consistency (Composite Reliability)

To evaluate whether items in a construct measure the same thing in their scores, internal composite reliability is used to evaluate the consistency of cross-item findings on the same test. This is evident through the correlation values between items, where higher correlation values indicate better consistency. This testing utilizes composite reliability values. If a constructed variable has a composite reliability value >0.6 , then the variable is considered reliable.

Table 1. Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Behavior Control	0,824	0,895	0,886	0,671
Purchase Intention	0,903	0,903	0,932	0,774
Subjective Norm Attitude	0,884	0,885	0,920	0,743
	0,898	0,901	0,929	0,765

Source: Data Processed (2023)

Table 1 shows that the composite reliability for all variables is >0.6 , indicating that all variables are reliable for testing.

Convergent Validity

The degree to which a measurement positively correlates with other measurements of the same construct is known as convergent validity. The outer loading value of an indicator of a construct variable was used while evaluating its validity. The indicator is valid if the outer loading value exceeds 0.7. Outer loading values >0.7 are considered optimal, but values in the range of >0.4 – 0.7 can also be considered valid, especially in exploratory research. However, if the outer loading value is < 0.4. Then the indicator should be considered for removal from the variable.

Table 2. Convergent Validity

	KP	NB	NS	S
KP1	0,890			
KP2	0,491			
KP3	0,917			
KP4	0,901			
NB2		0,872		
NB3		0,861		
NB4		0,888		
NS1			0,851	
NS2			0,904	
NS3			0,847	
NS4			0,844	
S1				0,907
S2				0,895
S3				0,862
S4				0,834
NB1		0,898		

Source: Data Processed (2023)

Discriminant Validity

Discriminant validity evaluates whether an indicator of a construct variable has a good discriminant value. The Heterotrait Monotrait Ratio of Correlation (HTMT) is used to evaluate discriminant validity; a variable is deemed to have strong discriminant validity if the HTMT value is < 0,9. Based on the SmartPLS output in Figure 1, the indicator results exceed 0.70, indicating that the indicators in this study are valid and represent latent variables in the research.

Table 3. Discriminant Validity

	KP	NB	NS	S
Behavior	0,819			
Control				
Purchase Intention	0,842	0,880		
Subjective Norm	0,822	0,869	0,862	
Attitude	0,871	0,859	0,831	0,875

Source: Data Processed (2023)

From the above Table 3, it is evident that the HTMT value is <0.9. The highest correlation value is 0.880, indicating that the indicators in this research are valid.

Inner Model Analysis

The inner model testing aims to determine the influence of each model using t-tests and to understand the results of the bootstrapping report, whether the hypotheses used are accepted or rejected. Multicollinearity (VIF) The VIF test for multicollinearity is conducted to assess whether there is a multicollinearity issue. The collinearity can be observed from the VIF value, and if VIF <10, then the data is free from multicollinearity.

Table 4. Multicollinearity (VIF)

	Behavior Control	Purchase Intention	Subjective Norm	Attitude
Behavior Control		4,752		
Purchase Intention			3,716	
Subjective Norm				4,977
Attitude				

Source: Data Processed (2023)

From Table 4, we can observe that:

- VIF for the correlation between behavioral control and purchase intention is $4.752 < 10.00$ (no multicollinearity issue).
- VIF for the correlation between subjective norm and purchase intention is $3.716 < 10.00$ (no multicollinearity issue).
- VIF for the correlation between attitude and purchase intention is $4.977 < 10.00$ (no multicollinearity issue).

Significance of the Coefficient Path in the Structural Model

Direct Effect a rise in one variable will be followed by an increase in another if the path coefficient value is positive; if it is negative, the inverse is true. H0 is rejected if the P-value is less than 0.05, indicating a strong influence of one variable on another and vice versa.

Table 5. Path Coefficients

	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T-Statistic (O/STDEV)	P-Values
KP -> NB	0,213	0,210	0,102	2,090	0,037
NS -> NB	0,434	0,441	0,107	4,048	0,000
S -> NB	0,313	0,303	0,111	2,818	0,005

Source: Data Processed (2023)

From Table 5, increasing behavioral control will lead to more people purchasing cosmetics branded halal in their environment, according to the direct effect of behavioral control (X1) on purchase intention, which is 0.213 (positive). Table 5 shows that the P-value of $0.037 < 0.05$, means that H0 was rejected. Behavioral control affected significantly the desire to buy halal cosmetics. Subjective norms have a direct impact on purchasing intentions (X2). It shows that the P-value score of behavioral control was <0.050 . This suggests that as subjective norms rise, so will the intention to purchase halal-labeled cosmetics. The purchasing intention of cosmetics branded as halal is significantly influenced by subjective norms, as indicated by the P-value of $0.000 < 0.05$ (H0 is rejected). The intention to buy cosmetics labeled as halal will grow if attitude increases, according to the direct effect of attitude (X3) on purchase intention, which is 0.313 (positive) (H0 is rejected). The P-value is 0.005 below 0.05, indicating a significant influence of attitude on the inclination to buy cosmetics with halal labels.

Coefficient of Determination

R-Square was a score to measure the proportion of variation in the values of the influenced variable. R-Square can be used to forecast the quality of a model. The model is considered substantial (strong) if the R2 value is 0.75, as per the criterion. R2 indicates a moderate model when it is 0.50. R2 of 0.25 indicates a weak model.

Tabel 6. Coefficient Determination

	R Square	Adjusted R Square
Purchase Intention	0,826	0,820

Source: Data Processed (2023)

Table 6 shows that behavioral control, subjective norm, and attitude variables can explain 82.6% of the variation in Generation Z's purchase intention of branded halal cosmetics in the Bogor area. The model's Adjusted R-Square is 0.826. For this reason, the model is thought to be powerful. 7142972098.

Discussion

Influence of Behavioral Control on Purchase Intention of Halal-labeled Cosmetics

This research indicates that the Behavioral Control variable (X1) has a positive and significant influence on purchase intention (Y) for halal-labeled cosmetics, with a path coefficient of 0.213 and a P-value of $0.037 < 0.05$. Therefore, it can be concluded that H0 is rejected, indicating a positive influence of behavioral control on the purchase intention of halal cosmetics products. This suggests that behavioral control affects consumers' desire to purchase halal cosmetics. This is due to the high confidence among Generation Z consumers in clear information regarding whether cosmetics products are good or not, making them more cautious in the purchasing and usage processes (Ghifara et al., 2022).

Thus, the level of behavioral control among Generation Z consumers in Bogor is considered high. As perceived behavioral control increases, individuals are more likely to feel confident and capable of purchasing the product, thereby enhancing purchase intention (Ayu et al., 2023). This finding is consistent with previous research by Ningtyas et al. (2021), who also discovered that behavioral control had a favorable and noteworthy impact on purchase intention. These findings suggest that behavioral control perception is important when making judgments about what to buy, especially when it comes to products that need special consideration, such as those with halal labels (Santoso & Kusuma, 2023). Therefore, cosmetic companies aiming to enhance the purchase intention of halal-labeled products should focus on strategies that improve consumers' perception of behavioral control. This may include providing clear and accessible product information, transparent labeling, and consumer education about the benefits and

existence of halal products. By enhancing the perception of behavioral control, companies can increase consumer confidence and ultimately stimulate an increase in purchase intention (Febriyanti et al., 2022).

Influence of Subjective Norm on Purchase Intention of Halal-labeled Cosmetics

Based on the table above, a path coefficient of 0.434 was obtained, indicating a positive influence of subjective norms on purchase intention. The p-value for the subjective norm variable is $0.000 < 0.05$, indicating a significant influence of subjective norms on purchase intention. Thus, the subjective norms variable significantly influences positive purchase intention, leading to the rejection of H_0 . This result was in line with the result of a previous study conducted by (Indah Wahyuningsih, 2018), revealing that subjective norms have a positive and significant influence on consumer intention. In this context, subjective norms reflect social pressure and influence from individuals was important, such as family, friends, or community figures, which can encourage individuals to purchase halal-labeled cosmetics (Ayu et al., 2023). In consumer behavior, individuals cannot be separated from decision-making activities (Wardhana, 2021).

Decisions made by individuals are based on their judgments as well as considerations of others deemed important (Aisyah, 2016). Subjective norms are normative beliefs closely related to expectations originating from others or a group of people that can greatly influence any actions or decisions made by individuals (Indah Wahyuningsih, 2018). When individuals feel that those around them expect them to use halal products, they are more motivated to comply, increasing their intention to purchase such products. Based on this understanding, it can be concluded that subjective norms are one of the main drivers of individual purchase decision-making influenced by others' opinions (Aryadhe et al., 2018). Research by Rahayu and Isa (2023) indicates that the higher the subjective norms, the greater the likelihood that individuals will purchase halal cosmetics. This is supported by (Chaulagain et al., 2021), which also found that subjective norms influence purchase intention.

Influence of Attitude on Purchase Intention of Halal-Labeled Cosmetics

Based on the table above, a path coefficient of 0.313 was obtained, indicating a positive influence of attitude on purchase intention. The P-value for the attitude variable is $0.005 < 0.05$, signifying a significant effect of attitude on purchase intention. In conclusion, H_0 was rejected. The findings of this research are in line with the theory (Ariyansyah, 2020) which states that attitude is one thing that influences purchase intention. Attitude is an important concept in contemporary psychology (Khan et al., 2022). A person's perception of halal products can be shaped by several things, such as their awareness of the advantages of halal goods, their conviction that halal goods adhere to religious precepts, and their favorable prior experiences with halal goods.

The results above were in line with studies by Cullen et al. (2021) and Handriana et al. (2020), which suggest that a person's mindset influences whether or not they will buy a product. Preferences have a considerable impact on one's attitude. According to Kotler et al. (2018), a person's mindset can also have an impact on their decision to buy a product. The key factor that drove young generations to buy a product is the attitude toward halal products. Companies should focus on shaping and reinforcing positive consumer attitudes towards their halal products.

To enhance positive attitudes, companies can educate consumers about the benefits and advantages of halal products, ensure the quality and compliance of products with halal standards, and provide satisfying experiences through services and products (Ayu et al., 2023). As a result, businesses can encourage customers to buy more halal items. The results of this study corroborate those of earlier research by Mariana et al. (2020), Yunita Ningtyas (2021), and Abd Rahman et al. (2015), showing that attitudes have a strong and favorable influence on purchase intentions. Therefore, companies aiming to boost sales of halal-labeled products should pay attention to and manage consumer attitudes toward their products through appropriate marketing strategies (Ryandono et al., 2020).

Conclusion

According to the result above, it can be concluded that the intention of young generations to buy halal cosmetics was influenced by their subjective standards, attitudes, and behavioral control. This indicates that a person's interest in purchasing halal cosmetics was mostly influenced by societal norms, attitudes toward halal items, and their capacity for self-control. These findings can guide cosmetic manufacturers and marketers to enhance their marketing strategies and communications, focusing on halal values and creating positive awareness of cosmetic products. However, it should be noted that this research has limitations, especially because it only involves Generation Z respondents in Bogor. Additionally, the variables tested only cover a small portion of other potential factors influencing consumers' intention to purchase halal cosmetics. Therefore, this research opens up opportunities for further studies that can explore the interaction or influence of these factors with other relevant elements.

Author's Contribution

The final manuscript has been prepared with contributions from all writers. Siti is in charge of gathering information, writing the manuscript, making the illustrations, and developing the main themes. Indra revised the article and offered direction and advice.

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Declaration of Competing Interest

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