

Factors that influence the intention to purchase halal cosmetic products with attitude as an intervening variable

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Abstract: The aim of this study is to determine and explain the impact of knowledge, religiosity, halal awareness, and subjective norms on purchase intention, as well as the impact of attitudes in mediating knowledge, religiosity, halal awareness, and subjective norms on purchase intention. The quantitative research method was used, with a sample size of 200 female consumers aged 17 and up who used cosmetic products in Solo Raya. The SEM-PLS method is used in this study. The study's findings revealed that knowledge has no effect on purchase intention, religiosity has no effect on purchase intention, halal awareness has no effect on purchase intention, subjective norms affect purchase intention, attitude has no effect in mediating knowledge on purchase intention, influencing attitude in mediating knowledge on purchase intention, attitude has no effect on mediating halal awareness. With respect to purchase intention, attitudes are influencing in mediating subjective norms of purchase intention with a significance value of 0.000.

Keywords: Knowledge, Religiosity, Halal Awareness, Subjective Norms, Purchase Intention

1. Introduction

The halal industry is one of the world's fastest expanding industries (Bashir, 2019). The market for halal cosmetics is enormous, but many cosmetic and personal care items are manufactured in non-Muslim nations, which has led to debates about whether the raw materials used are halal (Mauliani et al, 2022). The demand for halal products is currently expanding significantly as customers become increasingly devout as a result of halal awareness and education (Hashim et al, 2014). The whole Muslim consumer population accounts for nearly 20% of the global population. Thus, this is the main reason the halal wave in the cosmetic industry has changed purchasing behavior among Muslim consumers today (Hashim et al, 2014). In recent years there has been a high demand for innovative cosmetic and personal care products as consumers now have a greater awareness of beauty (Yeo et al, 2016).

Religion is one of the most key aspects influencing people's decisions in modern society (Yener, 2015). According to figures from the world's largest Muslim population (The Royal Islamic Strategic Research Centre, 2022), Muslims in Indonesia outnumber those in other countries, with 237.56 million residents. Other countries in terms of population are listed below. Pakistan (213.27 million), Bangladesh (150.15 million people), Nigeria (99.91 million population), Egypt (91.8 million inhabitants), Iran (83.49 million), and Turkey (71.1 million).

According to Dinar Standard (2020), Indonesia is the second-largest consumer of halal cosmetics after India. The use of halal cosmetics in Indonesia amounted to \$4.19 billion US dollars, while India accounted for \$5.88 billion US dollars. This demonstrates that the usage of halal cosmetic items in Indonesia is relatively significant, owing to the fact that the majority of Indonesians are Muslims. Halal is an Islamic religious certification used to certify that a product or service complies with Islam's criteria and foundations (Briliana et al, 2017). Indonesians are required to choose and practice one of the country's six official faiths, which are Islam, Christianity, Catholicism, Hinduism, Buddhism, and Confucianism (Briliana et al, 2017).

LPPOM MUI supervises products circulating in the community by providing halal certificates, so that products that already have halal certificates can put halal labels on their products (halalmui.org, 2023). Cosmetics that have halal tests provide benefits for various parties, for manufacturers who produce products with halal labels will protect producers from the demands of ingredients and production processes on these products. For consumers, the benefits obtained are to protect doubts about the product and provide added value, a sense of security and certainty of halal products. Halal certificate will making industrial products more accepted and consumed by the public so as to drive the real sector and grow the national economy (Mardikanto, 2014). Most consumers believe that products with halal brands have higher quality and food safety standards than non-halal goods (Kotler, 2010). The halal certificate also means that the cosmetic product has passed the inspection and content and is free from elements prohibited by Islam, or the product has become a halal product category and does not contain haram elements and can be consumed or used safely by Muslim consumers (halalmui.org, 2023).

Currently, public knowledge about choosing, purchasing, and consuming halal items is relatively low (republika.co.id, 2016). Aspects that contribute to limited public knowledge of the need to acquire and consume

halal products, one of which is their perception of halal itself. With the development of many incidents of the impact of using components that are not allowed in Islam or ingredients that should not be consumed by the Muslim community in cosmetics, public awareness about the degree of halal cosmetic products used has increased.

Product knowledge refers to consumer knowledge about the features or character of a product, the consequences of utilizing the product, and the value (degree) of enjoyment that the product will provide. According to research conducted by (Briliana et al, 2017; Haro, 2018), knowledge influences the willingness to purchase halal cosmetic goods. Meanwhile, (Maulani et al, 2022) discovered that knowledge had little effect on the willingness to buy halal items. This demonstrates contradictions in the study's findings.

Religiosity is described as an individual's commitment to his religion and how that commitment is represented in the individual's attitudes and behaviors (Briliana et al, 2017). Religiosity is the divine person's relationship with the Almighty, Most Compassionate, and Merciful (God), who intentions and favors the divine person by carrying out His will and avoiding what he does not want (his prohibition). As seen by research (Maulani et al, 2022; Ansari and Mohammed, 2015; Handriyana et al, 2020), religiosity has a beneficial effect on the intention to purchase halal items.

Halal Awareness is a key factor in deciding whether or not to purchase specific products. Awareness represents the first stage of the purchasing process, in which the consumer does not grasp the product. Consumer understanding about halal influences their decision to purchase halal items in the context of halal. According to research (Aziz and Chok, 2012; Bashir, 2019), Halal Awareness has a beneficial effect on the propensity to buy halal items. Although Ansari and Mohammed (2015) discovered that Halal Knowledge had no effect on the intention to purchase halal items. This demonstrates that the study's findings are inconsistent.

Subjective norms are described as discernible opinions of persons who matter to an individual and influence their decision-making (Garg et al, 2018). One of their aspects in choosing on a purchase intention will be the opinions of people who are still in the scope close to someone. Subjective norms acquired by a person on a constant basis will generate societal demands that must be considered. Subjective Norms research (Haro, 2018) discovered that Subjective Norms influence the inclination to buy halal items. Subjective norms have an influence on the intention to purchase halal items, according to research (Balques et al, 2017).

According to Ajzen (1991), attitude towards a behavior is defined as the extent to which a person has a favorable and unfavorable judgment of the activity in question. Consumer attitudes and intents to purchase items have been widely contested in prior literature, both halal and non-halal. Haro (2018) discovered that attitudes influence the intention to buy halal items in his research on attitudes. According to the findings of Maulani et al. (2022), attitude is a factor that mediates religiosity and awareness of the intention to consume halal items.

This research is a development of Maulani et al., (2022) research entitled Purchase Intention of Halal Cosmetics: The Mediating Role of Attitude. The difference in this study is the addition of Halal Awareness and Subjective Norm variables. The reason researchers added these variables is because studies that use Halal Awareness and Subjective Norms are still few. In addition, Halal awareness and subjective norms are one aspect that influences the intention to purchase halal cosmetic products which is still related to attitudes where in this study as an intervening variable.

2. Theoretical basis

Theory of Planned Behavior

The theory of planned behavior is a development theory of Ajzen's 1980 Theory of Reasoned Action (TRA), which stated that the intention to do anything is produced by two variables, namely subjective norms and attitudes toward conduct (Fishbein and Ajzen, 1975). This theory provides a framework for the viewpoint of beliefs that might influence a person to engage in a given conduct. Intention is a decision to act in a intentional manner or in response to a stimulus, either consciously or unconsciously. This goal is the starting point for the development of one's actions. The Theory of Planned Behavior can be used to describe any activity that necessitates planning.

Hypothesis Development

1. The Effect of Knowledge on Purchase Intention

Product knowledge can be obtained from the product itself or from product usage experience, The more a person has knowledge of halal cosmetic products, the more influencing the individual has the intention to purchase halal cosmetic products. Research conducted (Haro, 2018) shows that Knowledge is a significant factor influencing a person's intention to use halal cosmetic products. Based on the description above, the research hypothesis is as follows.

H1: Knowledge affects purchase intention.

2. The Effect of Religiosity on Purchase Intention

A person's religious beliefs or religious level can come from the knowledge, opinions of others, and trust.

The more religious an individual is, the more someone prevents themselves from activities or consumption of non-halal products and buys more halal products. Research conducted (Handriyana et al, 2020) shows that knowledge is a significant factor influencing a person's intention to have a purchase intention. Based on the description above, the research hypothesis is as follows.

H2: Religiosity affects purchase intention.

3. The Effect of Halal Awareness on Purchase Intention

Halal Awareness is the level of understanding of Muslims in knowing problems related to the concept of halal (Bashir, 2019). The more an individual understands the concept of halal and knows the benefits obtained from cosmetic products that have been guaranteed halal, then an individual will have the intention to own and purchase these cosmetic products. Apart from the fact that the product has a function as a cosmetic, it is also ensured to be halal so as to make a sense of security for Muslim consumers. Research conducted (Handriyana et al, 2020) shows that Halal Awareness is a significant factor influencing a person's intention to have a purchase intention. Based on the description above, the research hypothesis is as follows.

H3: Halal Awareness affects purchase intention.

4. The Effect of Subjective Norms on Purchase Intention

This subjective norm is an individual's perception of people who are important to him or her towards a person object (Ajzen, 1988). Subjective norms get encouragement from outside influences (normative belief). Research conducted by (Balques et al, 2017; Haro, 2018) shows that subjective norms are a significant factor influencing a person's intention to consume halal cosmetic products. Based on the description above, the research hypothesis is as follows.

H4: Subjective norms affect purchase intention.

5. The Effect of Knowledge on Purchase Intention with Attitude as an Intervening Variable

Product knowledge is consumer knowledge relating to knowledge of characteristics or product character, consequences of using the product and value (level) of satisfaction to be achieved by the product Peter & Olson (2013). The importance of knowing the product knowledge that someone has because a person's knowledge underlies his actions. Consumer education is important in increasing awareness about halal standards so that it is expected to influence consumer attitudes towards halal cosmetics which ultimately increases buying interest. More and more people have knowledge of halal cosmetic products. Research conducted by (Maulani et al, 2022) shows that Attitude becomes a mediator of Knowledge which is a significant factor in influencing purchase intention. Based on the description above, the research hypothesis is as follows.

H5: Knowledge influences purchase intention with attitude as an intervening variable.

6. The Effect of Religiosity on Purchase Intention with Attitude as an Intervening Variable

Religiosity is responses, observations, thoughts, feelings and attitudes and obedience that caused by religious taste. Religion is a system of practices and beliefs that influence decisions and people's satisfaction. The role of religion that can greatly influence a person to carry out attitudes and feelings towards the consumption of a product. A Muslim who has high religious values will obey and obey what has become the rules in his religion, one of which is in choosing products. Research conducted by (Garg et al, 2018) shows that Attitude becomes a mediator of Religiosity which is a significant factor in influencing purchase intention.

H6: Religiosity influences purchase intention with attitude as an intervening variable.

7. The Effect of Halal Awareness on Purchase Intention with Attitude as an Intervening Variable

Halal awareness or halal awareness is an important part in determining the intention to choose specific products (Aziz et al, 2013; Bashir, 2019). This halal awareness arises when a Muslim knows the rules that must use or consume products that have a halal certificate issued by an authorized institution. Halal awareness will bring up a person's intention to choose and decide to buy products that have a halal label. Awareness reflects the first step of the buying process. If viewed from Islam, a good attitude of a Muslim will affect one's intentions. All human behavior is judged by its intentions. In accordance with what has been described in discussion 4.7.6 above related to HR. Al-Bukhari, at number 1 and Muslim, namely number 1907 which discusses human practice seen from its intentions. Thus, the presence of a good attitude from a Muslim also indicates that they have a good awareness of something they do, such as when intending to buy a product. Research conducted by (Handriyana et al, 2020) shows that attitude is a mediator of Halal Awareness which is a significant factor in influencing purchase intention.

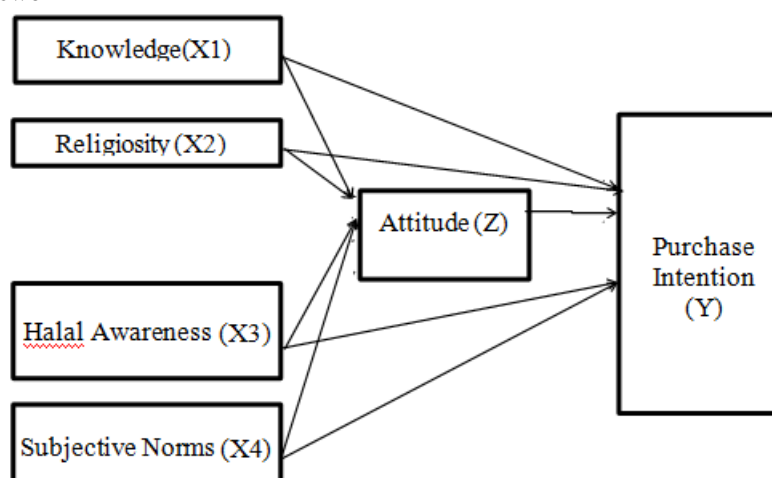
H7: Halal Awareness influences purchase intention with attitude as an intervening variable.

8. The Effect of Subjective Norms on Purchase Intention with Attitude as an Intervening Variable

Subjective norms arise because of individual perceptions that are influenced by outsiders who still have closeness to the individual (Azjen, 1988). The social pressure received by this individual results in an individual starting to think or consider what the party suggests. The higher the influence of the closest person received by the individual can bring up the intention to have a product. This intention or intention can be realized if an attitude is made to make a purchase of the product. The intention to buy by someone is driven by an attitude that arises from an individual. Research conducted by (Garg et al, 2018) shows that attitude becomes a mediator of Subjective Norms which is a significant factor in influencing purchase intention.

H8: Subjective norms influence purchase intention with attitude as the intervening variable.

Theoretical Framework



Picture 2.1 Theoretical Framework

3. Methodology and Procedures

1. Population and Sample

This type of research is quantitative research. The population in this study is users of cosmetic products in Soloraya who are willing to become respondents by filling out questionnaires that have been prepared in advance by researchers. In this study, the research sampling technique is the Convenience Sampling sampling technique, with the number of samples sought by 200 respondents. The criteria used in this study are users of halal cosmetic products, namely, domiciled in Soloraya, aged over 17 years, using cosmetic products, female.

2. Data Collection Methods

This study used the distribution of questionnaires to cosmetic product users in Soloraya as the respondent. The questionnaire assessment in this study used a Likert scale, with the scale research model used consisting of, Strongly Agree (SS) answers were scored 5, Agree answers (S) were scored 4, Neutral answers (N) were scored 3, Disagree (TS) answers were scored 2, and STS answers were scored 1. In this study, data processing used the SEM-PLS method.

3. Data Analysis Methods

The data analysis used is quantitative analysis expressed by numbers and The calculation uses statistical methods assisted by the SEM PLS program, the data used in the research are descriptive analysis, evaluation of measurement models (Outer Model), evaluation of structural models (Inner Model). Data analysis techniques in the form of validity tests and reliability tests, R-square (R2) tests, fit model tests, hypothesis tests and hypothesis tests of mediation effects using Smart PLS Software.

Results and Discussion

Data Analysis

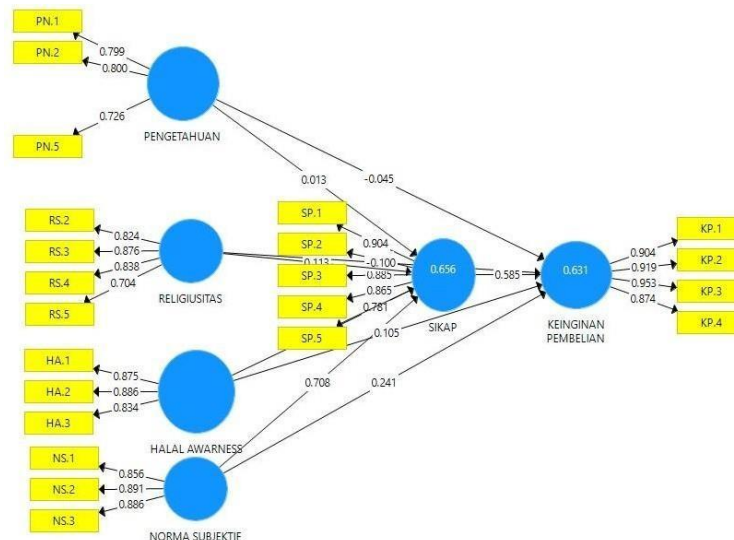
1. Test Instrument data (Outer Model)

The test of data instruments in this study was carried out through outer model tests, namely

convergent validity and composite reliability to test the validity and reliability of the model.

1.1 Convergent Validity

Test convergent validity using outer loading or loading factor values. An indicator is stated Meet convergent validity in the good category if the outer loading value > 0.7 . Here are the outer model test results that show the outer loading value using the Smart PLS v 3.2.9 analysis tool.



Picture 4.1 Outer Model Test Results

From the results of the analysis shown by figure 4.1 shows that all indicators or as many as 22 indicators have a value greater than 0.7. From the results of the outer model test, it is known that the value of loading factors on all constructs of knowledge, religiosity, halal awareness, subjective norms, attitudes and purchasing intentions shown in table 4.1

Table 4.1 Loading factor values of all constructs

Construct	Item Code	Loading Factor	Information
Knowledge	PN.1	0.799	Valid
	PN.2	0.800	Valid
	PN5	0.726	Valid
Religiosity	RS.2	0.824	Valid
	RS.3	0.876	Valid
	RS.4	0.838	Valid
	RS.5	0.704	Valid
Halal Awareness	HA.1	0.875	Valid
	HA.2	0.886	Valid
	HA.3	0.834	Valid
Subjective Norms	NS.1	0.856	Valid
	NS.2	0.891	Valid
	NS.3	0.886	Valid
Attitude	SP.1	0.904	Valid
	SP.2	0.834	Valid

		SP.3	0.885	Valid
		SP.4	0.865	Valid
		SP.5	0.781	Valid
	Purchase Intention	KP.1	0.904	Valid
		KP.2	0.919	Valid
		KP.3	0.953	Valid
		KP.4	0.874	Valid

Based on the loading factor value in table 4.1, the value of items produced by the construct of knowledge, religiosity, halal awareness, subjective norms, attitudes and purchasing intentions has met the convergent validity standard value because all factors are valued more than 0.7. Thus, it can be concluded that the entire construct is valid.

1.2 Composite Reliability

In table 4.2 below it can be seen that almost all variable values in reliability testing using both Cronbach alpha and composite reliability have values above 0.7, there is one Cronbach Alpha value in the knowledge variable obtained a value of 0.669. Although the Cronbach Alpha value in the knowledge variable is still below 0.7, the value of 0.669 is still allowed. In validity testing using AVE with a value of more than 0.5. Therefore, it can be concluded that the variables tested are valid and reliable, so that structural model testing can be carried out.

Table 4.2 Constructs of Reliability and Validity

Variable	Cronbach Alpha	Composite Reliability	Information
Knowledge(X1)	0.669	0.81	Reliable
Religiosity(X2)	0.841	0.88	Reliable
Halal Awareness(X3)	0.835	0.88	Reliable
Subjective Norms(X4)	0.851	0.91	Reliable
Attitude(Z)	0.907	0.93	Reliable
Purchase Intention(Y)	0.933	0.95	Reliable

Source: Primary data processed, 2023

2. Structural Model Evaluation (Inner Model)

Structural model evaluation aims to predict relationships between latent variables based on substantive theory of structural models evaluated using R-square for dependent constructs.

2.1 R-Square(R2)

R-Square is used to measure the predictive power of structural models. R-Square describes the effect of a particular exogenous latent variable on whether the endogenous latent variable has a substantive influence. R-Square values of 0.67, 0.33 and 0.19 indicate strong, moderate and weak models (Chin et al., 1998 in Ghazali and Latan, 2015). The R-square value in this study is shown in Table.4.3.

Table 4.3 R-Square

Items	RSquare	R Square Adjusted
Purchase intention	0.631	0.622
Attitude	0.656	0.649

Source: Data processed, 2023

From the results of r square in table 4.3 shows that the value of r square variable purchase intention (Y) is 0.631 with adjusted r square of 0.622. Based on the value of r square the effect together or simultaneously X1, X2,

X3, X4 on Y is 0.622 or 62.2%. This means that 62.2% of variables X1, X2, X3 and X4 affect variable Y. The remaining 37.8% is influenced by other variables that are not included in the model. The R square value of the Attitude variable (Z) is 0.656 with an adjusted r square of 0.649. based on the value of r square the effect together or simultaneously X1, X2, X3, X4 and Yon Z is 0.649 or 64.9%. This means that 64.9% of variables X1, X2, X3, X4 and Y affect variable Z. The remaining 35.1% is influenced by other variables that are not included in the model.

2.2 Model Fit

The fit model is used to measure the accuracy of the sample regression function in statistically estimating actual values. The following fit model test results are shown in table 4.9.

Table 4.4 Model Fit Test

	Model Saturated	Model Estimasi
SRMR	0.07	0.07
d_ ULS	1.26	1.26
d_ G	0.53	0.53
Chi-Square	620.37	620.37
NFI	0.81	0.81

The model has a high match if the value is close to 1. Based on table 4.9, the value of Normed-Fit Index (NFI) shows a value of 0.815 which means it has a good model match.

2.3 Test the hypothesis

In the Smart PLS program, the results of the hypothesis test can be seen through the path coefficient of the Bootstrapping technique as follows:

Table 4.5 Results of Direct Influence Path

Influence Test	Original Sample(O)	T Statistics (O/STDEV)	P Values
Knowledge \diamond Purchase intention	-0.045	0.886	0.376
Religiosity \diamond Purchase Intention	-0.100	1.751	0.080
Halal Awareness \diamond Purchase intention	0.105	1.584	0.114
Subjective Norms \diamond Purchase intention	0.241	2.943	0.003

Source: Processed Data, 2023

Based on the results in table 4.5 above, it can be seen that the determination of the accepted or rejected hypothesis is explained as follows, the knowledge construct has a t-statistic value of 0.886 less than 1.96, and a p-value of 0.376 greater than 0.05. So statistically **H1 is rejected**, that there is no influence of knowledge on purchase intention. The construct of religiosity has a t-statistic value of 1.751 greater than 1.96, and a p-value of 0.080 greater than 0.05. So statistically **H2 is rejected**, that there is no influence of religiosity on purchase intention. The Halal Awareness construct has a t-statistic value of 1.584 less than 1.96, and a p-value of 0.114 greater than 0.05. So statistically **H3 is rejected**, that there is no effect of Halal Awareness on purchase intention. The Subjective Norm construct has a t-statistic value of 2.943 greater than 1.96, and a p-value of 0.003 less than 0.05. So statistically **H4 is accepted**, that there is an influence of Subjective Norms on purchase intention.

2.4 Mediation effect testing (Specific Indirect Effect)

Table 4.6 Specific Indirect Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Knowledge → Attitude → Purchase Intention	0.008	0.005	0.034	0.231	0.818
Religiosity → Attitude → Purchase Intention	0.066	0.068	0.032	2.054	0.041
Halal Awareness → Attitude → Purchase Intention	0.029	0.034	0.040	0.721	0.471
Subjective Norms → Attitude → Purchase Intention	0.414	0.407	0.069	6.029	0.000

Source: Data processed, 2023

From the data in the table above, it can be seen that the value of t-statistics from the influence of knowledge variables (X1) to purchase intention through attitude smaller than 1.96, which is 0.231 and p-value greater 0.05 is 0.818. So statistically **H5 is rejected**, meaning that attitudes do not mediate between knowledge and purchase intention. The t-statistic value of the influence of the variable religiosity (X2) on the intention to buy through attitude is greater than 1.96, which is 2.054 and the p-value is smaller than 0.05 which is 0.041. So statistically **H6 is accepted**, meaning that the attitude mediates between religiosity and purchase intention. The t-statistics value of the influence of the halal awareness variable (X3) on purchase intention through attitude is smaller than 1.96, which is 0.721 and the p-value is greater than 0.05 which is 0.471. So statistically **H7 is rejected**, meaning that the attitude does not mediate between halal awareness and purchase intention. The t-statistics value of the influence of the subjective norm variable (X4) on purchase intention through attitude is greater than 1.96, which is 6.029 and the p-value is smaller than 0.05 which is 0.000. So statistically **H8 is accepted**, meaning that attitudes mediate between subjective norms of purchase intention.

Discussion

The results of this research analysis showed that the significance value of the influence of knowledge on purchase intention obtained a p-value greater than 0.05, which is 0.376. So, it can be concluded that knowledge has no effect on purchase intentions. This is because a Muslim believes that if a product is said to be halal, it will still have the intention to buy the product even though he does not know enough knowledge or information about the product. The results of this study have similarities with previous research conducted by Maulani et al (2022) which stated that knowledge has no effect on purchase intentions. The results of this research analysis showed that the significance value of the influence of religiosity on purchase intention obtained a p-value greater than 0.05, which is 0.080. So, it can be concluded that religiosity has no effect on the intention to buy. This is because the matter of religiosity is a relationship between a servant and his god, while the intention to buy products is muamalah or still in terms of the world. In addition, basically a woman wants to always look beautiful, and the phenomenon that exists today is still many women who are decorated not in accordance with Islamic law, because women are now more interested in instant cosmetic products without knowing it halal or unlawful in order to look more beautiful. The results of this study have similarities with previous research conducted by Ikhsan et al (2020) which stated that religiosity has no effect on purchase intention.

The results of this research analysis show that the significance value of the influence of halal awareness on purchase intention obtained a p-value greater than 0.05, which is 0.114. So, it can be concluded that halal awareness has no effect on purchase intentions. This is due to environmental influences and habits such as the Muslim environment making the products sold considered guaranteed halal, following trends that are popular without looking deeper into the products purchased halal or not, besides the lack of knowledge related to the critical point of halal products where the product looks halal but the composition contains something that is forbidden. The results of this study have similarities with previous studies that conducted by Masrurroh et al (2022) who stated that halal awareness has no effect on purchase intentions. The results of this research analysis show that the significance value of the influence of subjective norms on purchase intention obtained a p-value smaller than 0.05, which is 0.003. So, it can be concluded that subjective norms affect the intention to buy. This is because although consumers have their own beliefs in choosing products, they often look for other references to get approval to make decisions. Influences or decisions from important parties such as families make Muslim consumers more consider buying halal products. The results of this study have similarities with previous

research conducted by Balques et al (2017) which states that subjective norms affect purchase intentions. As well as research conducted by Haro (2018) which also states that subjective norms affect purchase intentions.

The results of this study showed that the significance value of attitudes in mediating knowledge towards purchase intentions obtained a p-value greater than 0.05, which is 0.818. So, it can be concluded that attitude has no effect in mediating knowledge of purchase intentions. This is because Muslim consumers have a more positive attitude towards the interest in purchasing halal food compared to halal cosmetics because the majority of Muslim consumers are more concerned about halal products that enter the body than those who do not. The results of this study have similarities with research conducted by Oktaviani et al (2020) which states that attitudes have no effect in mediating knowledge on purchase intentions. The results of this study showed that the significance value of attitudes in mediating religiosity towards the intention to purchase p-value was smaller than 0.05, which was 0.041. So, it can be concluded that attitudes are influencing in mediating religiosity towards purchase intentions. This is because nowadays Muslim consumers are increasingly paying attention to the halal status of the products they consume. Muslim consumers believe halal is not just a lifestyle but a necessity for everyone. The role of religion that can greatly influence a person to carry out attitudes and feelings towards the consumption of a product. A Muslim who has high religious values will obey and obey what has become the rules in his religion, one of which is in choosing products. The results of this study have similarities with previous research conducted by Garg et al (2018) which stated that attitudes are influencing in mediating religiosity towards purchase intentions.

The results of this study showed that the significance value of attitudes in mediating knowledge towards purchase intentions obtained a p-value greater than 0.05, which is 0.471. So, it can be concluded that attitude has no effect in mediating halal awareness of purchase intentions. This is because if viewed from Islam, a good attitude from a Muslim will certainly affect one's intentions. All human behavior is judged by its intentions. However, lack of knowledge related to the critical point of halal products where the product looks halal but the composition contains something that is forbidden makes a person less aware of halal about a product. The results of this study have similarities with previous research conducted by Rektiansyah et al (2022) which stated that attitude has no effect in mediating halal awareness of purchase intentions. The results of this study showed that the significance value of attitudes in mediating subjective norms towards purchase intention was greater than 1.96, which was 6.029 and the p-value was smaller than 0.05, which was 0.000. So, it can be concluded that attitudes are influencing in mediating subjective norms of purchase intention. This is because the higher the influence of the closest person received by the individual can bring up the intention to have a product. This intention or intention can be realized if an attitude is made to make a purchase of the product. The intention to buy by someone is driven by an attitude that arises from an individual. The results of this study have similarities with previous research conducted by Garg et al (2018) which stated that attitudes are influencing in mediating subjective norms of purchase intention.

Conclusion

Based on the results of the analysis and discussion that has been carried out in this study, the following conclusions can be drawn:

1. The significance value of knowledge to purchase intention is 0.376. Thus, H1 is rejected. This means that knowledge has no effect on purchase intention.
2. The significance value of religiosity to purchase intention is 0.080. Thus, H2 is rejected. This means that religiosity has no effect on purchase intention.
3. The significance value of halal awareness of purchase intention is 0.114. Thus, H3 is rejected. This means that halal awareness has no effect on purchase intention.
4. The significance value of subjective norms to purchase intention is 0.003. Thus, H4 is accepted. This means that subjective norms influence purchase intention.
5. The significance value of attitudes in mediating knowledge towards purchase intention was 0.818. Thus, H5 is rejected. This means that attitude has no effect in mediating knowledge of purchase intention.
6. The significance value of attitudes in mediating religiosity towards purchase intention was 0.041. Thus, H6 is accepted. This means that attitudes are influencing in mediating knowledge over purchase intention.
7. The significance value of attitudes in mediating halal awareness of purchase intention is 0.471. Thus, H7 is rejected. This means that attitude has no effect in mediating halal awareness against purchase intention.
8. The value of attitudinal significance in mediating subjective norms towards purchase intention is 0.000. Thus, H8 is accepted. This means that attitudes are influencing in mediating subjective norms against purchase intention.

Research Limitations

1. The range of questionnaire distribution is not wide; this causes most respondents who fill out the questionnaire only in a few regions in Soloraya.
2. Limited independent variables studied, including knowledge, religiosity, halal awareness, subjective norms, and attitudes only. So, this study has not been able to reveal the comprehensive factors that can influence purchase intention.

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