

# Analysis of the Effect of Halal Awareness, Subjective Norms, Attitudes and Intentions on Consumer Interest and Use of Halal Cosmetics

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## ABSTRACT

The term halal in Arabic is connected with Islamic principles. In a broad sense the word "halal" can be translated as "permissible" or "permissible". The belief of every Muslim must begin with an acceptance and a fundamental understanding of what Halal. Sigma Research Indonesia conducted research on 1,200 women in Indonesia with the age segment 15-55 years old. The highest percentage of consumer behavior is the suitability of the formula on facial skin 79.4%. This shows that consumers tend to choose a cosmetic product based on the suitability of the formula on their facial skin. Then followed by cosmetics that last 67.4%, have light ingredients 62.2%. Products that last long on the face are very popular with consumers, because consumers do not need to do make-up again because the make-up is gone. Causal association strategy and quantitative approach were used in the research design. Causal relationship means a causal relationship. The quantitative approach is a research method that examines the relationship between variables using numerical data. There is a significant positive influence regarding the effect of halal awareness on consumer interest in the Mandailing Natal community. There is a significant positive effect on the influence of the subjective norm variable on consumer interest in the Mandailing Natal community. There is a significant positive effect on the influence of the behavioral attitude variable on consumer interest in the Mandailing Natal community.

**Keywords:** Halal Awareness, Subjective Norms, Attitudes and Intentions

## INTRODUCTION

Every Muslim-majority country, including Indonesia, has a growing Muslim population accompanied by rising Muslim incomes. As a result, the demand for halal goods has increased, both in Indonesia and in other countries where the majority are Muslim. The market for halal goods used to look typical and not very profitable, but today it is used by many countries, increasing the country's foreign exchange earnings. Sales of these halal products and services are estimated at \$2.3 trillion, according to the Halal Industry Development Corporation. In this case, not only Muslim countries but also other non-Muslim countries like Thailand, Japan and other countries have a desire for halal goods.

The term halal in Arabic is connected with Islamic principles. In a broad sense the word "halal" can be translated as "permissible" or "permissible". The belief of every Muslim must begin with an acceptance and a fundamental understanding of what Halal is (Wilson & Liu, 2010). Islamic law expands the definition of "halal" beyond food to include personal care items, cosmetics, medicines, and services such as banking, investment, and trade. This opens a number of commercial options along with the increasing tendency of the community towards goods that are in accordance with Islamic sharia principles. The popularity of halal cosmetics is one of them.

Halal aspects of cosmetic and personal care products include ingredients, all processes involved in production to delivery to consumers, evaluation of product safety and efficacy. The characteristics of halal cosmetic products are cosmetic ingredients that must not contain ingredients derived from, among others, pigs, carrion, blood, human body parts, predatory animals, reptiles, and insects. Cosmetic ingredients derived from halal animals must be slaughtered according to Islamic law to be halal. The concept of halal cosmetics is not only seen from the materials used, but the process of preparation, manufacture, storage, and transportation of halal cosmetic products, maintenance of cleanliness and pristine conditions must always be

ensured. Therefore, halal cosmetic products with the halal logo must be recognized as indicators of cleanliness, safety, purity, and quality.

Awareness about halal products, specifically halal cosmetic products can be influenced by several aspects, both internal and external aspects. External factors for example in terms of culture, social class, family, while internal factors can be seen in terms of motivation, observation, learning, personality, self-concept and attitudes. Then Ajzen (2005) also mentions that the belief in the individual will be the norm, and the influence of the surrounding environment and the motivation to follow the norm is also called the subjective norm. In line with Islamic law, Muslims want the products they consume to be useful, safe and halal so that Muslim consumers feel calm physically and mentally when using the cosmetics they use daily (Norafni et al., 2015).

Cosmetics are goods that are often used by female consumers in their daily lives. By using cosmetics will be able to increase the confidence of consumers. No wonder now that cosmetics are one of the products that must be used for female consumers from various social classes.

The cosmetic industry in Indonesia has experienced significant growth. According to the Ministry of Industry, the growth of the cosmetics industry in 2017 in Indonesia was 6.35% and rose to 7.36% in 2018 then until 2022 it was noted that the growth of the cosmetic industry had reached 12.9%. This growth is supported by the increasing public attention to their appearance. The use of cosmetics and facial care products is not only limited by women, but also by teenagers and men. The public's need for cosmetics and facial care products that are more suitable has encouraged the emergence of local cosmetic brands with their respective market segments.

Cosmetics circulating in Indonesia today are not only local brands, but many imported brands from abroad such as from Korea, China, Thailand and so on. Where products originating from abroad are not yet certain of the halalness of the products. The raw materials for cosmetics still use those that are prohibited by religion, such as enzymes from pigs and so on. Although sales for halal cosmetic products are large, many cosmetics and other skin care products are manufactured by non-Muslims in predominantly non-Muslim countries, which causes differences regarding the halalness of their ingredients. Thus, the pharmaceutical and cosmetic sectors have been subject to greater scrutiny by Muslim researchers due to suspicions that foreign brands use a lot of extracts from pigs and alcohol used as preservatives, thus raising a lot of suspicion towards these brands in Muslim circles.

Halal aspects of cosmetic and personal care products include ingredients, all processes involved in production to delivery to consumers, evaluation of product safety and efficacy (Hashim and Mat Hashim 2013). The characteristics of halal cosmetic products are cosmetic ingredients that must not contain ingredients derived from, among others, pigs, carrion, blood, human body parts, predatory animals, reptiles, and insects. Cosmetic ingredients derived from halal animals must be slaughtered according to Islamic law to be halal. The concept of halal cosmetics is not only seen from the materials used, but the process of preparation, manufacture, storage, and transportation of halal cosmetic products, maintenance of cleanliness and pristine conditions must always be ensured. Therefore, halal cosmetic products with the halal logo must be recognized as indicators of cleanliness, safety, purity, and quality.

Sigma Research Indonesia conducted research on 1,200 women in Indonesia with the age segment 15-55 years old. The highest percentage of consumer behavior is the suitability of the formula on facial skin 79.4%. This shows that consumers tend to choose a cosmetic product based on the suitability of the formula on their facial skin. Then followed by cosmetics that last 67.4%, have light ingredients 62.2%. Products that last long on the face are very popular with consumers, because consumers do not need to do make-up again because the make-up is gone.

While the consideration of purchasing halal cosmetics itself is still 58.3% of the 1200 female consumers. This means that awareness of the halalness of a cosmetic product is still being ignored by female consumers. The effect of the price is 51.5%, only a few women consider the price for the beauty of their skin. Then the packaging that is easy to carry (practical) is 40.2%. And the appearance of the packaging, made from organic, following trends, and advertising is only under 30% of the percentage chosen by female consumers.

Of the many cosmetic brands, both local and imported, only 173 brands with various kinds of cosmetic and facial care products are marketed that have obtained halal certification from the Indonesian Council of Ulama (LPPOM MUI) Food, Drug and Cosmetics Assessment Institute (LPPOM MUI) (halalcorner.id) . Meanwhile, products that have received approval for distribution permits from the Food and Drug Supervisory Agency of the Republic of Indonesia (BPOM) in December 2021 were 4,579. Even though these cosmetic products in Indonesia have received distribution permits from BPOM, there are still many who do

not have halal certification from LPPOM MUI. This needs to be a concern for cosmetic consumers in Indonesia.

One of the local brands that first appeared in 1995 was Wardah. Wardah is a local brand that is a pioneer in halal cosmetic brands. Wardah brand cosmetic and facial care products use halal ingredients and are processed with halal methods. With the halal concept promoted by Wardah, this brand was able to win Top Brand Awards in Indonesia in 2016 for 10 categories and in 2017 for 13 categories and until the end of 2021 Wardah was still in the Top Brand position (paragon-innovation.com). Wardah has succeeded in becoming the Top Brand of choice for the Indonesian people with a Top Brand Index that increases every year from 2015 to 2022.

**Table 1 Top Brand Cosmetics Index in Indonesia**

| Brand    | Year  |       |       |
|----------|-------|-------|-------|
|          | 2020  | 2021  | 2022  |
| Wardah   | 33.5% | 31.9% | 32.7% |
| Maybelin | 6.1%  | 11.6% | 21.1% |
| Revlon   | 8.8%  | 7.5%  | 8.3%  |
| Pixy     | 5.4%  | 5.6%  | 5.2%  |
| Viva     | 4.1%  | 3.3%  | 3.0%  |

In the online and offline categories of cosmetics and facial care, Wardah managed to excel with the highest Top Brand Index value among other cosmetic brands. These categories include lipstick, lip gloss, blush, bb cream, eyeliner, eyebrow pencil, foundation and powder. In several other categories such as body mist, facial cleanser, facial moisturizer, sun care and mascara, Wardah is still defeated by other brands from abroad whose halal status is still questionable by consumers because there is no halal certification from MUI (topbrand-award.com).

Various factors can influence consumers before deciding to buy a product. This also applies to the purchase of cosmetics. Sigma Research Indonesia, a marketing research institute, conducted research on 1200 Indonesian women with the age segment 15-55 years old. From this study, it can be seen that several factors are considered by women in buying cosmetic products. The factor with the largest percentage is the suitability of the formula on facial skin (79.4%), followed by durable products (67.4%), light formula (62.2%), and color selection, halal, price with a percentage each above 50%.

From research conducted by Sigma Research, the halal status of a product is still not the main consideration (fifth order) that underlies consumer decisions in buying cosmetics. This shows that public awareness is still low in buying and consuming halal products, especially cosmetic products, which is caused by several factors.

Adinugraha et al (2017) examined the perception of halal labels in product purchasing decisions for adolescents in Semarang. The results of this study indicate that consumers' understanding and knowledge are still low on the definition of halal products. Knowledge or knowledge possessed by a person can affect a person's actions. Knowledge is identified as an influential factor in determining consumer purchasing decisions (Hamdan, 2013). In general, knowledge refers to facts, feelings or experiences that are known by a person or group of people. Knowledge can also be defined as awareness or familiarity gained from experience or the learning process. Specifically, knowledge means the skills and abilities acquired by a person or group through theoretical or practical understanding of a subject (Che Ahmat et al., 2011; Sinclair, 2010).

Siti Khadijah et al., stated that halal awareness has a significant relationship and influence on interest in buying halal cosmetics. Halal awareness, which means the knowledge of a Muslim about the halal concept, the halal process, and considers that using halal products is important for him. According to Shaari and Arifin (2010) and Yunus, Arifin, and Rasyid (2014), several factors are indicators of consumer awareness in choosing halal products, including understanding and knowledge of both raw materials and the process of making cosmetics and distribution, religious obligations. Halal awareness is the level of understanding of Muslims in knowing issues related to the concept of Halal. This knowledge includes understanding what is halal and how the production process of a product is according to Islamic halal standards, this is also often associated with religiosity (Jamal Abdul Nassir and Nur Shahira 2009).

Religiosity can be defined as an individual's commitment to his religion and how that commitment is reflected in the attitudes and actions of an individual (Johnson, 2011 in Mukhtar and Butt, 2012). Mukhtar and Butt (2012) found that Muslims who live in countries where the majority of the population are Muslims

have a positive attitude towards halal products and this positive attitude influences the decision to purchase halal products. This positive attitude is influenced by subjective norms and religiosity possessed by Muslims in the country.

The level of knowledge, awareness and religiosity possessed by a person is different from one another. This also affects the attitudes shown in everyday behavior. Listyoningrum & Albari (2012) proved that attitudes, subjective norms and perceptions of behavioral control have a positive effect on Muslim consumers' buying interest. In this study, attitude has a positive influence on consumer buying interest in bakery products with the initials BT brand. This shows that the better the attitude, the consumer's buying interest in BT products will increase.

Azmawani Abd Rahman, et al., in his research "*Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude, and Intention*". conducted in Malaysia in 2015 examined the influence of knowledge and religiosity on consumer attitudes and how these attitudes affect consumer buying interest. The results of this study indicate that there is a weak relationship between a person's knowledge and attitudes towards halal cosmetics. Meanwhile, religiosity has a positive relationship with one's attitude towards halal cosmetics. The attitude possessed by a person can affect buying interest in a product.

Referring to the explanation above, it is important to do further to analyze the effect of halal awareness, subjective norms, attitudes and intentions on buying interest and the use of halal cosmetics.

### ***Theory Reasoned of Action (TRA)***

*The Theory Reasoned of Action (TRA)* is the basic theory used in this study because it is a reliable predictor of purchase intention. In TRA, personal characteristics (attitudes) and social influence are two fundamental elements that influence individual intentions (S.Lada, 2009). Personal characteristics are expressions of prominent behavioral attitudes in a person (F. Hassandoust, 2011). Subjective norm factors, also known as social influence factors, are beliefs held by individuals that they are under societal pressure to engage or refrain from engaging in such behavior (S. Lada, 2009). Subjective norm is the extent to which a person believes that others consider one's behavior acceptable.

### ***Halal Awareness***

Halal awareness measures how well Muslims understand matters related to Halal doctrine. Understanding what is halal and how to make products according to Islamic halal requirements is part of this knowledge (Jamal Abdul Nassir and Nur Shahira 2009). Halal awareness refers to a Muslim's understanding of halal procedures and his belief that it is very important for him to use halal items.

Indicators of consumer awareness in choosing halal goods include understanding and knowledge of both raw materials and the process of making cosmetics and distribution, as well as religious responsibility, according to Shaari and Arifin (2010) and Yunus, Arifin, and Rasyid (2014).

Halal Awareness Muslims believe that consuming halal food will be a blessing and health for humans, the same belief also applies to the cosmetic products used. This is an indicator of consumer halal awareness. Islam teaches us to always consume everything on earth that is lawful and good, food, drink and other products. Halal is a Muslim religion that has become a lifestyle for Muslim consumers in the world. As the Muslim population grows, awareness of the use of halal products also grows. Consciousness is the capacity to perceive experiences and become aware of things and objects. It is a term that includes the understanding and interpretation of events or subjects. Awareness has been believed to be an important factor in deciding whether to choose or buying interest (Genoveva and Utami 2020).

### ***Halal Certification***

Halal certification is a formal acknowledgment of preparation, cutting, cleaning, handling, and other related management standards by leading organizations such as MUI in Indonesia (YA Aziz, 2013). The Institute for the Study of Food, Drugs and Cosmetics, the Indonesian Ulema Council, oversees the halal certification of goods such as food, beverages, cosmetics, medicines, and the like in Indonesia (LPPOM MUI). In addition to providing guarantees to Muslims that what is consumed in accordance with Islamic law, halal certification and symbols on goods provide guarantees to producers that the product meets halal requirements (S. Arif, 2011). Quality control procedures are required for halal certification to monitor production execution and ensure quality requirements.

### ***Intention***

Intention according to Jogiyanto (2007) is the desire to do an activity. While Arisudana (2016) says in Sumaryono that behavior is a sincere act of the desire to perform a behavior, intention is a component within

the individual that is related to the desire to perform the activity. The need that arises in a person, both consciously and intuitively, to carry out an activity with a specific purpose is known as motivation. Good intentions will foster productive motivation (Sulistiana, 2012).

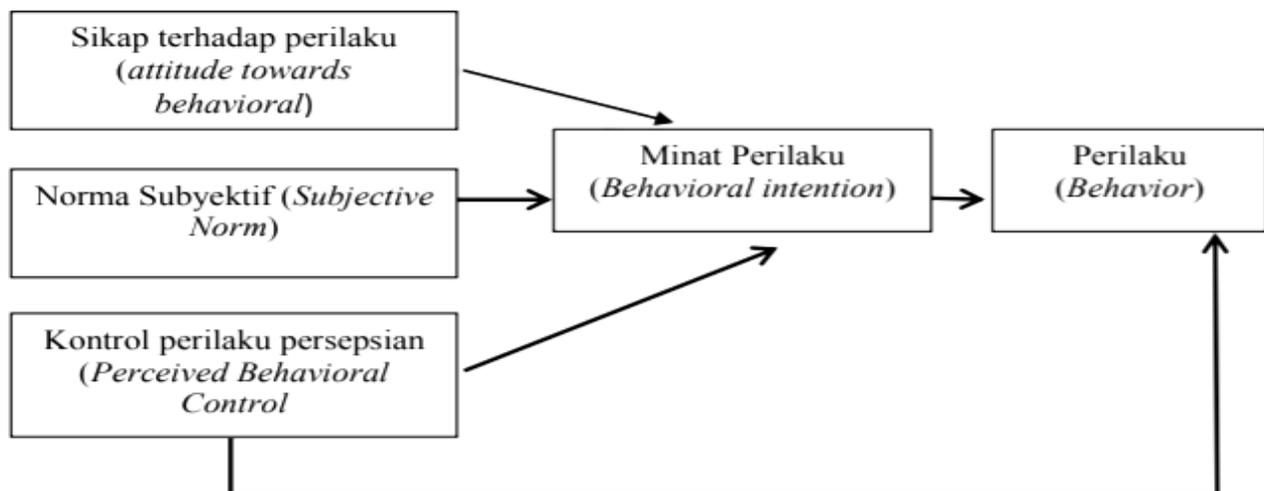
According to the theory of Planned Behavior According to the theory of planned behavior, individual beliefs can lead to the emergence of intentions. The more behavioral, normative, and control beliefs they hold, the more likely they are to act on these intentions. This of course has implications for the use of cosmetics and making purchases outside of interests. Attitudes, subjective standards, behavioral control, and understanding are some of the elements that might influence a person's intention to engage in an activity.

**Theory Planned Behavior**

The Theory of Planned Behavior (Ajzen, 1991) is an extension of the theory of Theory of Reasoned Action (TRA), which was developed by Ajzen and Fishbein in 1985. This expansion is necessary because previous theories cannot fully explain behavior that a person does not possess. control to carry out his will. The extent to which an action can be carried out in line with a sincere desire is represented by behavioral control (Blackwell, 2006). This hypothesis cannot explain unconscious behavior.

The theory of planned behavior explains that something that a person will do from a certain behavior is chosen by his desire to carry out that behavior. In the planned behavioral theory, attitudes toward target behavior and subjective norms about their involvement in behavior are estimated to influence interest in buying behavior for halal cosmetics, and the planned behavioral theory includes perceived behavioral control as being more involved in behavior as a factor which influences buying interest and behavior.

When doing an activity, the individual's attitude towards it can be positive or negative. This attitude is influenced by their ideas about their capacity to take advantage of opportunities and resources (Ajzen, 1991).



Ajzen (2005) argues that attitudes toward these actions are influenced by the person's idea of the benefits he or she will receive from engaging in the behavior, which is also known as belief in the behavior. Beliefs are connected with one's subjective evaluation of the environment, one's understanding of oneself, and the environment. They are achieved by associating activities with different benefits and drawbacks that one might encounter if one implements them or not.

According to Alam and Sayuti (2011), attitudes have a considerable and beneficial influence on consumers' desire to buy halal food. According to Ajzen (2005), subjective norms are processes that discuss the approval or disapproval of people or groups that affect a person's behavior. According to Azmi (2010), Muslim customers can be encouraged to buy halal cosmetics because they are in accordance with Islamic law. Their study shows why it is appropriate to justify subjective standards as a significant predictor of Muslim consumer adoption of halal cosmetics.

Ajzen (2005) defines perceived behavioral control as an individual's assessment of how simple or complex it is to perform certain activities. He makes a distinction between it and his inner control center to explain this feeling of behavioral control.

Having a buying interest means that someone has the potential, opportunity, plan, or willingness to buy an item or service in the future. Increased purchase probability is another name for this increase in purchase intention. To predict consumer behavior, researchers can also consider buying interest as a

significant component. When someone has committed to making a purchase, it shows that they trust and trust the brand. This is what motivates purchases, which individuals will ultimately make (Schiffman, 2007).

Kotler (2005) defines consumer buying behavior as how people, groups, and organizations select, acquire, utilize, and dispose of goods, services, concepts, or experiences to satisfy consumer needs. Meanwhile, Schiffman & Kanuk (2010) claim that performance in finding, obtaining, utilizing, and assessing the behavior of goods and services to meet needs.

According to research by Sihombing (2004), consumer buying behavior is described as: everything that is done by someone, changes that are directly created by people, both material and non-material, and behavior that is the result of one's mental processes. Several factors that influence behavior are attitudes and interests. Then, activities, actions, and connections can be used to categorize behavior, according to Sihombing (2004). Short-term body movement is action. Actions that are repeated frequently over long periods of time are called activities.

Actual buying behavior is defined by Ajzen and Fishbein (1980) as a person's desire to buy certain goods or services produced. Based on previous research, buying interest is measured. According to Davies and Wright (1994), consumer decision making is influenced by their level of product knowledge.

### Hypothesis

H1: Halal awareness has a significant positive effect on consumer interest.

H2: Subjective Norm has a significant positive effect on Consumer Interest.

H3: Attitude Behavior has a significant positive effect on consumer interest.

H4: Intention has a significant positive effect on consumer interest.

H5: Halal awareness has a significant positive effect on the use of halal cosmetics.

H6: Subjective Norm has a significant positive effect on the Use of Halal Cosmetics.

H7: Attitude Behavior has a significant positive effect on the use of halal cosmetics.

**Table 2. Previous Research**

| No | Name, Year and Title   | Analysis | variable  | Information   |
|----|--|----------|---|---|
| 1. | Shah Alam & Mohamed Suyuti (2011), Applying Theory of Planned Behavior (TPB) in Purchasing Halal Food  | SEM      | <ul style="list-style-type: none"> <li>▪ Attitude</li> <li>▪ Subjective Norms</li> <li>▪ Control Perception</li> <li>▪ Buying interest</li> </ul>   | <ol style="list-style-type: none"> <li>1. Attitude has a positive effect on buying interest</li> <li>2. Subjective norms have a positive effect on buying interest</li> <li>3. The perception of control has a significant positive effect</li> </ol>   |
| 2. | Abd Rahman et al (2015), Halal Consumers and Cosmetic Products: Knowledge, Religiosity, Attitudes and Intentions   | SEM      | <ul style="list-style-type: none"> <li>▪ Attitude</li> <li>▪ Knowledge</li> <li>▪ Religiosity</li> <li>▪ Buying interest</li> </ul>   | <ol style="list-style-type: none"> <li>1. Attitude has a positive effect on buying interest</li> <li>2. Knowledge has no effect on attitude</li> <li>3. Religion has a significant positive effect on attitudes</li> </ol>  |
| 3. | Aulya Rahmad baihaqi et al (2021), Analysis of the Effect of Planned Behavior Lip Cream Wardah cosmetics on online purchase intention and consumer buying behavior | SEM      | <ul style="list-style-type: none"> <li>▪ Attitude</li> <li>▪ Subjective Norm</li> <li>▪ Behavioral Control Perception</li> <li>▪ Buying interest</li> <li>▪ Consumer Purchase Behavior</li> </ul> | <ol style="list-style-type: none"> <li>1. Attitude has a positive effect on buying interest</li> <li>2. Subjective norms have a positive effect on buying interest</li> <li>3. Perception of behavioral control has a positive effect on buying interest</li> <li>4. Purchase intention has a significant effect on consumer buying behavior</li> <li>5. Perception of behavioral control has a significant effect on consumer buying behavior</li> </ol> |

|    |  |                     |  |   |
|----|--|---------------------|--|---|
| 4. | Agnesya Balques et al (2017), Analysis of Attitudes, Subjective Norms, and Purchase Intentions of Halal Cosmetics for Muslim Consumers in Surabaya   | SEM                 | <ul style="list-style-type: none"> <li>▪ Attitude</li> <li>▪ Subjective Norms</li> <li>▪ Purchase Intention</li> <li>▪ Religion</li> </ul>                   | <ol style="list-style-type: none"> <li>1. Halal Awareness has a positive effect on consumer attitudes</li> <li>2. Religion has a positive effect on consumer attitudes</li> <li>3. Halal certification has a positive effect on consumer attitudes</li> <li>4. Halal marketing has a positive effect on consumer attitudes</li> <li>5. Subjective norms have a positive effect on purchase intention</li> <li>6. Attitude has a positive effect on purchase intention</li> </ol>          |
| 5. | Tegar Pangesti Mahardika (2019), The Effect of Knowledge and Religiosity on Buying Interest with Consumer Attitudes as Mediation Variables   | Path Analysis       | <ul style="list-style-type: none"> <li>▪ Knowledge</li> <li>▪ Religiosity</li> <li>▪ Attitude</li> <li>▪ Buying interest</li> </ul>                          | <ol style="list-style-type: none"> <li>1. Knowledge has a positive effect on consumer attitudes</li> <li>2. Religiosity has a positive effect on consumer attitudes</li> <li>3. Knowledge has a positive effect on buying interest</li> <li>4. Religiosity has a positive effect on buying interest</li> <li>5. Consumer attitudes have a positive effect on buying interest</li> <li>6. Knowledge and religiosity affect buying interest with consumer attitudes as mediation</li> </ol> |
| 6. | Afendi et al (2014), Determinants of Halal Purchase Intention: The Case in Perlis  | Multiple Regression | <ul style="list-style-type: none"> <li>▪ Attitude</li> <li>▪ Subjective Norms</li> <li>▪ Behavior Control Perception</li> <li>▪ Buying Interest</li> </ul>   | <ol style="list-style-type: none"> <li>1. Attitude has a significant positive effect on buying interest</li> <li>2. Subjective norms have a significant positive effect on buying interest</li> <li>3. Perception of behavioral control has a significant positive effect on buying interest</li> </ol>   |
| 7. | Nursalwani et al (2017), The Influence of Attitudes, Subjective Norms and Control of Behavioral Perceptions on the Intentions of Muslim Teens at State Universities in Clantan to Consume Halal Labeled Chocolate Products | Multiple Regression | <ul style="list-style-type: none"> <li>▪ Attitude</li> <li>▪ Subjective Norms</li> <li>▪ Behavioral Control Perception</li> <li>▪ Buying interest</li> </ul> | <ol style="list-style-type: none"> <li>1. Attitude has a significant positive effect on buying interest</li> <li>2. Subjective Norm has a significant positive effect on buying interest</li> <li>3. Perception of Control has no effect on buying interest</li> </ol>  |

## METHODOLOGY

Causal association strategy and quantitative approach were used in the research design. Causal relationship means a causal relationship. The quantitative approach is a research method that examines the relationship between variables using numerical data (Sugiyono, 2014).

In July 2022, research was conducted in Mandailing Natal District. 100 women who live in Mandailing Natal Regency and use halal-labeled cosmetics are the sample of the study. *Purposive sampling* is the research method used in this study. Non-probability sampling techniques include intentional sampling (Sugiyono, 2014). Purposive sampling, according to Sugiyono (2014), is a sample approach with several limitations. Women in Mandailing Natal Regency who own or use cosmetics labeled Halal meet the sample requirements used in this study.

*Structural Equation Modeling (SEM)* program was used to perform data analysis procedures. SEM is a multivariate method that combines element regression and factor analysis to evaluate a number of dependent relationships at the same time, which cannot be achieved with other *multivariate methods* (Hair et al., 2014). Because SEM takes into account interaction modeling, nonlinearity, correlated independent variables, measurement error, correlated error perturbation, and multiple latent independent variables each of which is measured using various indicators, it is one type of powerful analytical technique. Therefore, SEM (*Structural Equation Model*) using AMOS was used in this work to evaluate the data.

**Table 3. Operational Research Variables**

| Vaiable            | Variable Definition  | Indicator   | Scale   |
|--------------------|--|---|---------|
| Halal Awareness    | Halal awareness is the ability to understand, feel, and be aware of events and objects (YA Aziz, 2013)   | 1. Knowledge<br>2. Understanding<br>3. Attitude<br>4. Behavior Pattern  | ordinal |
| Subjective Norms   | Subjective norms are functions that discuss the agreement or disagreement of individuals or groups that affect a person's behavior (Ajzen, 2005).  | 1. The influence of important people<br>2. Family influence<br>3. Invite friends  | ordinal |
| Attitude           | Attitudes towards this behavior are determined by the individual's belief about the results he will get from a behavior and briefly called the belief in a behavior (Ajzen, 2005).                 | 1. Feeling Like<br>2. Trust<br>3. Halal label is important<br>4. Belief in halal  | ordinal |
| Purchase Intention | Purchase intention is something that precedes and determines every customer or a tendency to take action or behavior that immediately precedes actual buying behavior (Kotler, 2005).              | 1. Interested in finding product information<br>2. Considering buying<br>3. Interested to try<br>4. Want to know the product<br>5. Desire to have product | ordinal |
| Consumer Interest  | Consumer interest is something that represents someone who has the opportunity, possibility, <i>plan</i> or is willing to make a purchase of a product or service in the future (Schiffman, 2007). | 1. Interested in finding information<br>2. Buying considerations<br>3. Interested to try<br>4. Want to know the product<br>5. Want to have a product      | ordinal |
| Consumer Use       | Use is a form of wanting to use or reuse a particular product or service (Schiffman, 2007)   | 1. Ease of use<br>2. Benefits of using<br>3. Usage result   | ordinal |

## RESERCH RESULTS AND DISCUSSION

The purpose of statistical information on respondents is to provide broad knowledge about respondents who are the research sample. There are 100 respondents in this survey, and will be divided into two groups depending on the age of the respondent and where the respondent is domiciled, as shown below:

**Table 4. Characteristics of Respondents by Age**

| Age          | Frequency | Percentage |
|--------------|-----------|------------|
| 20-22 Years  | 43        | 43.0       |
| 23-35 Years  | 27        | 27.0       |
| > 36 Years   | 30        | 30.0       |
| <b>Total</b> | 100       | 100.0      |

**Table 5. Characteristics of Respondents by Place of Domicile**

| Domicile Area   | Frequency | Percentage |
|-----------------|-----------|------------|
| City Connection | 76        | 76.0       |
| Western Union   | 10        | 10.0       |
| PanyabunganEast | 3         | 3.0        |
| South Panyabung | 3         | 3.0        |
| North Panyabung | 8         | 8.0        |
| <b>Total</b>    | 100       | 100.0      |

### Data Quality Test

#### Confirmatory Factor Analysis (CFA)

*loading factor* is used as an indication to determine the indicators used to measure the validity of a latent variable. An indication is considered valid if it has a *factor loading* 0.5. The test of dimensional unidimensionality consisting of each latent variable is the purpose of confirmatory factor analysis. The results of the confirmatory factor analysis of each model will be explained in more detail.

#### Factor-1 . Confirmatory Analysis

The standard loading factor values of each dimension can be used to determine the importance of the extracted indicators in creating latent variables. If a very significant result is produced during the test, it means the indicator is suitable for extraction to create latent variables. The relevance of each indication in creating a latent variable is tested in the following results:

**Table 6 . Regression Weight on Confirmatory Factor Analysis -1**

|              | Estimate | SE    | CR     | P   | Label  |
|--------------|----------|-------|--------|-----|--------|
| KH1 <---- KH | 1,000    |       |        |     |        |
| KH2 <---- KH | ,806     | 0.070 | 11.451 | *** | par_1  |
| KH3 <---- KH | ,879     | ,067  | 13,125 | *** | par_2  |
| KH4 <---- KH | ,729     | ,084  | 8.652  | *** | par_3  |
| NS1 <---- NS | 1,000    |       |        |     |        |
| NS2 <---- NS | 1.082    | ,194  | 5.568  | *** | par_4  |
| NS3 <---- NS | 1.034    | ,189  | 5,466  | *** | par_5  |
| S1 <---- S   | 1,000    |       |        |     |        |
| S2 <---- S   | 1.168    | ,227  | 5,155  | *** | par_6  |
| S3 <---- S   | 1,453    | ,255  | 5,692  | *** | par_7  |
| S4 <---- S   | 1,256    | ,222  | 5.60   | *** | par_8  |
| NB1 <---- NB | 1,000    |       |        |     |        |
| NB2 <---- NB | ,809     | ,120  | 6,982  | *** | par_9  |
| NB3 <---- NB | ,660     | ,120  | 5,724  | *** | par_10 |
| NB4 <---- NB | ,883     | ,123  | 7,478  | *** | par_11 |
| NB5 <---- NB | ,877     | ,139  | 7,010  | *** | par_12 |

Source: Amos Output Processed Data (2022)

The test value of each constructor is displayed in this factor analysis. The findings show that each latent variable performs well in each of the forming indicators, namely the value with a CR above 1.96 or with a probability lower than 0.05. In addition, all indicators have a loading factor value (standard estimate)

greater than 0.5. This finding indicates that the exogenous latent variable indicator has shown unidimensionality or is valid. Furthermore, this research model can be used for additional investigations based on this confirmatory factor analysis without any changes or adjustments.

### Factor Confirmatory Analysis -2

The test values for each constructor are shown in this factor analysis. According to the findings, each indicator consisting of latent variables shows good results when the CR is more than 1.96 or the probability is less than 0.05. In addition, all indicators have a loading factor value (standard estimate) greater than 0.5. This finding indicates that the exogenous latent variable indicator has shown to be dimensionless or valid. Furthermore, this research model can be used for additional investigations based on this confirmatory factor analysis without any changes or adjustments.

**Table 7. Regression Weight in Confirmatory Factor Analysis - 2**

|           |      |     | Estimate | SE   | CR    | P     | Label  |
|-----------|------|-----|----------|------|-------|-------|--------|
| MB1 <---  |      | MB  |          |      |       | 1,000 |        |
| MB2       | <--- | MB  | ,803     | ,115 | 6,977 | ***   | par_9  |
| MB3       | <--- | MB  | ,655     | ,115 | 5,719 | ***   | par_10 |
| MB4       | <--- | MB  | ,878     | ,118 | 7,473 | ***   | par_11 |
| MB5       | <--- | MB  | ,872     | ,124 | 7,005 | ***   | par_12 |
| PPK1 <--- |      | KDP |          |      |       | 1,000 |        |
| KDP2      | <--- | KDP | ,777     | ,127 | 6,111 | ***   | par_13 |
| KDP3      | <--- | KDP | ,908     | ,119 | 7,627 | ***   | par_14 |

Source: Amos Output Processed Data (2022)

### Reliability Test and Average Variance Extracted

Measurement of composite reliability and variance obtained for each construct is a method for evaluating the measurement model. *Reliability* is an internal indicator of the construct's consistency. A high reliability value indicates confidence in the measurement accuracy of each particular indicator. More than 0.70 is considered a generally recognized level of dependence.

$$\text{Construct Reliability} = \frac{(\sum \text{std loading})^2}{(\sum \text{std loading})^2 + \sum \epsilon_j}$$

$$\text{Variance extracted} = \frac{\sum \text{std loading}^2}{\sum \text{std loading}^2 + \sum \epsilon_j}$$

Calculating or analyzing the reliability of research variables is carried out after the validity test is completed. After using Ms. Excel to calculate using the calculation procedure mentioned above, the results generated from the reliability of the build and extracted data. The construct reliability data and the mean variance obtained for each research variable are presented in Table 8. It is known that the extracted variance value is greater than the crucial value and the construct reliability coefficient value of the latent variable is greater than (0.5) or equal to critical value (CR 0.7). This shows the high level of dependence of the two exogenous variables.

**Table 8. Reliability Test Results and AVE Exogenous and Endogenous Variables**

| Construct            | Indicator | Factor Loading | Criteria | CA    | AVE   |
|----------------------|-----------|----------------|----------|-------|-------|
| Halal Awareness (KH) | KH1       | 0.74           | 0.5      | 0.910 | 0.910 |
|                      | KH2       | 0.76           | 0.5      |       |       |
|                      | KH3       | 0.77           | 0.5      |       |       |
|                      | KH4       | 0.72           | 0.5      |       |       |
| Subjective Norm (NS) | NS1       | 0.82           | 0.5      | 0.872 | 0.876 |
|                      | NS2       | 0.88           | 0.5      |       |       |
|                      | NS3       | 0.82           | 0.5      |       |       |

|                         |     |      |     |       |        |
|-------------------------|-----|------|-----|-------|--------|
| Attitude (S)            | S1  | 0.59 | 0.5 | 0.819 | 0.5355 |
|                         | S2  | 0.69 | 0.5 |       |        |
|                         | S3  | 0.83 | 0.5 |       |        |
|                         | S4  | 0.79 | 0.5 |       |        |
| Purchase Intention (NB) | NB1 | 0.77 | 0.5 | 0.905 | 0.906  |
|                         | NB2 | 0.77 | 0.5 |       |        |
|                         | NB3 | 0.82 | 0.5 |       |        |
|                         | NB4 | 0.87 | 0.5 |       |        |
|                         | NB5 | 0.81 | 0.5 |       |        |
| Purchase Interest (MB)  | MB1 | 0.72 | 0.5 | 0.854 | 0.542  |
|                         | MB2 | 0.75 | 0.5 |       |        |
|                         | MB3 | 0.60 | 0.5 |       |        |
|                         | MB4 | 0.83 | 0.5 |       |        |
|                         | MB5 | 0.78 | 0.5 |       |        |
| Cosmetic Use (PK)       | PK1 | 0.83 | 0.5 | 0.895 | 0.894  |
|                         | PK2 | 0.86 | 0.5 |       |        |
|                         | PK3 | 0.89 | 0.5 |       |        |

Source: *Amos Output Processed Data (2022)*

The construct-reliability and variance-extracted results for each research variable are shown in the table above. The value of the construct-reliability coefficient of the latent variable is greater than or equal to the crucial value (CR 0.7), and the extracted variance value exceeds the critical value (0.5). This shows the high level of dependence of the two endogenous variables.

#### Evaluation of Model Accuracy Criteria ( *Goodness of Fit Model* )

Tests of various *goodness of fit criteria* are used to assess the adequacy of the model. Therefore, the first thing to do is to assess whether the data used in this study can support the assumptions of the required SEM analysis. This research model can be examined whether this assumption can be verified. In assessing the quality of *fit criteria* and with *cut of value* a number of metrics are very important.

A researcher does not need to fulfill all the *goodness of fit requirements* when conducting empirical research. To evaluate the feasibility of the model, 4 to 5 *goodness of fit criteria* are considered sufficient, provided that each *goodness of fit group* includes a representation of *absolute fit indices* (GFI, AGFI, Chi-Square, RMR, and RMSEA), *incremental fit indices* (NFI, NNFI, CFI, TLI), and *sparse fit indices* (PGFI and PNFI). Thus, it can be said that the model can be used based on the test findings which show that the empirical relationship between awareness, attitudes, subjective norms, intentions, consumer interests and product use is in accordance with the theoretical model.

**Table 9. Test of Model Accuracy ( *Goodness of Fit Model* )**

| Goodness of Index            | Cut-off Value  | Estimated Results | Information  |
|------------------------------|----------------|-------------------|--------------|
| Chi-square ( $X^2$ )         | Expected small | 236.140           | bad fit      |
| Significance Probability (p) | 0.055          | 0.0001            | bad fit      |
| RMSEA                        | 0.08           | 0.068             | good fit     |
| GFI                          | 0.90           | 0.822             | Marginal fit |
| AGFI                         | 0.90           | 0.771             | Marginal fit |
| CMIN/DF                      | 2.00 – 5.00    | 1,456             | good fit     |
| TLI                          | 0.90           | 0.910             | good fit     |
| CFI                          | 0.90           | 0.923             | good fit     |
| NFI                          | 0.90           | 0.787             | Marginal fit |
| PNFI                         | 0.60           | 0.653             | good fit     |
| IFI                          | 0.90           | 0.923             | Good Fit     |
| RMR                          | RMR < 0.10     | 0.067             | good fit     |
| PGFI                         | RGFI 0.60      | 0.624             | good fit     |
| RFI                          | RFI 0.90       | 0.766             | Marginal fit |

## Hypothesis Test

This test is done by looking at the *critical ratio* on the *regression weights* . The following is a hypothesis test in this study:

**Table 10. Regression Weight Hypothesis Test Results**

|            | Estimate | SE   | CR    | P     | Label  |
|------------|----------|------|-------|-------|--------|
| MK <--- KH | ,176     | ,126 | 2,423 | 0.035 | par_16 |
| MK <--- NS | ,417     | ,159 | 2,621 | ,009  | par_17 |
| MK <--- S  | ,887     | ,245 | 3,613 | ***   | par_18 |
| MK <--- NB | ,272     | ,100 | 2,737 | ,006  | par_19 |
| PK <--- KH | ,457     | ,065 | 4.143 | ***   | par_20 |
| PK <--- NS | ,396     | ,108 | 3,677 | ***   | par_21 |
| PK <--- S  | ,389     | ,095 | 4.075 | ***   | par_22 |

### Hypothesis 1 (Effect of Halal Awareness on Consumer Interest)

The correlation coefficient between halal awareness and customer interest is 2.423, with p-value = 0.039. Because the p-value is smaller than ( $0.035 < 0.05$ ) and the value of cr is more than ( $2.423 > 1.96$ ). Thus, it can be said that customer interest is significantly driven by halal awareness.

### Hypothesis 2 (Effect of Subjective Norms on Consumer Interests)

Consumer interest is influenced by subjective norms with a reliability coefficient of 2.621, with p-value = 0.009. Considering that the p value is smaller than ( $0.009 < 0.05$ ) and the cr value is smaller than ( $2.621 > 1.96$ ). Therefore, it can be said that subjective standards significantly increase customer interest.

### Hypothesis 3 (The Effect of Attitude Behavior on Consumer Interest)

The correlation coefficient between customer attitudes and interests is 3.613, and p-value is = 0.000. Because the p-value is smaller than ( $0.000 < 0.05$ ) and the cr value is more than 1.96 ( $3.613 > 1.96$ ). Therefore, it can be said that attitudes significantly increase customer interest.

### Hypothesis 4 (Effect of Intention to Consumer Interest)

The correlation coefficient between customer interest and intention is 2.737, with p-value = 0.006. because the p value is smaller than ( $0.006 < 0.05$ ) and the cr value is less than or equal to 1.96 ( $2.737 > 1.96$ ). Thus, it can be said that customer interest is significantly influenced by how consumers perceive behavioral control.

### Hypothesis 5 (Effect of Halal Awareness Use of Halal Cosmetics)

The correlation coefficient between halal awareness and the use of halal cosmetics is 4.143, with p-value = 0.000. Because the p-value is smaller than ( $0.000 < 0.05$ ) and the cr value is more than 1.96 ( $4.143 > 1.96$ ). Given this, it can be said that halal awareness significantly increases the use of halal cosmetics.

### Hypothesis 6 (Effect of Subjective Norms on the Use of Halal Cosmetics)

The correlation coefficient between subjective norms and the use of halal cosmetics is 3.677, with p-value = 0.000. because the p value is smaller than ( $0.000 < 0.05$ ) and the cr value is smaller than ( $3.677 > 1.96$ ). Thus, it can be said that the consumption of halal cosmetics is significantly influenced by subjective standards.

### Hypothesis 7 (The Effect of Behavioral Attitudes on the Use of Halal Cosmetics)

The cr value between attitudes towards the use of halal cosmetics is 4.075 and the p-value = 0.000. Because the cr value is greater than 1.96 ( $4.075 > 1.96$ ), and the p-value is less than ( $0.000 < 0.05$ ) . Thus, it can be concluded that attitude has a significant positive effect on the use of halal cosmetics.

## **DISCUSSION**

### **The Effect of Halal Awareness on Consumer Interest**

Halal awareness is the ability to understand, feel, and be aware of events and objects or products that are categorized as halal. The results of this study indicate that there is a significant positive effect of halal awareness on consumer interest, with the obtained value of  $cr$  between the effect of halal awareness on consumer interest is 2.423 and  $p$ -value = 0.039. Because the value of  $cr$  is greater than 1.96 ( $2.423 > 1.96$ ), and the  $p$ -value is less than ( $0.035 < 0.05$ ). Halal awareness of the Mandailing Natal community is driven by the high religiosity of the community.

Religious communities with sufficient basic knowledge of religion will consider all aspects in making purchasing decisions and the use of an object or product. Not apart from the consumer interest of the Mandailing Natal community towards halal cosmetic products. Because in the community's perception of halal cosmetics, safety is guaranteed, so they have more public trust in terms of their use.

### **The Influence of Subjective Norms on Consumer Interests**

Subjective norm is a social pressure that is felt by everyone to meet the expectations of others to carry out or not carry out a behavior. Subjective norms are also a person's motivation to comply with the views of people who are considered important for someone to do or refuse to do that behavior.

From the results of this study, there is a significant positive effect of subjective norm on public consumer interest, with  $cr$  value greater than 1.96 ( $2.621 > 1.96$ ), and  $p$ -value less than ( $0.009 < 0.05$ ). The interest of consumers of halal products in the Mandailing Natal community is influenced by the norms that exist in the community itself, where the community follows the norms that exist in the community and the influence of important people such as family and close friends.

By following trusted people, people do not hesitate to buy the halal products offered. The implication is that the more influence of important people for the community to use halal products, the interest in buying halal is increasing. The results of this study are in line with previous research by Rachbini (2018), subjective norms have a significant positive influence on consumer buying interest in halal food products in Jakarta. This shows that subjective norms are very important for someone's buying interest.

### **The Influence of Attitudes on Consumer Interests**

Attitude is an individual's subjective assessment of the surrounding environment, and a person's knowledge of himself and his environment. From the results of this study there is an influence of attitude on consumer interest, with the obtained value of  $cr$  greater than 1.96 ( $3.613 > 1.96$ ), and  $p$ -value less than ( $0.000 < 0.05$ ). The higher the belief in the attitude of the people who believe that halal cosmetic products are safe when used affects consumer interest in buying halal cosmetic products. The attitude of people who believe that halal cosmetic products are safe to use and have benefits when used makes them interested in buying these halal cosmetics.

This is in line with previous research by Alam and Sayuti (2011) which states that attitudes have a significant and positive influence on buying interest. This study results that attitude is an important factor in influencing the purchase of halal food products because a high positive attitude seems to have a greater interest in buying halal food products.

### **Influence of Intention on Consumer Interest**

Intention is an individual's belief about his success in doing everything, whether it depends on his own efforts or other factors outside himself. Intention to someone such as having the ability or willingness, resources and knowledge about the product, this will influence someone to do a behavior or not at all.

From the results of this study, there is a significant positive effect of intention on consumer interest with the obtaining of a  $cr$  value greater than 1.96 ( $2.737 > 1.96$ ), and a  $p$ -value of less than ( $0.006 < 0.05$ ). This shows that if someone has the knowledge, resources and ability to use halal cosmetic products, that person will buy halal products. People already have experience and knowledge about halal cosmetic products, such as Wardah so that people's interest in buying both online and offline will be high, because people already believe in these products.

### **The Effect of Halal Awareness on the Use of Halal Cosmetics**

Halal awareness is the ability to understand, feel, and be aware of events and objects or products that are categorized as halal. The results of this study indicate that there is a significant positive effect of halal awareness on the use of halal products, with the obtained value of  $cr$  between attitudes towards the use of halal cosmetics is 4.075 and  $p$ -value = 0.000 Due to the  $cr$  value greater than 1.96 ( $4.075 > 1, 96$ ), and the  $p$ -

value is less than ( $0.000 < 0.05$ ). This shows that if people have high halal awareness, consumption of products that have the halal label will also increase.

### **The Influence of Subjective Norms on the Use of Halal Cosmetics**

Subjective norm is a social pressure that is felt by everyone to meet the expectations of others to carry out or not carry out a behavior. Subjective norms are also a person's motivation to comply with the views of people who are considered important for someone to do or refuse to do that behavior. From the results of the research above, there is a significant positive effect of Subjective Norm on the use of halal cosmetics with the obtaining of a cr value greater than 1.96 ( $3.677 > 1.96$ ), and a p-value of less than ( $0.000 < 0.05$ ).

The more subjective influence in influencing society, the greater the number of halal cosmetics use. When there is encouragement to the public to use halal cosmetic products that are safe and useful, it gives confidence to the public to use these halal cosmetic products.

The Mandailing Natal community has no problems in purchasing halal cosmetic products both online and offline. Purchasing behavior can be done easily so that the act of using halal cosmetics also does not experience obstacles for the Mandailing Natal community.

### **The Influence of Behavioral Attitudes on the Use of Halal Cosmetics**

Behavioral attitudes are individual beliefs that are relatively stable in all situations. Attitudes can change depending on the situation and the type of behavior to be performed. This attitude has an influence on the behavior of using halal cosmetics. From the results of this study, there is a significant positive effect of Attitude Behavior on the behavior of using halal cosmetic products with the obtaining of a cr value greater than 1.96 ( $4.075 > 1.96$ ), and a p-value of less than ( $0.000 < 0.05$ ).

This shows that it is the attitude of a person who facilitates the direct purchase and use of halal cosmetic products. The perception of attitudes that people have about halal cosmetic products makes people do not hesitate to use halal cosmetic products. The greater the knowledge, abilities and resources of the Mandailing Natal community, the more there is no hesitation in buying and using halal cosmetic products.

## **CONCLUSION**

From the results of research that has been done, it can be concluded as follows:

1. There is a significant positive influence regarding the effect of halal awareness on consumer interest in the Mandailing Natal community.
2. There is a significant positive effect on the influence of the subjective norm variable on consumer interest in the Mandailing Natal community.
3. There is a significant positive effect on the influence of the behavioral attitude variable on consumer interest in the Mandailing Natal community.
4. There is a significant influence on the effect of the intention variable on consumer interest in the Mandailing Natal community.
5. There is a significant positive effect regarding the effect of normative subject variables on the use of halal cosmetics for the Mandailing Natal community.
6. There is a significant positive effect regarding the influence of subjective norm variables on the use of halal cosmetics for the Mandailing Natal community.
7. There is a significant positive effect regarding the influence of behavioral attitudes on the use of halal cosmetics for the Mandailing Natal community.

### **Limitations Of The Research**

This research still has many limitations when conducting research, including:

1. The results of this study cannot be generalized to the general public in other areas. Because in Mandailing Natal Regency the majority are Muslims who know enough about the halalness of a product
2. This study did not use the interview method due to time constraints and other conditions, so it was difficult for researchers to meet in person.
3. The independent variables used by researchers are still limited because there are still independent variables that can be used in this study to influence consumer interest and use of halal cosmetics.

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