

HALAL COSMETICS IN THE EYES OF MILLENNIAL MUSLIMS: FACTOR ANALYSIS OF HALAL LABELS AND CELEBRITY ENDORSERS

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ABSTRACT

This research aims to show the effect of the value of the halal label and celebrity endorser on purchasing decisions for halal cosmetic products with religiosity as a moderating variable. The method uses descriptive quantitative by analyzing the responses to questionnaires distributed to 228 respondents in Indonesia. Based on previous research, four hypotheses were built, and the collected data were processed using a path analysis tool through the Smart PLS 3.3.3 application. The results showed that the halal label variable and celebrity endorser significantly affected purchasing decisions for halal cosmetic products, with religiosity as a moderating variable. Meanwhile, the religiosity variable does not moderate the effect of the halal label and celebrity endorser on the decision to purchase halal cosmetic products. This finding confirms that religiosity has not sufficiently strengthened the influence of the halal label and celebrity endorser on the decision to purchase halal cosmetic products. In order to increase knowledge of Muslim halal in purchasing decisions for halal cosmetic products, the role of halal guarantee institutions and cosmetic manufacturers is needed in optimizing halal certification both from the content and production process. Business actors must increase awareness of the halalness of a product that can convince and encourage Muslim consumers, especially the millennial generation, to make decisions to purchase halal cosmetic products in Indonesia. This study is the first to examine the halal label and celebrity endorser on the decision to purchase halal cosmetic products with religiosity as a moderating variable and reveal its strength and weakness.

INTRODUCTION

In Indonesia, recently, a movement has emerged, which was initiated by a group of millennial Muslims who have transformed by making changes from a religious perspective. The religious movement that is currently in demand is hijrah. Hijrah is a form of religious transformation that is implemented by changing one's religious behavior in group activities.

The phenomenon of Islamic hijrah often occurs in millennial society, which is growing very large in Indonesia. This phenomenon is due to the desire of individuals or groups to become better individuals from the side of Islam. The role of the millennial generation in this hijrah movement has also collectively built a new identity as religious people who obey Islamic rules (Zahara et al., 2020). In addition, the Muslim millennial generation believes in the truth of Islam, which can play an important role in all aspects of life, one of which is regarding the future of a country (Saputra et al., 2020). Millennials who are in their productive age have occupied various strategic positions in Indonesia. They can be the driving force of the Indonesian economy in the demographic bonus of 2025 - 2030. Judging from the very large population of the millennial generation, Indonesia has a tremendous opportunity to become a high-income country.

With these conditions, the millennial generation is one of the targets in improving the economy in Indonesia, one of which is increasing the halal product industry. However, in reality, currently, Indonesia is only a target market for world halal products but has yet to become a center for the production of goods and services. It is due to the low production capacity of national halal commodities when the consumption rate for halal products is relatively high (National Committee for Sharia Economics and Finance, 2020). As for halal products that have a large enough market potential in Indonesia, one of them is cosmetic products. Cosmetics is a product that is very liked by the millennial generation, especially women. It is also supported by the rise of beauty vloggers and celebrity endorsers, which also increases public interest, especially the millennial generation, towards the use of cosmetics to complement their daily appearance (Rohmatun & Dewi, 2017).

So that it makes most millennials choose cosmetics wrongly; the habit of teenagers or millennials today is to buy suitable cosmetic products and only look at reviews from celebrity endorsers without seeing the product as safe or not. So this is something that must be considered. Because cosmetic products actually have usage risks that need to be considered considering the chemical ingredients in cosmetics do not always have the same effect on every consumer (Rohmatun & Dewi, 2017). In addition, there is still a lack of people, especially the millennial generation, to pay attention to the halal label on a product. In fact, Indonesia's Muslim population in 2010 reached 209.12 Twelve million people or about 87% of the total population. Then in 2020, the Muslim population of Indonesia already reached 229.62 million people. Seeing the large Muslim population in Indonesia, it is necessary to have an awareness

of applying the principles of Islamic law in all activities, especially in terms of consumption (Mansyuroh, 2020).

Islam has regulated the laws that affect the consumption behavior of Muslims, contained in the Quran discussing what is permissible (halal) and what is not (haram) for its adherents. Although the majority of the population in Indonesia is Muslim and Muslim consumers are protected by the BPPOM MUI regarding the distribution of halal products, currently, people's awareness to choose, buy and consume halal products is still low (Rohmatun & Dewi, 2017). Allah SWT commands Muslims to eat halal and *thoyyiban*, meaning that the food is not only halal but also good. Halal, in this case, refers to the whole, both how to produce, how to process, and how to get it (Niswah, 2018).

Based on this phenomenon, every Muslim is obliged to consume halal products, namely products that are permitted or permitted in Islamic law. The importance of halal extends to all consumables, such as cosmetics, food, clothing, and services, including finance, restaurants, and tourism. Knowledge of halal products can be seen from the nature and processing techniques involving materials, handling, and use of various methods from start to finish, which is approved and recommended by Islamic law (Adriani & Ma'ruf, 2020). Therefore, knowledge of halal products becomes an integral part of Muslim consumers' decisions and intentions to buy halal products (Nurhayati & Hendar, 2020). Millennial Muslims are the most potential market share for halal cosmetics; where this generation is inspired a lot regarding halal awareness by the digital world; thus, it is important to conduct research on the most important factors where they choose to use halal cosmetics. After exploring this study, the subsequent study can open up other market potentials related to halal products or services and Muslim millennials. From a number of previous studies regarding the factors that influence Muslims in buying halal products, as far as the author knowledge, the test halal labels and celebrity endorsers on purchasing decisions for halal cosmetic products with religiosity as a moderating variable is quite limited. So, this research is important for the industries to pay attention in halal label and celebrity endorsers before promoting their cosmetics.

LITERATURE REVIEW

Buying Decision

Kotler and Armstrong (2016) define the purchase decision as the result of the interplay between several factors, namely cultural, social, personal, and psychological consumers. It can also be interpreted that purchasing decision behavior refers to the final behavior of consumers in buying goods and services for personal consumption. A study conducted by Afina et al. (2019) states that purchasing decisions are the stages of the process in which consumers make purchases, as well as purchasing decisions as part of consumer behavior when deciding to buy services/products.

Another definition, purchasing decisions are a problem-solving process consisting of analyzing or recognizing needs and wants, information seeking, assessment of selection sources for alternative purchases, purchasing decisions, and behavior after purchase (Sahir et al., 2016).

The buying decision-making process refers to the consistent and thoughtful actions taken to satisfy a need. In purchasing decisions, Kotler and Keller (2016) and Zuhriyah et al. (2018) state that there are four steps taken by consumers, including a) product choice, b) brand choice, c) dealer choice, and d) payment method. The purchase decision is the stage where the individual has determined his choice from various alternatives to buy and consume a product.

Halal Label

The halal label includes a halal statement on a product packaging with the aim of showing that the product in question has the status of a halal product (Widyaningrum, 2016). Another definition states that the halal label is a guarantee given by an authorized institution, such as the Institute for the Study of Food, Drugs, and Cosmetics of the Indonesian Ulema Council, to ensure that the product has passed the halal test in accordance with Islamic law (Al Umar et al., 2021).

In consumer behavior, halal shopping can be seen from two different approaches, the first is the unlabeled halal approach, and the second is the halal labeled approach. The unlabeled halal approach only refers to religious texts. In this approach, the Muslim consumer does not depend on the competent authority to decide the halal status of the food produced by the industry. On the contrary, the consumer becomes the judge himself on the food being observed (Muflih & Juliana, 2021).

The indicators used in this study include trust and evaluation of halal labels taken from research of Aspan et al. (2017) and Wilujeng et al. (2019) as well as a combination of pictures and writings taken from the research of Hidayati and Yuliandani (2020) and safety of research Alim et al. (2018). Research conducted by Simbolon (2019) shows that the halal label significantly affects purchasing decisions. This study also shows that there is a change in consumer buying behavior in switching from non-halal-labeled products to halal-labeled products. Consumer purchasing decisions are influenced by the halal guarantee label, which can gain confidence in products that are hygienic, quality, and safe for consumers. The following is the formulated hypothesis.

H₁: Halal label has a positive effect on purchasing decisions for halal cosmetic products.

Celebrity Endorser

Celebrities are individuals who excel in their respective disciplines and have public recognition by most certain groups of people. Celebrities can be in the form of entertainers (comedians), sportsmen, actors/actresses, and others who are known and

recognized by the public for their achievements in their fields other than the products or services they want to promote (Osei-Frimpong et al., 2019). Meanwhile, the endorser can be said to be a supporter of advertisements that are displayed to convey messages about an advertised product (Alatas & Tabrani, 2018). There are basic attributes of endorsers that affect the effectiveness of endorsers, one of which is credibility. Endorser credibility is the capability, strength, and level of a character's ability to generate trust in others (Widyaningrum, 2016).

Therefore, it could be said that celebrity endorsers can affect the effectiveness of advertising a product, brand recognition, brand attraction, product purchase intentions, and influence consumer buying behavior. Overall, attractiveness is not just physical attractiveness but can also include a number of characteristics that consumers might see in a celebrity, such as intellectual skills, personality traits, lifestyle, and athletic prowess (Osei-Frimpong et al., 2019).

There are several indicators used in this study, including attractiveness, trustworthiness, expertise, and similarity taken from Ifeanyichukwu (2016), as well as imperatives taken from research Lk et al. (2019). Based on the several definitions mentioned above, it can be concluded that the celebrity endorser it is expected can strengthen the impression of the product in the minds of consumers regarding the message or information that will be conveyed so that later it will bring up consumer behavior, namely making purchasing decisions for a product.

Based on research conducted by Nawangsari et al. (2020) shows that celebrity endorser has a positive and significant effect on purchasing decisions. In this study, the celebrity endorser indicator that has the most influence on purchasing decisions is experienced, where an experience from the celebrity endorser itself can influence consumers in making purchases, the more experience the celebrity endorser has, the more influence consumers have in making purchases and decision to buy the product. The following is the formulated hypothesis.

H₂: Celebrity endorsers have a positive effect on purchasing decisions for halal cosmetic products.

Religiosity

Religiosity is the appreciation of one's religion which involves symbols, beliefs, values, and behaviors that are driven by spiritual forces. Religiosity can be described as the consistency between belief in religion as a cognitive element, religious feelings as an affective element, and behavior towards religion as a psychomotor element (Pramintasari & Fatmawati, 2017). Religiosity can also be described as the consistency between belief in religion as a cognitive element, religious feelings as an affective element, and behavior towards religion as a psychomotor element (A et al., 2020).

Members of different religious groups in deciding a purchase will be influenced by their religious identity, orientation, knowledge, and beliefs. Every religion has rules

regarding what can be done and what can't be done, including consumer behavior so that it can be a source of one's religious belief in consuming a product (Pramintasari & Fatmawati, 2017). In addition, religiosity is also one of the main factors that encourage consumers to consume a product, one of which is cosmetics. Knowledge of belief or religiosity is the best guide to choosing and knowing which cosmetics are safe to use (Hasibuan et al., 2019). Therefore, the behavior of Muslim consumers is closely related to the paradoxical principle of halal and haram goods and services that they will consume (Damayanti et al., 2017).

Zuhriyah et al. (2018) suggests that there are indicators of religiosity, namely, belief, worship, appreciation, knowledge, and practice. In a study conducted by Sunaryo and Sudiro (2018), religiosity directly influences purchasing decisions. Religion is one of the important factors in determining the decision to buy halal products. Consumers who understand and are aware of Islamic knowledge about halal products and caring and honest producers will also increasingly make decisions to purchase halal products because the more positive a person's level of religiosity is, the higher the purchase decision (Al Qorni & Juliana, 2020). The following is the formulated hypothesis.

H₃: Religiosity moderates the effect of halal labels on purchasing decisions for halal cosmetic products.

H₄: Religiosity moderates the influence of celebrity endorsers on purchasing decisions for halal cosmetic products.

Departing from this hypothesis, purchasing decisions can be directly influenced by halal labels and celebrity endorsers or through a relationship between religiosity mediators. For this reason, this research builds a framework as depicted in Figure 1.

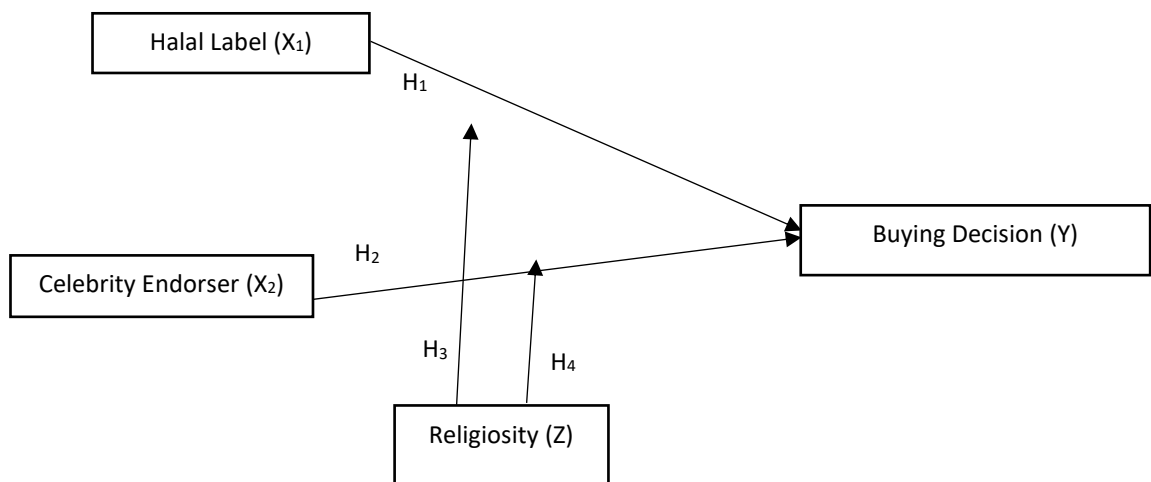


Figure 1. Theoretical Framework

RESEARCH METHODS

Because the purpose of this study is to examine the relationship between halal labels and celebrity endorsers on purchasing decisions for halal cosmetic products,

either directly or through a mediator of religiosity, this study uses a survey method with a quantitative approach. This approach was used because of its superiority in reflecting the generation Y Muslim population and its ability to answer statistical hypotheses. This study selected respondents from the generation Y Muslim group to ensure that the migration phenomenon is per the observed sample conditions.

Generation Y's behavior in choosing halal products is interesting to study because the religious behavior of Generation Y shows a good trend, with the religious behavior index being in the high category (Muzayanah, 2018). At present, there is a phenomenon in which more and more Generation Y are *hijrah* (migration) (Mariana & Azmi, 2019). Al-Banna and Jannah (2022) found that the *hijrah* (migration) phenomenon, or what was indicated to be related to religious experience, was able to encourage purchasing decisions for halal cosmetic products.

The model proposed in this study is answered through the estimation of generation Y Muslim respondents throughout Indonesia. Because the population in this study is not known with certainty, the sampling technique used refers to a non-probability sampling technique with a purposive sampling type. The criteria for respondents in this study are a) Muslim, b) consumers who have purchased or are currently using halal cosmetic products, c) consumers who are in generation Y (born 1981-1996)

The sampling technique uses the Jacob Cohen formula (Nazir, 2011), which resulted in the calculation of 203 samples in which the author distributed a questionnaire via Google Form. The questionnaire collected as many as 228 respondents. In this study, construct validity, and variable reliability were tested. This instrument was developed using a differential semantic scale with criteria high, medium, and low. Then the data analysis techniques used are descriptive techniques and path analysis with the help of Smart PLS 3.3.3. The steps taken in this research are as follows:

- a. Outer model validity test is used to determine whether the indicators that make up the latent variables are representative or not. Two criteria used to assess the Validity of the outer model are Convergent Validity and Composite Reliability.
- b. Convergent validity, in the research of Juliana (2017), is a tool used to measure reflective Validity as a measure of variables that can be seen through the outer loadings value of each variable indicator. Hair (2017) suggested that for early-stage research, the loading value of 0.5-0.6 is considered quite good.
- c. Composite reliability and Cronbach's Alpha, this test is carried out to measure internal consistency or measure the reliability of the measurement model, and the value must be above 0.70. However, if the value is 0.60-0.70, it is still acceptable for explanatory research (Hair, 2017). Composite reliability is another alternative test of Cronbach's alpha; when compared to the results of the composite reliability test, it is more accurate than Cronbach's Alpha.

- d. Hypothesis testing (resampling bootstrapping) is conducted to compare between t-count and t-table. If the t-count is greater than t-table, the hypothesis is accepted. In addition, the inner hypothesis test can be seen from the P-value. If the P-value is less than 0.05, the hypothesis is accepted, and vice versa.

RESULT AND ANALYSIS

Respondent Overview

Based on Table 1, gender characteristics are dominated by women with a percentage of 99% or as many as 225 respondents, while the percentage of men is 1% or as many as three respondents. It shows that women are more aware of beauty than men. Women use various beauty products to support their appearance. For women, appearance is the most important factor in everyday life. Some Indonesian women use skin care products, makeup and go to beauty clinics regularly to improve their appearance and natural beauty (ZAP Beauty, 2020). Then, the majority of halal cosmetic consumers in Indonesia are dominated by respondents with a birth range of 1991-1995 with a percentage of 57% or as many as 130 respondents. This age range is the youngest age in this generation group, where this generation often spends time in an all-digital virtual world (Kusuma et al., 2020).

Table1
Description of Respondent Characters

Variable	Description	Amount	Percentage (%)
Gender	Male	3	1
	female	225	99
Generation	1980-1985	46	20
	1986-1990	52	23
	1991-1995	130	57
Origin	Java	184	81
	Sumatra	28	12
	Borneo	8	3
	Sulawesi	2	1
	Papua	1	1
	Bali	3	1
	Others	2	1
Profession	Private Employee	76	33
	Government Employee	32	14
	housewife	51	23
	Entrepreneurship	41	18
	Other	28	12
Income	≤Rp1,000,000	11	5
	Rp1,100,000-Rp3,000,000	48	21
	Rp3,100,000-Rp5,000,000	112	49
	>Rp5.000.000	57	25

Source: Data Processed

The majority of respondents in this study are domiciled in Java, with a percentage of 68% or as many as 184 respondents. It shows how the distribution of the population on the island of Java is much more inhabited than on other islands. It also shows that people on the island of Java have a large potential market in the

cosmetic industry. Then, the majority of consumers of halal cosmetic products in Indonesia are dominated by private employees, with a percentage of 33% or as many as 76 respondents. It is because people who work prioritize appearances when compared to people who do not work. In addition, the majority of respondents in this study are those with an income of Rp3,100,000-Rp5,000,000; this is supported by the characteristics of the millennial generation who have a high consumptive spirit so that this millennial generation has high spending on beauty products as well. Where almost all of this generation's expenses are spent on beauty treatments (ZAP Beauty, 2020).

Outer Model Validity Test

1. Convergent Validity

To measure this convergent validity, it can be seen in the loading factor test results. The indicator can be said to be valid if the loading factor value is greater than 0.70. However, Hair (2017) suggested that for early stage research the loading value of 0.5-0.6 is considered quite good.

Table2
Loading Factor

Variable	Loading Factor	Information
Halal Label		
My level of knowledge regarding the meaning of the logo on the halal label	0.671	Valid
My level of knowledge regarding the halal label logo is the official label from MUI	0.697	Valid
My level of confidence that the cosmetic products I use are halal	0.781	Valid
My level of trust in the raw materials used in halal cosmetic products	0.845	Valid
My level of confidence that halal labels can guarantee the safety of halal cosmetic products	0.860	Valid
My level of confidence that cosmetic products labeled as halal are of good quality	0.770	Valid
I pay attention to the halal label before buying halal cosmetic products	0.699	Valid
Celebrity Endorser		
My level of confidence that celebrity advertised products can make me like halal-labeled cosmetic products	0.821	Valid
My level of interest in a celebrity advertised product because of his convincing style of speech	0.868	Valid
My level of compatibility with the characteristics of celebrities who advertise halal cosmetic products	0.855	Valid
My compatibility level with celebrity advertised products	0.875	Valid
My level of confidence that the celebrity is a very trustworthy person	0.891	Valid
My level of belief in celebrity honesty	0.910	Valid
My level of confidence that the celebrity has knowledge of halal cosmetics	0.902	Valid
My level of confidence that the celebrity who endorses is a qualified person in conveying the message	0.881	Valid
My level of confidence in the celebrity's expertise can make me interested in buying halal cosmetic products	0.895	Valid

My level of interest in content created by celebrities/influencers	0.920	Valid
My level of interest in buying halal cosmetic products after seeing advertisement content played by celebrities	0.903	Valid
Religiosity		
I believe that using halal products is an order from Allah SWT	0.833	Valid
I believe that buying halal products is one of the teachings of Islam	0.768	Valid
I believe that halal cosmetics can be used during worship (example: prayer)	0.820	Valid
My level of calm in using halal products in worship	0.869	Valid
My level of belief is that by using halal products, I can get closer to Allah SWT	0.909	Valid
I believe that using halal cosmetic products can make my heart calm	0.912	Valid
My level of knowledge is that halal products are listed in Islamic teachings, especially in the Koran	0.874	Valid
I know the law of halal and haram on a product	0.799	Valid
I believe that using halal products can affect aspects of my life	0.892	Valid
The level of practice and religious knowledge can lead me to be more selective in choosing products	0.884	Valid
Purchase Decision (Y)		
My interest in buying halal cosmetic products	0.820	Valid
I buy halal cosmetic products because the quality matches the benefits they have	0.795	Valid
The level of popularity of the purchased halal cosmetic products	0.644	Valid
My level of confidence in a product because of the popularity of the brand	0.600	Valid
Access to halal cosmetic products	0.789	Valid
Completeness of halal cosmetic product variants	0.803	Valid
Purchasing halal cosmetic products because they suit my needs	0.846	Valid
Halal cosmetic product repurchase rate	0.809	Valid
Ease of payment for halal cosmetic products	0.832	Valid
Diversity of payment methods for halal cosmetic products	0.785	Valid

Source: Data Processed

Based on the table, it can be said that the indicators in this study have adequate convergent validity because all indicators have a loading factor value of more than 0.5, so the indicators in this study are valid. So, it can be said that a set of indicators in this study represent the latent variables and the underlying latent variables in the study.

2. Composite Reliability and Cronbach's Alpha

Composite reliability and Cronbach's alpha tests are used to assess construct reliability which can be identified through indicator blocks. The construction is declared reliable when the composite reliability and Cronbach's alpha values are above 0.70.

Table 3
Composite Reliability and Cronbach's Alpha

	Cronbach's Alpha	Composite Reliability
Celebrity Endorser	0.973	0.975
Halal Label	0.880	0.907
Buying decision	0.925	0.938
Moderating Effect 1	1.000	1.000
Moderating Effect 2	1.000	1.000
Religiosity	0.960	0.965

Source: Data Processed

Based on Table 3, the results of SmartPLS processing on each latent variable in this study indicate that all variables in this study have Cronbach's alpha and composite reliability values of more than 0.7. Therefore, it can be concluded that all latent variables in this study are said to be reliable, and the model built has a very good level of reliability.

3. Hypothesis Testing (Resampling Bootstrapping)

In this section, we will test the research hypothesis that can be seen from the t-statistical value and probability value. To test the hypothesis in this study using a significance level of 5% so that the t-statistic value used is 1.96. Criteria for acceptance or rejection of the hypothesis H_a is accepted and H_o is rejected using t-statistics. For example, if $t\text{-statistics} > 1.96$, the hypothesis is accepted and vice versa. Furthermore, to reject or accept the hypothesis using the probability that H_a is accepted if the P-values < 0.05 .

Table 4
Hypothesis Estimation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
Celebrity Endorser -> Purchase Decision	0.020	0.014	0.052	3,887	0.000
Halal Label -> Purchase Decision	0.309	0.309	0.063	2,140	0.003
Moderating Effect 1 -> Purchase Decision	-0.059	-0.052	0.040	6,120	0.000
Moderating Effect 2 -> Purchase Decision	-0.004	0.004	0.070	1.082	0.280
Religiosity -> Purchase Decision	0.438	0.439	0.064	0.201	0.841

Source: Data Processed

Discussion and Implications

Based on the results of the data processing, the relationship between the halal label level variable and the purchasing decision level variable has a positive and significant relationship, where the more positive or high a person's halal label level is, the higher a person's decision level to buy halal cosmetic products. It is because the halal label plays a very important role in increasing sales of a product to attract the purchasing power of Muslim consumers. Purchasing decisions can serve as a

benchmark for the extent to which the sale of products that have been determined to be halal with products where there is no clarity between halal and haram.

Muslim consumers tend to choose products that have been declared halal compared to products that have not been declared halal by authorized institutions. It is also in line with the research conducted by Simbolon (2019), which states that the halal label has a significant influence on purchasing decisions. The halal label makes consumers believe that what they consume is correct and that what they do shows their commitment to their religion.

The level of celebrity endorser on the purchasing decision level variable has a positive and significant relationship, where the more positive or high the level of influence of the celebrity endorser on someone, the higher the level of someone's decision to buy halal cosmetic products. It is also in line with research conducted by Audrey and Usman (2021), which states that celebrity endorsers have a positive and significant effect on purchasing decisions for Emina cosmetic products. It means the higher the impact of the celebrity endorser, the higher the consumer's decision to buy cosmetic products. Millennials are the majority in making decisions with internet references, they are very connected to the internet, and in today's internet world, celebrities are the leading model to be an example for many millennials. So this discovery proves this.

As for the classification of the resulting moderating effect is that religiosity does not moderate the effect of halal labels and celebrity endorsers on purchasing decisions for halal cosmetic products. Without being moderated by the religiosity variable, the two variables directly influence the decision to buy halal cosmetic products. It is evidenced by the P-values of the moderating effect, which is not significant. So the type of moderating effect produced is a moderating predictor. The moderating predictor (variable moderating predictor) is a moderating variable that only acts as a predictor variable (independent) in the relationship model formed (Manurung & Rizki, 2009).

This finding is in line with the results of Mudzakkir and Nurfarida (2014). They stated that religiosity commitment could not be known to act as a moderating variable on the relationship between brand awareness and purchase intentions for Islamic product brands. The results of Nasrullah's research (2015) stated that religiosity as a moderating variable weakens the relationship between Islamic branding variables and consumer decisions.

Based on these results, there are still some consumers who do not have sufficient knowledge about products that are prohibited by Islam for consumption due to the lack of information obtained by consumers. This is supported by research by Sigma Research Indonesia (2017) which states that the halal factor is the fifth biggest factor that women consider in choosing cosmetics.

The implication of the results of this study theoretically shows that the decision to purchase halal cosmetic products or halal goods other than food and beverages is

still very small in Indonesia. Hopefully, this research will add knowledge to develop an understanding of Islamic economics, especially in the beauty field. Then, managerial because religiosity is still not enough to strengthen the influence of halal labels and celebrity endorsers on purchasing decisions for halal cosmetic products in Indonesia, therefore the role of stakeholders is very important, such as the involvement of halal guarantee institutions and cosmetic manufacturers need to optimize halal certification. Besides that, business actors in the cosmetic sector also need to increase awareness of the halalness of a product with product attributes such as a halal logo that can convince and encourage Indonesian consumers to make purchasing decisions for halal cosmetic products.

CONCLUSION

The findings in the field show that consumers in this study have a high level of halal labeling. It is because individuals are aware of the importance of halal labels in a product and quite understand the meaning of halal labels in cosmetic products well. Then, consumers in this study also have a moderate level of celebrity endorsers. It is due to having individuals have sufficient trust in celebrity endorsers in delivering advertised product messages, especially in halal cosmetic products. In contrast to the independent variables, the moderating variable of religiosity level is insufficient to strengthen the relationship between halal labels and celebrity endorsers. The purchase decision variable is in the high category.

The next researchers need to study further a better measure of the celebrity endorser variable and the moderating variable of religiosity. In addition, research on religiosity, especially with a quantitative approach, is still rare, especially in Indonesia. Therefore, further researchers are expected to be able to use other variables to be associated with the application of religiosity.

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