

Preferences of Generation Y and Z in Using Halal Products for Dental and Oral Care

Permasari Sabaniah ^{1*}, Indra ¹, Achmad Firdaus ¹

Tazkia Islamic University College, Indonesia ¹

Corresponding Authors: Permasari Sabaniah (irashainabas@gmail.com)

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Abstract

The halal industry has great potential for Indonesia which offers a great opportunity to support the country's growth even though global economic growth is low. In general, the global market needs to address the need for halal products, including in the pharmaceutical and cosmetic sectors. This study aims to analyze whether attitudes, subjective norms, behavioral control and religiosity influence the intention to use halal products for dental and oral health care products in generations Y and Z because these products are used massively but have not been studied much. The data analysis method in this research uses Structural Equation Modeling (SEM). The research sample used in this research was 145 respondents. The data used in this research is primary data, namely generations Y and Z who live in Indonesia. This research found that variables influence Generation Y and Z's preferences in using halal products for dental and oral care are behavioral control, religiosity and subjective norms. On the other hand, attitude does not have a significant influence on intention to use. From the results of data processing and analysis, researchers found that the behavioral control value was the largest, followed by two other variables, namely religiosity and subjective norms regarding the intention to use dental and oral care products. However, this research shows that the attitude variable does not significantly influence the intention variable to use halal products for dental and oral health care. This research will be useful for halal industry players, especially the pharmaceutical and cosmetics sub-sectors, to develop strategies to increase awareness and use of products by the public. In addition, this research will contribute as a reference for regulators in improving the halal industry ecosystem such as regulations and infrastructure.

Keywords: *Halal Industry; Intention; Behavior Control; Subjective Norms; Religiosity; Structural Equation Modelling*

INTRODUCTION

The halal label is an absolute requirement for all consumers, especially Muslim consumers. This product can be food, processed products in the form of medicine or other consumer products. When the number of Indonesian Muslim consumers reaches 204.8 million, it can be concluded that the Indonesian market will become a very large Muslim consumer market. So with this, guaranteeing halal products is a special priority to get attention from the government. [Charity, 2017]. Research conducted, [Nirwandar, 2015], Explains aspects that can be seen from the potential of Muslim consumers in global spending in the food and lifestyle sector which is estimated to reach US \$ 3.7 trillion in 2019. This amount is a potential core market for the halal food and lifestyle sector. The lifestyle that currently applies in Indonesia consists of halal food, halal finance, halal travel, halal clothing, halal media and recreation, halal medicine, halal cosmetics, halal supplies, and health or hospitals.

In general global markets need to address specific needs, and unique market directions as well as economic value and trade. Halal Market construction: Food and Beverages, Pharmaceuticals and Cosmetics,

Finance, Communication Media, Fashion, Clothing, Travel, Tourism, and so on, offers great opportunities to support the country's growth even though global economic growth is low.

In Indonesia, the halalness of a product is regulated in Law no. 33 of 2014 and Government Regulation No.31 of 2019 concerning halal product guarantees. Halal products are products that have been declared halal in accordance with Islamic law. Guaranteeing the halalness of goods and services includes providing materials, processing, storage, packaging, distribution, sales and presentation of products. Products are goods and/or services related to food, drinks, medicines, cosmetics, chemical products, biological products, genetically engineered products, as well as goods used, utilized or utilized by the public.

One of the products used in everyday life is products to support dental and oral health. One of the health factors for the body is dental and oral health. Dental and oral health reflects overall health, including symptoms of malnutrition and other diseases in the body. Dental and oral health problems can have a negative impact on daily life, including poor general health, decreased self-confidence, and decreased performance and attendance at school and work.

Based on the National Data, most Indonesians (94.7%) are accustomed to brushing their teeth properly. This means they have brushed their teeth every day. However, only 2.8% of this percentage brush their teeth at the right time, at least twice, namely in the morning and at night before bed (pusdatin.kemkes.go.id).

Intergenerational gaps in the work environment are one of the themes that emerge in the development of human resource management, and the concept of intergenerational gaps has developed over time. According to Kopperschmidt, B. R, a generation is a group of people that identifies a group of people who have a significant impact on their stage of growth, based on year of birth, age, location, and life events. In generation theory, [Codrington, and Sue Grant-Marshall 2004] Human generations are proposed to be divided into five based on year of birth. Namely, the Baby Boomer Generation who were born between 1946 and 1964, Generation iNet Generation, Internet Generation, and Generation Alpha 2011-2025. The five generations have different personality developments.

According to central data statistics 2021, it shows that Indonesia's population is dominated by those aged 10-44 years, of which Generation Z and Generation Y are included, which are the productive age group out of a total population of 272 million. Meanwhile, based on province, West Java has the largest population, namely 48,7 million.

Specifically, this research focuses on two generations, Y and Gen Z, which were pioneered by the trend of information and communication technology, and the characteristics of these two generations can be determined. One of the most important factors is mastery of information and technology. Information and technology are part of Gen Z's life. Because information, especially internet access, has become a global culture and is based on values, beliefs and life goals. The emergence of generation Z also provides new challenges for organizational management practices, especially Human Resources (HR) management.

Generation Y is now known as Millennials. The phrase "Generation Y" was used in an editorial in a major US newspaper in 1993. This generation uses a lot of instant communication technology such as Email, SMS, and social media such as Facebook and Twitter in their daily lives to get news or information. In conclusion, Generation Y is a generation born in the Internet era which is becoming a trend. The characteristics of Generation Y individuals depend on the environment in which they grew up, economic class, family society, and their communication patterns are very open compared to previous generations, enthusiastic users of social media, and their lives are greatly influenced by technological developments, becoming more open to political views and economic and therefore very responsive to changes in the surrounding environment [Codrington, and Sue Grant-Marshall 2004].

So generation Y will be more easily influenced and more selective in determining halal products, because they are more sensitive to information technology and they are more flexible with news or information circulating in society, where with this information they will more easily know which products are which is labeled halal and which is not, based on the content of a product.

Based on this definition, Generation Z is different from Generation Y or Millennials. In his book, Lancaster, L. C. and Stillman (2002), he explains the differences in how the next generation is changing the workplace. One of the differences between Generation Y and Generation Z is that Generation Z is more technologically advanced, open-minded, and less interested in norms.

According to Noorsiono (2016), Gen Z is a generation that is technology and internet savvy as quickly as possible and has a thirst for technology. Generation Z, or better known as the digital generation, grows and develops depending on technology and various types of technological devices. In summary, these two generations have similarities in using developing information technology. This makes the difference that Generation Y was born at the same time as the introduction of the Internet, while Generation Z has achieved a lot of growth and development where technology is better than the previous generation.

So that generation Z will find it easier to get the information they need, whether in the form of information about products that have been labeled halal or not, they will be aware or be pioneers in the standards for assessing whether a product can be said to be suitable for use or not based on the information they get from the internet, so that the suitability of a product is determined by the consumers themselves, especially consumers from Muslim backgrounds who will prefer products that are labeled halal.

Based on the two generations above, generations Y and Z are said to have similarities in the openness of internet-based technology information. They utilize existing social media and news media to get what they want and they are said to be a generation that is flexible, they can change their views based on what they believe by utilizing correct information from the internet or social media that they trust, so where now Social media is very busy and there are a lot of people using it, so this generation will try to find out the truth, whether it's in the form of a halal label regarding what they want to consume, based on this gap, researchers intend to see how much halal products are used in dental and oral health care, in the largest generation in Indonesia.

According to Ajzen (2005), the Theory of Planned Behavior in choosing a product is influenced by several factors, including attitude, subjective norms, perceived behavioral control and religiosity. Attitudes are defined by Ajzen (2005), attitudes towards behavior are determined by the beliefs held about the results of the behavior which are known as behavioral beliefs. In conclusion, attitude is an aspect that determines a person's behavior based on the beliefs that a person has.

According to the view of (Prihatining et al., 2019), subjective norms are social pressure that urges a person or decision maker to demonstrate a behavior. The conclusion is that a person's actions are seen based on what other people see, whether positive or negative, so that when someone takes action they will think based on what norms exist in their environment.

Perceived behavioral control, based on the opinion of Ajzen (2005), explains how easy or difficult it is for a person to carry out certain behavior. The conclusion is that a person's actions will be controlled based on a person's views regarding right, wrong or good and bad of something they believe in, so that when making decisions, a person will be more careful in their steps.

Religiosity based on views [Divianjella et al., 2020], refers to the level of individual belief in God. The conclusion is that a person's actions or blindness are regulated by God's law regarding the halal and haram of an action or consumer goods, where each religion will be different regarding the legal basis for halal and haram.

Based on the Theory of Planned Behavior above, researchers want to examine the influence of attitudinal factors, subjective norms, perceived behavioral control and religiosity in the use of halal products in daily dental and oral health care, it is hoped that this can become a useful and innovative reference and source. Researchers used these four factors because based on previous research they also used the same method as in the research of Marmaya, NH et al. (2019) factors that influence the choice of a halal product include attitudes not playing an important role, while subjective norms and perceived behavioral control influence behavioral intentions in research on generation Y in purchasing a halal food product.

Research by Abd Rahman, et al (2015), shows that Malaysian consumers have more positive attitudes and intentions towards halal food products than halal cosmetic products. Apart from that, religious factors also influence consumers in choosing halal products. Consumers with a Muslim background will tend to choose halal products so they will be more selective in purchasing a product, whereas for non-Muslims they have no restrictions on purchasing a product because their subjective norms are different from people with an Islamic religious background. Suleman, S., et al. (2021).

In general, what is different from these studies is that this study wants to see whether attitudes, subjective norms, behavioral control, and religiosity influence the intention to use halal products for daily dental and oral health care products because these products are used massively but have not been studied

much. Based on researchers' searches on Google Scholar and several other scientific jurisprudence providers, we as researchers only found a few studies related to this research. So dental and oral health is worthy of discussion considering that not many researchers have studied it.

This research is also limited to generations Y and Z with Muslim backgrounds in Indonesia, because demographically this is the most dominant generation group in the province with the highest population and they are the generation that is sensitive to technological information that supports news on social media, media or internet, and why Muslims were chosen because the researchers wanted to discuss how halal products are used in daily dental and oral health care, so it is hoped that this research can discuss the intensity of the Muslim community in Indonesia towards halal products.

The formulation of the problem in this research is how attitude factors, subjective norms, behavioral control, religiosity relate to the intention to use halal products in daily oral health care. Research purposes based on the problem formulation, the research objectives to be achieved are: to analyze how attitude factors relate to the intention to use halal products in daily oral health care; to analyze the relationship between subjective norm factors and the intention to use halal products in daily oral health care; to analyze how behavioral control factors relate to the intention to use halal products in daily oral health care; to analyze the relationship between religiosity factors and the intention to use halal products in daily oral health care.

The research objective to be achieved is to analyze how the above factors relate to the intention to use halal products in daily dental and oral health care. This research focuses on the Y and Z generation groups who live in the West Java region with Muslim backgrounds. The main variables tested in this research are attitudes, subjective norms, behavioral control, religiosity and intentions to use.

Literature Review:

Halal is a way of life that includes good and correct behavior. The integrity of a halal lifestyle can be directed by considering the origin of a food product, how it is produced, where the ingredients are sourced, and the trade. If a country chooses to use halal standards, benefits can be gained by increasing cost efficiency and increasing trade. Meanwhile, by using independent halal standards, benefits can be obtained by increasing competition and cost savings because they do not require comparison [Soon et al., 2017].

Halal lifestyle reaches halal tourism in the health industry sector. Islamic medical ethics is important in health services. Islamic medical ethics encourages satisfaction with health services and good opportunities for service providers to design their products and services with Islamic features and characteristics [Zailani et al., 2016]. Halal supply chain is a process centered on ethics that can shape the market. The process requires coordination of stakeholders so that halal supply chain performance can improve, aiming at managing capital, information and materials so that they become halal and safe for consumers, which in the end can fulfill the lifestyle needs [Khan et al., 2018]. Tieman et al. [2012] introduced a halal supply chain model to optimize halal food supply chain design. A supply chain approach is important to guarantee halal integrity up to the point of consumption because the halal integrity of a product is the result of various activities in the supply chain [Tieman, 2011].

Daily Dental and Oral Health Care Products

a. Dental Floss/Dental Floss and Interdental Brush/Interdental Brush

Dental floss/dental floss and interdental brush/interdental brush are tools for cleaning dirt and food debris between the teeth, because a toothbrush cannot reach the maximum extent of cleaning the entire surface of the teeth and mouth. Dirt and food scraps that are not cleaned will accumulate into plaque and calculus which can cause inflammation of the tissues in the mouth. Dental floss/dental floss was previously made from silk fibers twisted into long strands. Currently, dental floss is usually made from nylon filament or monofilament plastic, waxed and unwaxed. The critical point for halal dental floss is the material it is made from, namely nylon.

b. Toothbrush

A toothbrush is a cleaning tool for cleaning the teeth and mouth from food remains and debris attached to the surface of the teeth, consisting of a handle and fibers arranged in such a way that it has cleaning

power according to the condition of the mouth, without causing injury to the oral mucosa [Putri et al., 2011]. Toothbrushes have many functions for dental and oral health that are useful for society [Sriyono, 2005]. The critical point is on the brush. In the bristle industry, it is used as a material for making brushes, including toothbrushes. The bristle in question can be sourced from animal hair or plant fibers or synthetic fibers such as nylon and silicone. The animal hair used can come from pigs, goats, horses or camels. A plant fiber that has also been used as a brush or brush material is palm fiber. Nylon is also a synthetic fiber that is commonly used for brushes, brushes or toothbrushes

c. Toothpaste

Toothpaste ingredients can be categorized as preventive ingredients which contain antibacterial, fluoride or therapeutic agents in dental care. Other materials are restorative in nature and are used to repair or change tooth structure and consist of synthetic materials [Rahayu et al., 2021]. The critical point for being halal lies in one of the ingredients, namely calcium, which can come from animal bones.

Factors that Influence Intention to Use Halal Products

The Theory of Planned Behavior (TPB) is an evolution of the Theory of Reasoned Action (TRA) which was developed in 1967. The theory of planned behavior is a theory based on the assumption that people usually act appropriately [Ajzen, 1991]. People usually act in meaningful ways and think about the implications of their actions before deciding to carry them out. This theory was chosen as the basis for this research because this theory provides a framework for studying a person's attitudes towards their actions and behavior, including in deciding to use halal health and dental care products. Several studies related to the use or purchase of halal products use the TPB theory as a basis, including by Suleman et al. [2021], Fatmi et al. [2020], Fanny Putera Perdana et al. [2019].

In TPB theory, the most important determinant of human behavior is the intention of the behavior. An individual's intention to carry out an action is a combination of the attitude to carry out the action and subjective norms. Individual behavioral attitudes include behavioral beliefs, behavioral outcome assessments, subjective norms, normative beliefs, and motivation for compliance.

Subjective attitudes and norms are determined using a scale that uses the terms "like/dislike", "good/bad", and "agree/disagree" (Likert scale/rating scale). Behavioral intentions depend on the results of measuring attitudes and subjective norms. Positive results indicate action intentions. The main difference between TRA and TPB is a third additional determinant of behavioral intention: perceptual behavioral control (PBC). PBC is determined by two factors: belief in control (belief in the ability to control) and perceived power (perception of the power one has to perform an action). PBC suggests that a person's motives are influenced by how they perceive the difficulty and ease of performing certain actions. If someone has a place to have strong control over the factors that drive their behavior, they have a high level of awareness that they can control their behavior. This theory of planned behavior uses three constructs as antecedents of intention, namely our attitude towards the behavior, subjective norms, and our feelings about the ability to control everything that influences whether we want to carry out the behavior.

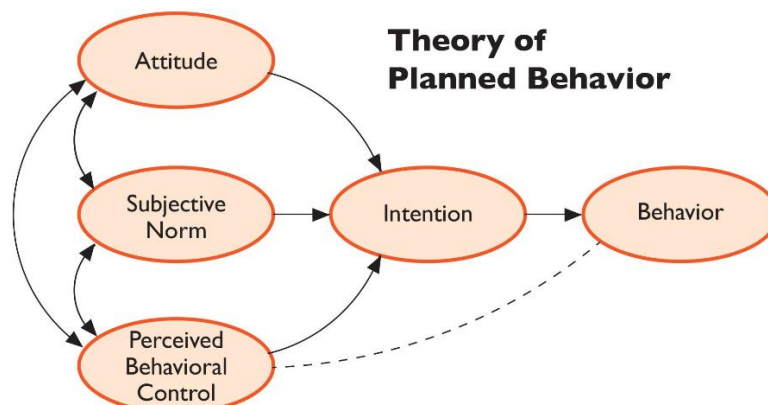


Figure 1 Theory of Planned Behavior Model
Source: [Ajzen, 1991]

1. Attitude

Ajzen [2005] explains that attitudes towards behavior are determined by the beliefs held about the results of the behavior, which are known as behavioral beliefs. Confidence refers to understanding oneself and one's surroundings and subjectively assessing the world around one. How to Know Beliefs, In this Theory of Planned Behavior, Ajzen can express beliefs by linking the behavior we anticipate with various benefits or losses that can be obtained with or without action. Based on the evaluation of the data obtained, this belief can strengthen attitudes towards behavior that the behavior can benefit the perpetrator.

There is several pieces of literature that discuss consumer attitudes and intentions related to halal products in various parts of the world. Intention to use or purchase halal products is positively and significantly related to attitudes [Garg & Joshi, 2018] ;[Bashir, 2019]. Attitude is the most widely used factor in studies of consumer purchase intentions towards halal products, including food, meat, pharmaceuticals, finance and cosmetics [Fatmi et al., 2020]. The indicators of this variable are halal care products, halal labels, care products are very important and using halal care products is a choice

2. Subjective Norms

Subjective norms are social pressures that urge a person or decision maker to demonstrate a behavior [Prihatining et al., 2019]. Subjective norms are explained as a person's view of what other people think about what they do in carrying out the behavior in question. It is very normal for people to talk to others before making a decision. Subjective norms are a person's feelings or assumptions about the expectations of people in life whether they will carry out certain actions or not. This dimension is called subjective norm because these emotions are subjective. The relationship between attitudes and behavior is very important so that subjective norms are also influenced by beliefs. While differences are a function of behavioral beliefs where the relationship between attitudes and behavior is carried out (behavioral beliefs), subjective norms come from the views of people, who are related to them (normative beliefs).

Subjective norms are an important component when we try to evaluate a customer's purchasing intentions [Garg & Joshi, 2018]. Based on several readings, it can be explained that consumer behavioral intentions to carry out certain actions are a function of subjective norms. The results of research conducted show that subjective norms have a high relationship with the intention to purchase halal products [Arinilhaq, 2017]; [Marmaya et al., 2019] ; [Vizano et al., 2021]. The indicators for this variable are as follows: religious teachings, family teachings, habits and teachings of religious figures.

3. Perceived Behavioral Control

Perceived behavioral control is a person's feeling of ease or difficulty in carrying out certain behaviors. Ajzen [2005] describes emotions related to control behavior by distinguishing them from the locus of control or center of control proposed by Rotter's. Perceived behavioral control represents factors that can compel or inhibit action. In the context of intention to purchase halal products, perceived behavioral control has been found to significantly influence the purchase intention of young Muslims [Endah et al., 2017]. For the current cosmetics study, researchers also expect similar findings. This belief is related to specific achievements, for example the belief that you can master the skills of using a computer well is called behavioral control.

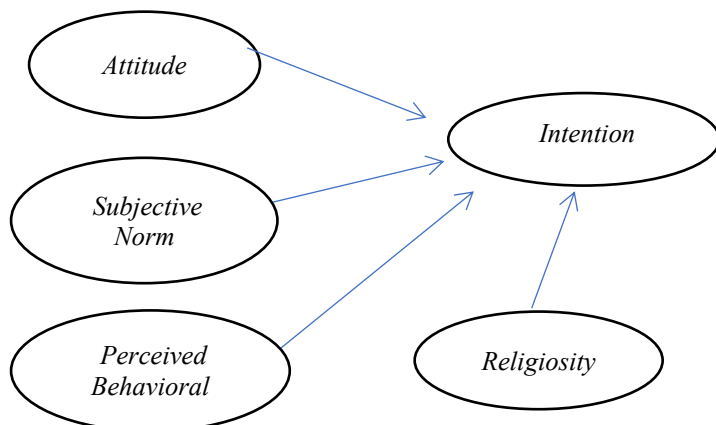
The desire to communicate with friends is an important reason among millennials to use social media platforms to express their experiences with whatever they do and share these experiences with others. Parents, friends and societal norms will influence consumers to buy halal food products based on what they experience and see throughout the day. In Malaysia, subjective norms play an important role where family members, friends and colleagues become individuals' strong reference points in using halal products (Marmaya et al., 2019). The results of several studies also show that perceived behavioral control is significant in influencing young adult Muslim customers' intentions to purchase halal products [Endah et al., 2017] [Marmaya et al., 2019];[Vizano et al., 2021]. Indicators for the following variables are: easy access, cheap access, ability and information

4. Religiosity

Religiosity refers to an individual's level of belief in God [Divianjella et al., 2020]. In addition, religiosity is defined as the extent to which an individual's intentions are in his religion and religion symbolizes the individual's attitudes and behavior [Abd Rahman et al., 2015]. According to Suleman et al. [2021], this influences religious buyers at a higher rate who will prefer and purchase halal food, and they will refuse to engage in activities that conflict with the teachings and guidelines of their religion.

According to Divianjella et al., [2020] and Bagus Wirakurnia et al., (2021), the religiosity factor has a positive influence on a person's attitude towards halal products. Since the degree of being religious can vary from one person to another, the intensity of religious influence will vary between people for Muslim consumers. According to Nurhayati and Hendar [2020], in an Islamic perspective, the level of religiosity is generally assessed in more subtle ways, such as the level of frequency with which a person prays. The most devout Muslims perform their five prescribed prayers throughout the day and adhere to the principles of Sharia and Sunnah (Hadith of the Prophet). The next level of pious people include people who observe the five prayer times but sometimes they miss one prayer time if they are busy (and balance it at different times) and adhere to some aspects of Sharia and Sunnah. At the third level, people are said to be pious enough if they do not pray continuously every day, sometimes pray in the mosque if they are men, they know many aspects of sharia and they observe some of the provisions. The last level is people who lack piety. Indicators for the following variables are worship, lectures and activities

Framework for Thinking and Hypothesis Development



H1: Attitude has a positive and significant effect on intention to use dental and oral care products. Attitudes are defined by Ajzen [2005], attitudes towards behavior are determined by the beliefs held about the results of the behavior which are known as behavioral beliefs. In conclusion, attitude is an aspect that determines a person's behavior based on the beliefs that a person has.

H2: Subjective norms have a positive and significant effect on intentions to use dental and oral care products. Subjective Norms, according to the view of [Prihatining et al., 2019], are social pressures that urge a person or decision maker to demonstrate a behavior. The conclusion is that a person's actions are seen based on what other people see, whether positive or negative, so that when someone takes action they will think based on what norms exist in their environment.

H3: Perceived behavioral control has a positive and significant effect on intention to use dental and oral care products.

Perceived behavioral control, based on the opinion of Ajzen [2005], explains how easy or difficult it is for a person to carry out certain behavior. The conclusion is that a person's actions will be controlled based on a person's views regarding right, wrong or good and bad of something they believe in, so that when making decisions, a person will be more careful in their steps.

H4: Religiosity has a positive and significant effect on intention to use dental and oral care products. Religiosity based on views [Divianjella et al., 2020], refers to the level of individual belief in God. The conclusion is that a person's actions or blindness are regulated by God's law regarding the halal and haram of an action or consumer goods, where each religion will be different regarding the legal basis for halal and haram.

METHODS

This research uses the Structural Equation Modeling (SEM) analysis method. Structural Equation Modeling (SEM) according to Hair et al [2017] is a multivariate analysis method, namely a method that involves the application of statistical methods that simultaneously analyze several variables or in other words, SEM is used to analyze relationships that are more complex and cannot be observed or measured directly. The variables used usually represent measurements related to individuals, activities, events, situations and others. Usually, measurements are obtained through surveys or observations which are used to collect primary or secondary data, according to research needs. In its implementation, this research used a survey method to obtain data from the field. Next, the results obtained will be known using the descriptive survey method. To explain the determination of Generation Y and Z's preferences for Intentions to Use Halal Products in Daily Dental and Oral Health Care, an explanatory survey was used, namely research that aims to explain the influence between variables through hypothesis testing. Structural Equation Modeling (SEM) is used in this research to see the relationship between variables that cannot be observed directly. For this reason, SEM tries to test the relationship between latent variables (unobserved/structural equations) and

manifest or construct variables (measurement equations) [Hair et al., 2017]. The manifest variables are indicators for measuring these variables. Next, the data will be processed using Partial Least Square (PLS) with Smartpls 3.0 software. The PLS method is used to develop theory in exploratory research. And the PLS method focuses on explaining the variance in the dependent variable when examining the model [Hair et al., 2017].

Population is a general area consisting of objects or subjects with certain properties and characteristics. The population in this study is two generations (generation Y and Z) with birth years between 1981 and 2010 and domiciled in Indonesia who also have an Islamic background. The sample is a description of the population, where the sample consists of several selected members of the population and so conclusions can be drawn. The minimum number of samples in SEM-PLS analysis is 35-100 [Hair et al., 2017]. The sampling technique used is random sampling because the population does not have proportionally stratified members or elements. The number of indicators in this survey is 21, so a minimum of 21x5 or 105 samples is required. However, in the chi-square test, the SEM model is very sensitive to sample size, so the sample for this study according to (Hair et al, 2017) used the maximum likelihood estimation (MLE) method. A good number of samples after MLE is 100-200 samples. With this, the number of samples is a minimum of 100 samples and a maximum of 200 samples.

The data collection technique in this research uses a questionnaire method. A questionnaire is a collection of questions in order to obtain answers or information from the respondents being studied, both about their personalities and matters related to the research material. The questionnaire in this study contains questions and answers which were distributed to respondents, namely generations Y and Z) with birth years from 1981 to 2010 and domiciled in Indonesia who also have an Islamic background via online media, namely Google Form.

In determining answers to the questionnaire, the author measures each answer using a Likert scale. According to [Hair et al., 2017]. The Likert scale is used to measure the perceptions, attitudes and opinions of a person or group about social phenomena. In obtaining quantity analysis in this research, a Likert scale was used in five levels of answers with an interval score of 1 to 5. with details contained in table 1 as follows:

Table 1. Likert Scale

choice	Information	Scale
SS	Strongly Agree	5
S	Agree	4
CS	Simply Agree	3
TS	Disagree	2
STS	Strongly Disagree	1

The procedure for collecting questionnaires is as follows:

- a. Distribute and distribute questionnaires to respondents who meet the qualifications either directly or via online media.
- b. Collect all questionnaires that have been filled out by respondents.
- c. Enter, process, analyze and conclude from the results of analysis of data collected through questionnaires.

Operational Definition of Research Variables

Operational definition is a description of the definition of the variables that have been determined. In this research, exogenous variables (independent variables) and endogenous variables (related variables) have been determined. This research has four exogenous variables, namely attitude factors, subjective norms, behavioral control and religiosity. As for endogenous variables, there is only one variable, namely intention to use halal products. So the following explains several operational definitions regarding concepts related to the factors that influence Preferences of Generation Y and Z in Using Halal Products for Dental and Oral Care:

-Variable Intention to Use Halal Products (Dependent Variable)

Intention or intention can be interpreted as the possibility that consumers will make a purchase or use a particular product. This is determined by the benefits and value perceived by the individual. [Kotler & Killer, 2012]

- Attitude Variables (Independent Variables)

Attitude is the value of trust in choosing products representing cleanliness, safety and health. [Adiba, 2019].

- Subjective Norm Variables (Independent Variables)

Subjective norms are social pressures that urge a person or decision maker to demonstrate a behavior [Prihatining et al., 2019]. Subjective norms are norms held by family and friends that influence purchasing intentions. [Aziz and Vui, 2012]. This influence occurs when people conform to social approval and is associated with more conformity in public than in private [Sherwani et al., 2018]

- Behavioral Control Variables (Independent Variables)

Perceived behavioral control or also called behavioral control is a person's feelings regarding the ease or difficulty of carrying out a certain behavior [Ajzen, 2005]. In the context of intention to purchase halal products, perceived behavioral control has been found to significantly influence purchase intention [Endah et al., 2017].

- Religiosity Variable (Independent Variable)

Religiosity is the level of an individual's belief in God [Divianjella et al., 2020]. Apart from that, it can also be interpreted as the extent to which a person adheres to his religion and that religion is a reflection of his attitudes and behavior [Awan et al. 2015].

Table 2 Operational Definition of Variables

VARIABLE	INDICATOR	CODE
Attitude	Halal care products	X1.1
	Halal label	X1.2
	Halal care products are very important	X1.3
	Using halal care products is an option	X1.4
Subjective Norm	Halal products because religion teaches to use halal things	X2.1
	Halal products because the family teaches us to use halal things	X2.2
	Products are labeled halal because they are used to consuming products that are guaranteed to be halal	X2.3
	Halal products due to the influence of religious figures who encourage people to use halal products	X2.4
Behavior Control	Easy access to the use of halal products	X3.1
	Cheap access to halal care products	X3.2
	Able to buy halal care products	X3.3
	Easy access to information about halal care products	X3.4
Religiosity	Perform obligatory acts of worship (prayer, fasting, etc.) regularly	X4.1
	Spending time with others of religious affiliation	X4.2
	Attend religious lectures at the mosque	X4.3
	Read religious books and magazines	X4.4
	Watch religious programs on TV or via the internet	X4.5
Intention to Use Halal Products	Willing to pay more for care products that are labeled halal	Y1
	Willing to wait longer to buy care products that are labeled halal	Y2
	Willing to shop to buy care products that are labeled halal	Y3
	Willing to travel long distances to buy care products that are labeled halal	Y4

Research results from samples that have been collected through questionnaires will be analyzed using model analysis. Model analysis using SmartPLS software. PLS-SEM analysis is a hybrid model that combines

confirmatory factor analysis (outer model) and path analysis (inner model). In this research, the measurement of latent variables (outer model) was carried out using second order confirmatory factor analysis (CFA). This method measures and tests latent variables through two stages: (i) measuring first-order latent variables based on indicators; and (ii) measurement of second-order latent variables based on first-order latent variables.

RESEARCH RESULTS AND DISCUSSION

This research uses quantitative methods to obtain data and present data in the form of numbers. The use of a quantitative approach is based on the researcher's aim, namely to measure and determine the relationship between variables related to the use of halal dental and oral care products by the millennial generation and generation Z. The data collected becomes indicators that explain the relationship between the variables Attitude, Subjective Norms, Behavioral Control and Religiosity. on the intention variable. Data processing using the SEM method will produce quantitative figures that explain the relationship of each variable. Next, the results will be analyzed according to related theories and the phenomena that occur. This research was carried out using a survey via questionnaire. Distributing questionnaires for the main test by distributing the Google Form link. The questionnaire link is distributed via communication networks or social media such as WhatsApp and Instagram. The questionnaire was filled out independently by all respondents (self-administered). The collected respondent data was 145 data. The data obtained were analyzed descriptively and tested using SmartPLS version 3.2.9 to test measurement model analysis, test structural model analysis in order to test hypotheses, so that the relationship between variables is known. Furthermore, from the test results and analysis research conclusions, implications and suggestions for further research can be drawn

The demographic map of respondents in this study consists of year of birth, provincial domicile, gender, highest level of education, and occupation. This demographic analysis will usually discuss various external factors where these factors influence the respondent's actions. According to [Osman, et al. 2012] someone will be motivated if they are influenced by several points, these points will be discussed so that they can see what points can influence someone in giving some of their wealth.

This research requires that the intended respondents comply with the conditions that the researcher has determined in this research, which is called purposive sampling. The conditions proposed by researchers for respondents include that the respondent is an Indonesian citizen and the final condition is that the respondent belongs to two generations (generation Y and Z) with birth years between 1981 and 2010 and an Islamic background. The questionnaire in this study used Google Form and was distributed via the WhatsApp application so that 146 respondents were collected.

PLS - SEM Estimation Results

The SEM data analysis method is used to test relationship or influence models and test research hypotheses. There are two stages of analysis, the first is measurement model analysis (Measurement Model/Outer Model), namely evaluating the reliability and validity of the indicators used as measuring tools which include reliability and composite reliability indicators to determine internal consistency, and convergent validity (Average Variance Extracted). Next, in the structural model analysis (Structural Model/Inner Model) we will test the relationship between latent variables and at the same time test the hypothesis by looking at the t-value and p-value. SEM analysis was carried out with SmartPLS 3.2.9.

Evaluation Results of the Measurement Model/Outer Model

A. Reliability Indicators

The first stage of SEM analysis is measuring indicator reliability by looking at the outer loading value of the SmartPLS calculation results against the measurement model. According to Hair et.al [2016], standard indicator reliability values ≥ 0.7 are acceptable and further analysis is carried out. Based on the calculation results in this study, almost all indicators have an outer loading value ≥ 0.7 , so the indicator value is

acceptable, there is only one indicator whose value is 0.565, namely the X2.4 indicator according to [Hair et al., 2016] to maintain the measurement model, the outer loading indicator value is 0.50 or higher. In conclusion, all indicators in this study are acceptable. The following are the results of outer loading which are presented in the form of table 3.

Table 3 Test analysis of reliability indicators

	Intention	Behavior Control	Subjectif Norm	Religiosity	Attitude
x12					0,777
x13					0,850
x14					0,880
x21			0,721		
x22			0,732		
x23			0,807		
x24			0,565		
x31		0,848			
x32		0,847			
x33		0,784			
x34		0,829			
x41				0,633	
x42				0,659	
x43				0,809	
x44				0,845	
x45				0,838	
y1	0,832				
y2	0,878				
y3	0,821				
y4	0,781				
x11					0,847

Source: Researcher data processing results

B. Internal Consistency Reliability

Internal consistency reliability is known through evaluating Cronbach's Alpha values and composite reliability values obtained from PLS calculations. The standard value of Cronbach's Alpha and composite reliability is 0.6-0.7 to indicate acceptable reliability, if the value is 0.7-0.9 then the reliability is satisfactory [Hair et al., 2016]. Based on Table 4, it is known that all latent variables have achieved satisfactory reliability values.

Table 4 Internal Consistency Reliability Test

	Cronbach's Alpha	Composite Reliability
Intention	0,848	0,898
Behavior Control	0,846	0,897
Subjective Norms	0,668	0,802
Religiosity	0,814	0,872
Attitude	0,860	0,905

Source: Author's calculations

Convergent Validity testing is carried out to determine that the measuring instrument used has a positive correlation with measuring instruments of the same construct [Hair et al., 2014]. Convergent validity can be determined by evaluating the Average Variance Extracted (AVE) value, which is the average R2 value of the indicators in a construct. The standard AVE value is above 0.5, which indicates that a construct is

successfully explained by the variables in the indicator. Based on Table 5 below, it is known that all the constructs used have achieved a convergent validity value of greater than 0.5 and further analysis can be carried out.

Table 5 Average Variance Extracted Test Results

	Average Variance Extracted (AVE)
Intention	0,687
Behavior Control	0,685
Subjective Norms	0,507
Religiosity	0,581
Attitude	0,705

Source: Author's calculations.

Based on the two-step approach in Structural Equation Modeling (SEM) analysis, after analyzing the measurement model by conducting validity and reliability tests, then analyze the structural model to determine the relationship between the variables tested in the research [Hair et al., 2016]. In the structural model analysis, the relationship between latent variables will be tested and the hypothesis will be tested by evaluating the t-value and p-value from the test results using 146 subsamples.

Analysis of the t-value, p-value was carried out to determine the relationship between latent variable. The results of the structural model analysis using the calculated t-value can be seen in Table 6 [Hair et al, 2017] in the formative relationship model, the outer weight (weighing) of each indicator is compared to find out which indicator makes the biggest contribution to one construct. At an alpha of 5%, the indicator that has the smallest weight (t-statistic > 1.96) indicates that there is a significant relationship between exogenous variables and endogenous variables. Furthermore, relationship analysis can also be carried out by looking at the p-value to see the significant strength of the relationship between exogenous variables and endogenous variables. The standard significance of the p-value is 0.05, which means that the exogenous variable significantly influences the endogenous variable if it has a p-value ≤ 0.05. The smaller the p-value, the more significant the relationship. In this study, t-value and p-value calculations were carried out using SmartPLS version 3.2.9, as follows :

Table 6 Test Results for T-Value, P-Value

	Original Sample (O)	T Statistik (O/STDEV)	P Values
Behavior Control-> Intention	0,328	4,225	0,000
Subjective Norms-> Intention	0,195	2,340	0,020
Religiosity -> Intention	0,194	2,635	0,009
Attitude -> Intention	0,161	1,629	0,104

Source: Author's calculations.

The t-value and p-value obtained in table 6 can be evaluated to see the relationship between variables that have four hypotheses that have been built, as follows:

- The relationship between behavioral control and intention with a t-value of $4.225 \geq$ t-table value of 1.96, a p-value of $0.000 \leq 0.05$ can be interpreted as a significant relationship between behavioral control and intention. In table 6 it is also known that the original sample value is 0.328 which is a positive value. If a conclusion is drawn, behavioral control has a positive and significant effect on intention.
- The relationship between subjective norms and intentions with a t-value of $2.340 \geq$ t-table value of 1.96, a p-value of $0.020 \leq 0.05$ can be interpreted as a significant relationship between subjective norms and intentions. In table 6 it is also known that the original sample value is 0.195 which is a positive value. If a conclusion is drawn, it is a subjective norm.

- The relationship between religiosity and intention with a t-value of $2.635 \geq$ t-table value of 1.96, a p-value of $0.009 \leq 0.05$ can be interpreted as a significant relationship between religiosity and intention. In table 6 it is also known that the original sample value is 0.194 which is a positive value. If a conclusion is drawn, religiosity has a positive and significant effect on intention.
- The relationship between attitudes and intentions with a t-value of $1.624 \leq$ t-table value of 1.96, a p-value of $0.104 \leq 0.05$ can be interpreted as that there is no significant relationship between attitudes and intentions. In table 7 it is also known that the original sample value is 0.161 which is a positive value. If a conclusion is drawn, attitude has a positive effect and does not have a significant relationship with intention

Table 7 Hypothesis Test Results

H	Statement	Original Sample (O)	T Statistik (O/STDEV)	P Values	Conclusion
H1	Attitude does not have a significant effect on the intention to use halal products for dental and oral health care	0,161	1,629	0,104	Data do not support the hypothesis
H2	Subjective norms have a significant influence on the intention to use halal products for dental and oral health care	0,195	2,340	0,020	The data supports the hypothesis
H3	Behavioral control has a significant effect on the intention to use halal products for dental and oral health care	0,328	4,225	0,000	The data supports the hypothesis
H4	Religiosity does not have a significant effect on the intention to use halal products for dental and oral health care	0,194	2,635	0,009	The data supports the hypothesis

Source: Author's calculations.

This research shows that the attitude variable does not significantly influence the intention variable to use halal products for dental and oral health care. The results shown in table 7 show a relationship between attitude and intention with a t-value of $1.624 \leq$ t-table value of 1.96, a p-value of $0.104 \leq 0.05$ which means there is no significant relationship between attitude and intention or intention to use. From the findings above, it can be concluded that what motivates a person's intention to use halal products for dental and oral health care is not influenced by attitude. In this case, attitudes do not have a significant effect on intentions, which has been proven by research from [Kusdiana et al., 2021]. According to him, one of the factors causing insignificant attitudes towards someone's intentions is the individual's or consumer's perception of a product, whether in terms of quality, price or prestige. Similar research is also supported by [Marmaya et al., 2019] that attitudes do not play an important role in Gen Y buying halal food products. This is because Gen Y's lifestyle is formed by being individually exposed to technology and social media. So the results obtained are contrary to the hypothesis which states that behavioral intention to buy halal food has a significant positive relationship with attitude [Suleman et al., 2021]. Generations Y and Z show that their intention to use does not determine their attitude in using halal products for dental and oral health care. This is because some of the respondents in this study are generation Z, namely the generation in the 1996-2010 range, so they still need guidance and direction from their parents and those around them.

The Subjective Norm variable has a significant effect on the intention variable to use halal products for dental and oral health care. The relationship between subjective norms and intentions with a t-value of $2.340 \geq$ t-table value of 1.96, a p-value of $0.020 \leq 0.05$ can be interpreted as a significant relationship between

subjective norms and intentions. It can be concluded that the higher the subjective norms that Gen Y and Z have, the higher the intention to use halal products for dental and oral health. This is based on if someone believes in the law based on what they believe, then that person will be more careful in making decisions in carrying out their activities. The results of this research are in line with research from [Mihartinah & Coryanata, 2019] proving that subjective norms empirically have a positive effect on a person's intentions. That means, the more confident an individual is in the support or motivation of other people involved, the more it will influence a person's intentions. The more an individual thinks that other people (closest people, such as parents, close friends and others) support him, the more positive the influence will be on the individual's intentions. It can be concluded that the more motivation and support Generation Y and Z receive, the greater their intention to use halal products for dental and oral health.

Behavioral control variables have a significant effect on the intention to use halal products for dental and oral health care. The relationship between behavioral control and intention with a t-value of $4.225 \geq t$ -table value of 1.96, a p-value of $0.000 \leq 0.05$ can be interpreted as a significant relationship between behavioral control and intention. From these results it can be concluded that the higher the behavioral control possessed by Gen Y and Z, the greater the intention to use halal products. A situation where a person has or holds power over what he wants to do, making good decisions will make him avoid danger and feel safe, while bad decisions will make that person haunted by guilt and legal sanctions. The results of this research are in line with [Novitasari & Baridwan, 2014] which states that behavioral control has a positive influence on a person's intentions. Behavioral control represents how a person carries out an action or behavior, whether the person experiences ease or difficulty, and the action will be an experience that has already occurred, in addition to any obstacles or obstacles that he or she can anticipate later. So the greater the control over the behavior of generations Y and Z, the greater the intention to use halal products for dental and oral health.

The religiosity variable has a significant effect on the intention to use halal products for dental and oral health care. The relationship between religiosity and intention with a t-value of $2.635 \geq t$ -table value of 1.96, a p-value of $0.009 \leq 0.05$ can be interpreted as a significant relationship between religiosity and intention. This can illustrate that the better the religion of Gen Y and Z, the greater the intention to use halal products. A person who has a good religion and understands that using halal products is God's command will choose and use halal products for dental and oral health care. This is in line with research from [Kusdiana et al., 2021] proving that religiosity has a positive influence on a person's intentions. That means, the higher a person's level of religiosity, the greater the person's opportunity to use a product, and the higher the influence on a person's intentions. In that sense, consumers have involved religion and obey its rules in consuming something.

CONCLUSIONS

The results of this study found that the variables that influence intention to use are behavioral control, religiosity and subjective norms. On the other hand, attitude does not have a significant influence on intention to use. From the results of data processing, the behavioral control value is the largest, followed by two other variables, namely religiosity and subjective norms regarding the intention to use dental and oral care products. However, this research shows that the attitude variable does not significantly influence the intention variable to use halal products for dental and oral health care. The subjective norm variable on intention has a strong influence on intention. This shows that the norms adhered to by a person originating from religious values and family values make a person choose to use halal dental and oral care products. The influence of the religiosity variable has a strong influence on intention. This can be indicated that the higher a person's level of religiosity will make a person choose to use halal dental and oral care products. The influence of behavioral control variables has a strong influence on intention. It can be concluded that the access a person has to halal dental and oral care products will make a person use these products.

The results of this research can be used as input to be useful for the halal pharmaceutical and cosmetics sector, especially halal dental and oral care products. These benefits include:

1. The subjective norm variable has a positive and significant effect on the intention to use halal dental and oral care products. So, halal product industry players can increase awareness among senior people such as parents, so that they can hopefully socialize it to their families as well. Apart from

that, it is hoped that community leaders, religious leaders, organizations and the halal industry community can contribute to increasing literacy of halal products so that people are increasingly interested in using halal products.

2. The religiosity variable has a positive and significant effect on the intention to use halal dental and oral care products, so disseminating halal products to the public should be linked to religious obligations. Apart from that, regulators, practitioners and other stakeholders in socializing the use of halal products are advised to target people who are active in religious activities first and then target the general public.
3. Behavioral control variables have a positive and significant effect on intentions to use halal dental and oral care products. With this, halal industry players should increase public access to halal dental and oral care products through massive distribution to all communities both in urban and rural areas. Apart from that, regulators in the halal industry need to improve the halal industry ecosystem in Indonesia, such as supporting regulations and infrastructure so that people can more easily access halal products.

This research has several limitations, including: The majority of respondents in this study are women, so this research cannot generally represent the behavior of the millennial generation and generation Z men in using halal dental and oral care products; This research only analyzes data from 167 respondents whose majority reside in West Java province.

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