

## Analysis of the Effect of Halal Label Knowledge and Halal Brand Awareness on the Decisions of Halal Cosmetics Buyers (Case Study in Jambi Province)

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**Abstract.** *This thesis discusses the influence of knowledge of halal labels and awareness of halal brands on the decision of buyers of halal cosmetics with a case study in Jambi Province). This study uses a quantitative approach through the SEM-PLS method by taking a case study in the Jambi Province. The data from this study were obtained from the results of distributing questionnaires to respondents who were users of halal cosmetics with various brands in Jambi Province. The results of the study show that of the 3 proposed hypotheses, all of them are accepted, namely; 1) Knowledge of halal labels effects the decisions of buyers of halal cosmetics 2) Religiosity affects the decisions of buyers of halal cosmetics 3) Awareness of halal influences the decisions of buyers of halal cosmetics in Jambi Province.*

**Keywords:** *Knowledge of Halal Label, Halal Brand Awareness, Halal Cosmetics, Buyer Decision*

**Abstrak.** *Skripsi ini membahas pengaruh pengetahuan label halal dan kesadaran merek halal terhadap keputusan pembeli kosmetik halal dengan studi kasus di Provinsi Jambi). Penelitian ini menggunakan pendekatan kuantitatif melalui metode SEMPLS dengan mengambil studi kasus di wilayah Provinsi Jambi. Data dari penelitian ini diperoleh dari hasil penyebaran kuesioner kepada responden yaitu merupakan pengguna kosmetik halal dengan berbagai merek di Provinsi Jambi. Hasil penelitian menunjukkan bahwa dari 3 hipotesis yang diajukan semuanya diterima, yakni; 1) Pengetahuan label halal berpengaruh terhadap keputusan pembeli kosmetik halal 2) Religiusitas berpengaruh terhadap keputusan pembeli kosmetik halal 3) Kesadaran halal pengaruh terhadap keputusan pembeli kosmetik halal di Provinsi Jambi.*

**Kata Kunci:** *Pengetahuan Label Halal, Kesadaran Merek Halal, Keputusan Pembeli Kosmetik Halal*

## INTRODUCTION

Cosmetics have become a primary need for women. Cosmetics are substances used to improve a person's appearance or body odor. Cosmetics and beauty are two things that are inseparable from a woman's life. The situation is that every woman wants to look good and attractive at any event or event. Because of her appearance and beauty, a woman will feel accepted in her community and can increase a woman's self-confidence. Islam provides limitations on the issue of beautifying oneself, these limitations are implied in the Qur'an, Surah Al-Ahzab : 33.

For Muslim consumers, the halal certified of a product is an important aspect that should be considered. However, in practice, there are still many Muslim women in Indonesia, especially in Jambi Province, who buy cosmetics not based on halal labels, but because of recommendations from friends, affordable prices, or brand popularity. This shows that knowledge of halal labels, levels of religiosity, and awareness of halal brands still do not fully influence purchasing decisions.

The behavior of Muslims in consuming halal products actually depends on how they have knowledge regarding what halal is. Important knowledge is used to find out whether a potential consumer understands the goods he is going to buy, whether the goods are really halal, and whether the consumer understands where he can get the goods (Indah, 2017)

This phenomenon is reinforced by data showing significant growth in the cosmetics industry in Indonesia. On the other hand, the rampant circulation of illegal cosmetics and low consumer literacy regarding halal products raise concerns about the safety and sharia compliance in the consumption of cosmetic products.

Based on this background, this study aims to determine the effect of halal label knowledge, religiosity, and halal brand awareness on purchasing decisions for halal cosmetics among Muslim women in Jambi Province.

## LITERATURE REVIEW

### Halal Label

Halal certification is a document issued by the Majelis Ulama Indonesia (MUI) that emphasizes the purity of products that are in accordance with Islamic law. A halal certificate is a certificate of approval for the inclusion of halal notes on product packaging from a government agency that has a permit.

### Halal Label Indicators

According to Government Regulation Number 69 of 1999 concerning Food Labels and Advertisements Article 4 (Utami, 2018) halal labels are measured by the following indicators:

1. Images  
Are the result of imitation in the form of shapes or patterns (animals, people, plants and so on) made with writing tools.
2. Writing  
Are the result of writing that is expected to be readable.
3. Combination of Images and Writing

The combination of images and written materials is made into one component.

4. Attached to Packaging

Can be defined as part of, (intentionally or unintentionally) in the manufacturing sector (product protection)

### Religiosity

According to Erich Fromm, Religiosity is a system of thoughts and actions shared by a group of individuals as a reference in providing a framework for directing life and objects that are worshiped to individual members of the group personally (Firmansyah, 2017). Indicators of religiosity are being able to accept religious truth, always behaving and thinking positively towards religious teachings and religious norms, being responsible for the level of religious obedience, being more open and having broader insights, being more critical of religious teachings, attitudes of diversity towards each personality type, interconnectedness between the relationship between religious attitudes and social life.

### Halal Brand Awareness

Halal knowledge is known based on the fact that a Muslim understands what halal is, knows the right way to kill, and the place in front of halal food to eat. Knowing how to buy and use halal products is very important for Muslims. This is because halal-certified products are produced not only by Muslim producers, but also by a number of non-Muslim groups.

### Buying Decision

According to Kotler and Keller (2017), the definition of a purchasing decision is the phase in the customer decision making system where the customer buys. Decision making is an action that is directly related to the acquisition and use of the product offered.

In this study, researchers used five stages in the purchasing decision process according to kotler and keller (kotler & keller, 2018a) as indicators, namely : (1) recognition of needs, (2) information search, (3) alternative evaluation, (4) buyer decision and (5) post-purchase behavior

### Halal Cosmetics

Halal cosmetics are cosmetic products that meet the halal requirements according to Islamic requirements (Burhanudin, 2019), namely: (1) Does not contain pork and ingredients derived from pork, (2) Does not contain prohibited ingredients (blood, dirt and so on), (3) All ingredients derived from halal animals that are slaughtered according to Islamic procedures and (4) All foods and drinks that do not contain alcohol.

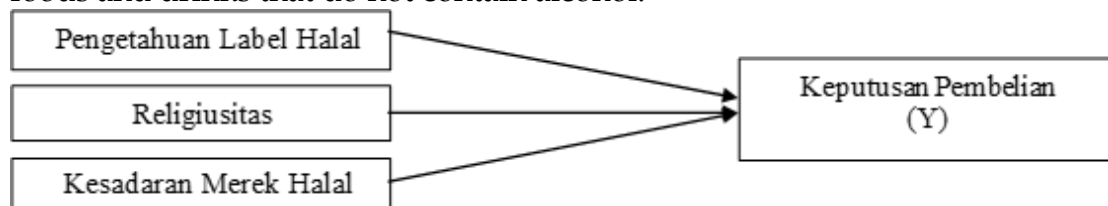


Figure 1. Framework

H1 : There is an influence of halal label knowledge on the decision of halal cosmetic buyers in Jambi Province.

H2 : There is an influence of religiosity on the decision of halal cosmetic buyers in Jambi Province.

H3 : There is an influence of halal brand awareness on the decision of halal cosmetic buyers in Jambi Province.

## METHODOLOGY

This research was conducted in Jambi Province. The object of the research is consumers who have purchased halal cosmetic products. This research will be conducted in June 2022.

This type of research uses quantitative research, where the research data is in the form of numbers and statistical analysis. Quantitative data methods are used to research certain populations or samples, data collection using research instruments, quantitative or statistical data analysis with the aim of testing the established hypothesis (Sugiyono, 2017)., but researchers carry out treatment in data collection, for example by distributing questionnaires, tests, structured interviews, and so on (Sugiyono, 2017).

The types of data used are primary and secondary data. The data collection technique in this study used distributing questionnaires or questionnaires, interview methods and observations. In this study, the Likert scale was used to measure the attitudes, opinions, and perceptions of a person or group of people about social phenomena (Sugiyono, 2016). By using smartPLS software, the instrument test in this study used validity tests and reliability tests.

## RESULT AND DISCUSSION

Jambi Province is geographically located between 00.45' to 20.45' South Latitude and between 1010.10' to 1040.55' East Longitude. To the north it borders Riau Province and Riau Islands, to the east with the South China Sea, to the south with South Sumatra Province and to the west with West Sumatra Province and Bengkulu. 3,274.95 km<sup>2</sup> (BPS Jambi Province 2020).

**Table 1.** Area of Regency/City Capitals in Jambi Province 2019

No	Kabupaten/Kota	Luas (KM2)	Persentase
1	Kerinci	3.344,27	6,69
2	Merangin	7.679,00	15,31
3	Sarolangun	6.184,00	12,33
4	Batanghari	5.804,00	11,57
5	Muaro Jambi	5.326,00	10,62
6	Tanjung Jabung Timur	5.445,00	10,86
7	Tanjung Jabung barat	4.649,85	9,27
8	Tebo	6.461,00	12,88
9	Bungo	4.659,00	9,29
10	Kota Jambi	205,43	0,41
11	Kota Sungai Penuh	391,5	0,78

Jambi Province	50.160,05	100,00
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**Respondent Description**

The respondents in this study were 95 people, all of whom were women from Jambi Province who used halal cosmetic products. In this research, the characteristics that we want to know are the age, gender, occupation and education of the respondent. For more details regarding the respondents' personal data, you can see the following characteristics in numbers and percentages.

**Requirements Test**

The research data is processed using Smart PLS 3.0 with the following chart:



Figure 2. Results of Data Processing Stage 1

Table 2. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Halal Label	LH1	0.773	0.700	Valid
	LH2	0.793	0.700	Valid
	LH3	0.901	0.700	Valid
	LH4	0.880	0.700	Valid
	LH5	0.806	0.700	Valid
	LH6	0.898	0.700	Valid
	LH7	0.614	0.700	Tidak Valid
	LH8	0.700	0.700	Valid
Religiusitas (X <sub>2</sub> )	RL1	0.531	0.700	Tidak Valid
	RL2	0.671	0.700	Tidak Valid
	RL3	0.686	0.700	Tidak Valid
	RL4	0.662	0.700	Tidak Valid
	RL5	0.701	0.700	Valid
	RL6	0.511	0.700	Tidak Valid
	RL7	0.631	0.700	Tidak Valid
	RL8	0.800	0.700	Valid
	RL9	0.826	0.700	Valid
	RL10	0.830	0.700	Valid
	RL11	0.815	0.700	Valid
	RL12	0.509	0.700	Tidak Valid

	RL13	0.782	0.700	Valid
	RL14	0.821	0.700	Valid
Halal Awareness (X <sub>3</sub> )	KH1	0.788	0.700	Valid
	KH2	0.915	0.700	Valid
	KH3	0.842	0.700	Valid
	KH4	0.828	0.700	Valid
	KH5	0.871	0.700	Valid
	KH6	0.829	0.700	Valid
Buying Decision (Y)	KP1	0.633	0.700	Tidak Valid
	KP2	0.881	0.700	Valid
	KP3	0.437	0.700	Tidak Valid
	KP4	0.514	0.700	Tidak Valid
	KP5	0.874	0.700	Valid
	KP6	0.798	0.700	Valid
	KP7	0.851	0.700	Valid
	KP8	0.888	0.700	Valid
	KP9	0.776	0.700	Valid
	KP10	0.863	0.700	Valid

Convergent validity of the measurement model can be seen from the correlation between item/instrument scores and their construct scores (loading factors) with the criteria of loading factor values for each instrument > 0.7.

Based on the first data processing with the Halal Label Knowledge variable (X<sub>1</sub>), there is 1 invalid instrument (<0.7), namely LH7 and the rest are valid (> 0.7). The Religiosity variable (X<sub>2</sub>) has 7 invalid instruments (<0.7), namely RL1, RL2, RL3, RL4, RL6, RL7, RL12 and the rest are valid (> 0.7). The Halal Awareness variable (X<sub>3</sub>) all instruments are valid (>0.7). The Purchase Decision variable (Y) has 3 invalid instruments (<0.7), namely KP1, KP3, KP4 and the rest are valid instruments (>0.7). So the loading factor value <0.7 must be eliminated or removed from the model.

In order to meet the required convergent validity, which is higher than 0.7, a second data processing was carried out.

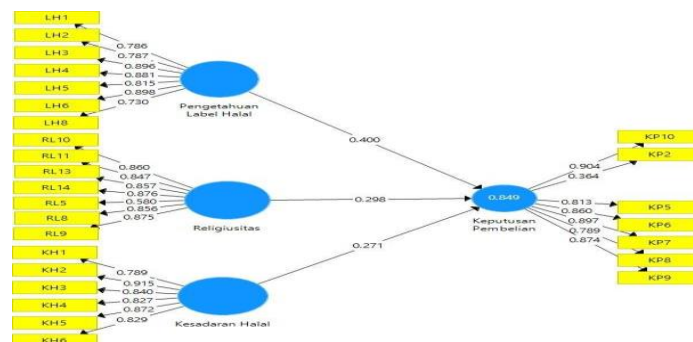


Figure 2. Results of Data Processing Stage 2

Table 3. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
	LH1	0.786	0.700	Valid
	LH2	0.787	0.700	Valid

Halal Label Knowledge (X <sub>1</sub> )	LH3	0.896	0.700	Valid
	LH4	0.881	0.700	Valid
	LH5	0.815	0.700	Valid
	LH6	0.898	0.700	Valid
	LH8	0.730	0.700	Valid
Religiusitas (X <sub>2</sub> )	RL5	0.580	0.700	Not Valid
	RL8	0.856	0.700	Valid
	RL9	0.875	0.700	Valid
	RL10	0.860	0.700	Valid
	RL11	0.847	0.700	Valid
	RL13	0.857	0.700	Valid
	RL14	0.876	0.700	Valid
Halal Label Knowledge (X <sub>1</sub> )	KH1	0.788	0.700	Valid
	LH1	0.786	0.700	Valid
	LH2	0.787	0.700	Valid
	LH3	0.896	0.700	Valid
	LH4	0.881	0.700	Valid
	LH5	0.815	0.700	Valid
	LH6	0.898	0.700	Valid
	LH8	0.730	0.700	Valid
Religiusitas (X <sub>2</sub> )	RL5	0.580	0.700	Not Valid
	RL8	0.856	0.700	Valid
	RL9	0.875	0.700	Valid
	RL10	0.860	0.700	Valid
	RL11	0.847	0.700	Valid
	RL13	0.857	0.700	Valid
	RL14	0.876	0.700	Valid
	KH1	0.788	0.700	Valid

Convergent validity of the measurement model can be seen from the correlation between item/instrument scores and their construct scores (loading factors) with the criteria of loading factor values for each instrument  $> 0.7$ . Based on the second data processing with the Halal Label Knowledge variable (X<sub>1</sub>), all instruments are valid ( $>0.7$ ). The Religiosity variable (X<sub>2</sub>) has 1 invalid instrument ( $<0.7$ ), namely RL5, and the rest are valid ( $>0.7$ ). The Halal Awareness variable (X<sub>3</sub>) has all valid instruments ( $>0.7$ ). The Purchase Decision variable (Y) has 1 invalid instrument ( $<0.7$ ), namely KP2, and the rest are valid instruments ( $>0.7$ ). So that the loading factor value that is  $<0.7$  must be eliminated or removed from the model.

In order to meet the required convergent validity, which is higher than 0.7, the third data processing is carried out.

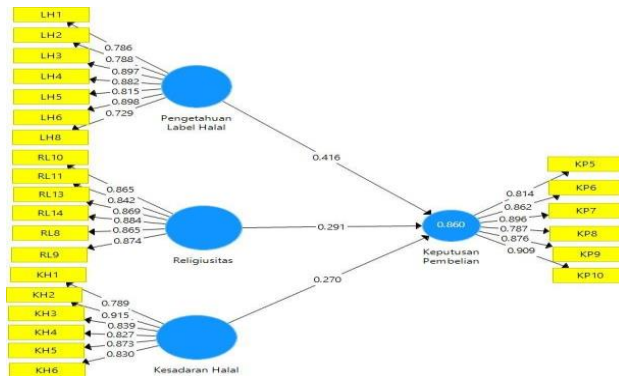


Figure 3. Results of Data Processing Stage 3

Table 4. Loading Factor

Variable	Indicator	Loading Factor	Rule of Thumb	Conclusion
Halal Label Knowledge ( $X_1$ )	LH1	0.786	0.700	Valid
	LH2	0.786	0.700	Valid
	LH3	0.897	0.700	Valid
	LH4	0.882	0.700	Valid
	LH5	0.815	0.700	Valid
	LH6	0.898	0.700	Valid
	LH8	0.729	0.700	Valid
Religiusitas ( $X_2$ )	RL8	0.865	0.700	Valid
	RL9	0.874	0.700	Valid
	RL10	0.865	0.700	Valid
	RL11	0.842	0.700	Valid
	RL13	0.869	0.700	Valid
	RL14	0.884	0.700	Valid
Halal Awareness ( $X_3$ )	KH1	0.789	0.700	Valid
	KH2	0.915	0.700	Valid
	KH3	0.840	0.700	Valid
	KH4	0.827	0.700	Valid
	KH5	0.873	0.700	Valid
	KH6	0.830	0.700	Valid
Buying Decision (Y)	KP5	0.814	0.700	Valid
	KP6	0.862	0.700	Valid
	KP7	0.896	0.700	Valid
	KP8	0.787	0.700	Valid
	KP9	0.876	0.700	Valid
	KP10	0.909	0.700	Valid

Convergent validity of the measurement model can be from the correlation between item/instrument scores and their construct scores (loading factors) with the criteria of loading factor values for each instrument  $> 0.7$ . Based on the second data processing with the Halal Label Knowledge variable ( $X_1$ ) all instruments are valid ( $>0.7$ ). Religiosity variable ( $X_2$ ) all instruments

are valid ( $<0.7$ ). Halal awareness variable (X3) all instruments are valid ( $<0.7$ ). Purchase Decision variable (Y) all instruments are valid ( $<0.7$ ). Based on the results of the third data processing, by eliminating several invalid instruments, the values of the instruments above have met the criteria, namely more than 0.700.

### Discriminant Validity

Discriminant validity assessment has become a generally accepted prerequisite for analyzing relationships between latent variables. For variance-based structural equation modeling, such as partial least squares, the Fornell-Larcker criterion and cross-loading examination are the dominant approaches to evaluating discriminant validity. Discriminant validity is the level of differentiation of an indicator in measuring the construct of the instrument. To test discriminant validity, it can be done by examining Cross Loading, namely the correlation coefficient of the indicator to its association construct (crossloading) compared to the correlation coefficient with other constructs (cross loading). The value of the indicator correlation construct must be greater than its association construct than other constructs. The greater value indicates the suitability of an indicator to explain its association construct compared to explaining other constructs. (Jorg Henseler et al., 2014).

**Tabel 5.** Fornell-Larcker Criterion Discriminant Validity

	Keputusan Pembelian	Kesadaran Halal	Pengetahuan Label Halal	Religiusitas
Buying Decision	0.858			
Halal Awerness	0.894	0.846		
Halal Label Knowledge	0.898	0.930	0.830	
Religiusitas	0.841	0.815	0.794	0.867

From the results of table 5, it shows that the loading value of each indicator item on its construct is greater than the cross loading value. Thus, it can be concluded that all constructs or latent variables already have good discriminant validity, where the construct indicator block is better than the other block indicators.

### Composite Reliability

After testing the construct validity, the next test is the construct reliability test which is measured by Composite Reliability (CR) from the indicator block that measures the CR construct is used to display good reliability. A construct is declared reliable if the composite reliability value is  $> 0.6$ . According to Hair et al. (2014) the composite reliability coefficient must be greater than 0.7 although a value of 0.6 is still acceptable. However, the internal consistency test is not absolute to be carried out if the construct validity has been met, because a valid construct is a reliable one, conversely a reliable construct is not necessarily valid (Cooper and Schindler, 2014).

**Tabel 6.** Composite Reliability

No.	Variable	Composite Reliability	Rule of Thumb	Information
1	Keputusan Pembelian	0.944	0.60	Reliabel
2	Kesadaran Halal	0.938	0.60	Reliabel
3	Pengetahuan Label Halal	0.930	0.60	Reliabel
4	Religiusitas	0.948	0.60	Reliabel

Based on table 16, the results of the composite reliability test show a value of  $> 0.6$ , which means that all variables are declared reliable.

### Structural Model Analysis (Inner Model)

#### R Square

The inner model (inner relation, structural model, and substantive theory) describes the relationship between latent variables based on substantive theory. The structural model is evaluated using R-square for the dependent construct. The  $R^2$  value can be used to assess the influence of certain endogenous variables and exogenous variables whether they have a substantive influence (Ghozali, 2014). The  $R^2$  results of 0.67, 0.33, and 0.19 indicate that the model is "good", "moderate", and "weak" (Ghozali, 2014). The R Square value of 0.860 was obtained, this means that 86% of the variation or change in Purchasing Decisions is influenced by halal label knowledge, religiosity, and halal awareness while the remaining 14% is explained by other causes. So it can be said that the R Square on the Purchasing Decision variable is good.

#### Direct Effect

Direct effect analysis is conducted to test how much direct influence the hypothesis has between exogenous variables and endogenous variables. This study tested 3 hypotheses. The hypothesis analysis can be seen according to 2 standard references, namely first, through the path coefficient value to determine whether the hypothesis has a negative or positive relationship with a value range of 0 to 1 having a positive relationship and a value range of 0 to -1 having a negative relationship. Second, through the P-values to measure how much significant and insignificant influence a variable has. If the P value  $< 0.05$  has a significant effect and if the P value  $> 0.05$  has an insignificant effect (Vinzi, et al., 2010). The following are the calculation results with the help of Smart PLS software obtained as follows:

**Tabel 7.** Direct Influence

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Halal Awerness-> Buying Decision	0.274	0.283	0.141	1.942	0.053
Halal Label Knowledge -> Buying Decision	0.410	0.397	0.132	3.117	0.002
Religiusitas -> Buying Decision	0.294	0.299	0.094	3.138	0.002

**Tabel 8.** Hypothesis Testing Results

	T Statistics ( O/STDEV )	P Values	Information
Halal Awerness -> Buying Decision	1.942	0.053	Signifikan
Halal Label Knowledge -> Buying Decision	3.117	0.002	Signifikan
Religiusitas -> Buying Decision	3.138	0.002	Signifikan

Based on tables 7 and 8, it is found that the relationship between the Halal Awareness variable has a significant effect on the Purchase Decision variable, where the resulting path coefficient value is 1.942 (+) with a P value of 0.053 (influence at a real level of 10%). So H1: Halal Awareness has an effect on the Purchase Decision variable can be accepted.

The effect of the Halal Label Knowledge variable has a positive and significant effect on the Purchase Decision, where the resulting path coefficient value is 3.117 (+) and a P value of 0.002 (<0.05). So H2: Halal Label Knowledge has an effect on the Purchase Decision variable can be accepted.

The effect of the Religiosity variable has a positive and significant effect on the Purchase Decision variable with the resulting path coefficient value of 3.138 (+) with a P value of 0.002 (<0.05). So H3: Religiosity has an effect on the Purchase Decision variable can be accepted.

### Model Fit Analysis

This model fit analysis test is conducted to determine how good the model in the study is with the reference standard value of the Normal Fit Index (NFI). A fit model with an NFI value between 0-1 or getting closer to 1 is considered fit/good (Hair, et al., 2017). The fit model is shown in table 9.

**Tabel 9.** Model Fit

	Saturated Model	Estimated Model
SRMR	0.063	0.063
d_ ULS	1.386	1.386
d_ G	2.118	2.118
Chi-Square	845.139	845.139
NFI	0.725	0.725

Based on table 9 above, it can be seen that the NFI value in this study is 0.725, which means that the model in this study is 72.5% fit.

## DISCUSSION

### Relationship of Halal Awareness to Purchase Decision Variables

Based on the test results, it is known that the halal awareness variable has a significant effect on the purchase decision variable, where the resulting path coefficient value is 1,942 (+) with a P value of 0.053 (influence at a real level of 10%). This means that Halal awareness has an effect on the purchase decision of halal cosmetics in Jambi Province.

The results of this study are in accordance with research conducted by Aulia (2018) which states that halal awareness has a positive and significant effect on purchasing decisions. This indicates that a person's level of halal awareness can influence someone in making decisions in purchasing.

Shaari and Arifin (2010) stated that halal awareness is the level of knowledge possessed by Muslim consumers to search for and consume halal products in accordance with Islamic law. Muslim consumers' awareness of the importance of the halalness of a product is increasing, especially in terms of food which will influence their purchasing decisions for a product. This makes producers have to try to provide assurance to consumers that the products sold are guaranteed halal to influence purchasing decisions.

Halal awareness is something that is known based on whether or not a Muslim understands what halal is, knows the correct slaughtering process, and prioritizes halal food for their consumption. Meanwhile, halal awareness is the level of understanding of Muslims in knowing issues related to the concept of halal. Awareness has been hypothesized to play an important role in determining interest in choosing.

Halal awareness can be interpreted as an increase in the level of awareness of something that is permitted to be eaten, drunk, and used by Muslims (Ambali and Bakar, 2012). In research conducted by Ambali and Bakar (2012), halal awareness is influenced by religious beliefs, the role of halal certificates/halal logos, halal education through various media, and health reasons.

Cosmetic products circulating in the market today are very easy to get, from cheap to quite expensive prices with attractive packaging, but not all cosmetics in circulation are guaranteed to be safe. Public consumption, especially women, of cosmetics is certainly increasing, but it is not balanced by basic knowledge about choosing the right, safe, and halal-certified cosmetics, resulting in the proliferation of fake and dangerous cosmetics circulating in the market, causing anxiety for consumers. The lack of supervision from the government makes consumers less aware of the dangers of the fake and dangerous cosmetics they use. In fact, it is only natural that consumers get safety from the cosmetic products they use. The influence of halal awareness on the decision to purchase halal cosmetics for women in Jambi Province can occur because many factors influence the decision to purchase cosmetics, this is as the results of a study by Sigma Research Indonesia which has conducted research on 1200 Indonesian women with an age segment of 15-55 years. The study was intended to determine what factors are considered by women in choosing to buy cosmetic products or other beauty products. From the results of the study, there were several factors that women considered when buying cosmetic products.



Figure 2. Factors Women Consider When Choosing Cosmetics

As seen in the picture above, the factor with the largest percentage is the suitability of the formula to the facial skin (79.4%), followed by long-lasting products (67.4%), light formula (62.2%), and color selection, halal, price with a percentage of each above 50%. Although the halal factor has a percentage above 50%, halalness is in fifth place as a factor that has not become important in women's considerations for buying cosmetic products. Not only because of the halal label, but the reasons, benefits, raw materials and production processes also need to be known. (sigmaresearch.co.id 2017).

#### **Relationship of Halal Label Knowledge to Purchase Decision Variables**

Based on the test results using Smart PLS, it is known that the influence of the Halal Label Knowledge variable has a positive and significant influence on Purchase Decisions, where the resulting path coefficient value is 3.117 (+) and the P value is 0.002 (<0.05).

The results of this study are in line with research conducted by Dea Oktafiani (2018) on the influence of product quality, price and halal labels on purchasing decisions for Wardah cosmetic products in Surabaya. Where the results of her study showed that the influence of halal labels on purchasing decisions showed a positive coefficient value (standardized coefficient) of 0.276 and a sig-value of 0.000. Therefore, sig-value (0.000) < sig. tolerance (0.05) then H<sub>0</sub> is rejected H<sub>a</sub> is accepted, this means that the influence of halal labels on purchasing decisions has proven to have a significant effect. Thus, the proposed H<sub>a</sub> related to, "halal labels influence purchasing decisions" which is supported by a positive influence in this study.

A consumer who consumes a product and is satisfied with the labeled product, then the consumer will return to the same store to buy the product again. Halal labels can protect consumers from doubts in using a product. Halal labels can also strengthen and improve product image which directly or indirectly influences consumer perception.

The rapid development of halal cosmetics has encouraged cosmetic companies to profit from certifying their products and taking advantage of the halal cosmetic trend to adjust market demand, there have been records of local cosmetics that are halal certified according to the MUI in 2020:

**Table 10.** Local Cosmetic Brands Certified Halal MUI 2020

No.	Company Name	Product Name
1.	PT. Anugerah Familindo Utama	Face 2 Face
2.	PT. Mandom Indonesia	Pixy
3.	PT. Cosmax Indonesia	BLP, Everwhite, Somethinc, Dear Me Beauty
4.	PT. Lf Beauty Manufacturing Indonesia	BOS Beauty by Saira, Sasc, Lakme
5.	PT. Martina Berto Tbk	Sariayu
6.	PT. Neo Kosmetika Industri	Luxcrime
7.	PT. Paragon Technology And Innovation	Wardah, Make Over, Emina
8.	PT. Rudy Soetadi	Ultima II
9.	PT. Kimia Farma	Marcks
10.	PT. Gizi Indonesia	Batrisiya

The halal or haram of a product, especially cosmetic products, is very important to note and at the same time becomes very sensitive because it concerns consumer trust and safety assurance when using it. According to Afroniyati (2014), each product needs a halal marker to make it easier for consumers to choose halal products. Therefore, product certification and labeling are needed to provide a guarantee of halal products to the community, especially Muslims.

#### **The Relationship of Religiosity to the Purchasing Decision Variable**

The test results show that the influence of the religiosity variable has a positive and significant influence on the purchasing decision variable with a path coefficient value of 3.138 (+) and a P value of 0.002 (<0.05).

The results of this study are also in line with research conducted by Diyah Ayu Kusuma Rini on the Influence of knowledge, halal labels, religiosity on purchasing decisions on halal cosmetics (an empirical study on Wardah cosmetic consumers in Magelang City), where the results of the study showed that knowledge, halal labels, religiosity have a positive effect on purchasing decisions for Wardah cosmetics in Magelang City.

Religiosity is the level of a person's conception of religion and the level of a person's commitment to their religion (Glock and Stark, 1996). The majority of Muslim consumers make purchasing decisions based on the level of religious beliefs they have, and in general Muslim consumers will have a positive attitude towards products that use a halal approach in their marketing process (Aliman and Othman, 2007). According to Sukesti & Budiman's (2014) research on the influence of Personal Religiousness on purchasing decisions on food products in Indonesia, it shows that Personal Religiousness has a positive and significant influence on purchasing decisions.

Although not eaten, cosmetic products (beauty care) are also part of consumption that has halal, haram and najis aspects. If the dirt sticks to the body, it can affect the validity of worship carried out by a Muslim because in the requirements of prayer, the body, clothes and place are required to be clean

from dirt. So of course it must be considered carefully, do not use beauty care products that contain haram and unclean substances. Moreover, now, the provisions regarding halal products and free from dirt have been legally-formally stipulated in Law (UU) No. 33 of 2014 concerning Halal Product Guarantee (JPH).

### **Conclusion**

This study tested three hypotheses with the SEM-PLS analysis approach based on testing, then obtained the results, namely all three hypotheses were accepted. The following conclusions can be drawn: (1) Knowledge of halal labels influences the decision of halal cosmetic buyers in Jambi Province. Consumers will pay attention to the halal label before buying cosmetic products. The halal or haram of a product, especially cosmetic products, is very important to consider and at the same time becomes very sensitive because it concerns consumer trust and safety guarantees when using it. (2) Religiosity influences the decision of halal cosmetic buyers in Jambi Province. Religiosity can influence someone in deciding to purchase goods or services. One of the factors that influences consumer purchasing behavior is the social factor that contains elements of religion in it. Religious activities that are closely related to religiosity, not only occur when performing rituals (worship) but also other activities that are driven by inner strength. Religiosity can be seen from religious activities in everyday life that are carried out routinely and consistently. Religion is the most important foundation of culture that influences consumer habits, attitudes and values. Religion has an impact on everyday life both in consumption and culturally. Religious commitment and belief influence a person's feelings and attitudes towards consumption. (3) Halal awareness influences the decision of halal cosmetic buyers in Jambi Province. This condition can be understood that women in Jambi Province are already aware of the importance of halalness of a product, not only food but also cosmetics.

### **Recommendations**

Based on various findings in this study, the policy direction or suggestions that can be given are as follows: (1) To the MUI, It is hoped that there will be efforts from the MUI to socialize the halal label, and urge producers to clearly include the halal label on products to guarantee the halalness of cosmetics that have been halal certified, in order to trigger deeper confidence from consumers to use halal cosmetics. (2) To the Cosmetic Company, it is necessary to educate the public so that they know which products are halal, so that they clearly provide the public with education about the ingredients used, either through social media or other media. This is intended to ensure the halalness and safety of the ingredients used in their products. (3) Suggestions for further researchers to be able to use other independent variables besides perception and religiosity, so that other factors that influence the decision to purchase halal cosmetics can be identified.

### **Research Limitations**

This study has several limitations that should be considered when

interpreting the results. First, the study area was limited to Jambi Province, so generalizing the findings to other regions requires caution. Second, all respondents were female, so the perspectives of male consumers were not addressed. Third, this study only examined three independent variables – halal label knowledge, religiosity, and halal brand awareness—even though purchasing decisions can also be influenced by other factors such as price, promotion, and product quality. Finally, the approach used was solely quantitative, without the support of qualitative data that could have provided a deeper understanding.

### **Research Implications**

The results of this study provide several important implications. For cosmetics industry players, it is important to emphasize the halal label as part of their marketing strategy, given its influence on purchasing decisions. Certification bodies such as the Indonesian Ulema Council (MUI) are expected to increase public awareness regarding the importance of halal certification to increase public awareness. The government can also utilize these results in developing policies that support halal literacy among consumers. Academically, these findings add to the literature on Muslim consumer behavior, particularly in the context of cosmetic products.

### **Recommendations for Further Research**

Future research is recommended to expand the study area to other regions to obtain a more comprehensive picture. Furthermore, adding variables such as price perception, quality, promotion, or social media influence would enrich the analysis. A mixed methods methodology, combining quantitative and qualitative approaches, is also recommended for more holistic research results. Finally, the participation of respondents from more diverse demographic backgrounds, including men and different age groups, could broaden our understanding of consumer behavior in purchasing halal cosmetics.

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