

Why Halal Awareness Matters in Supporting Sustainable Halal Cosmetics?

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Abstract: This study aims to analyze the role of awareness of halal products as a factor influencing consumer decisions to buy halal products, in order to support the sustainability of the halal cosmetics industry, especially the Wardah brand. The halal industry not only sells value branding but also ensures the availability of a sustainable supply of halal products. This paper was studied using a quantitative approach, with a causal associative method. Data analysis techniques include validity, reliability, classical assumption tests, and hypothesis testing using multiple regression and path analysis. The research results show that product knowledge and religiosity positively affect halal product purchases; product knowledge alone has no significant impact. Religiosity negatively affects purchasing decisions; product knowledge boosts halal awareness; religiosity negatively impacts halal awareness. Simultaneously, product knowledge, religiosity, and halal awareness significantly influence purchases; product knowledge has a positive but insignificant effect on purchases via halal awareness, and religiosity significantly negatively affects purchases through halal awareness. The halal industry should focus on enhancing consumer halal awareness to influence purchasing decisions among Muslims and non-Muslims, aiming to improve supply chain productivity for sustainability.

Keywords: Halal Sustainable Industry; Halal Products; Purchasing Decisions; Product Knowledge; Religiosity; Halal Awareness

Abstrak: Tujuan dari penelitian ini adalah untuk menganalisis peran kesadaran terhadap produk halal sebagai faktor yang memengaruhi keputusan konsumen dalam membeli produk halal, guna mendukung keberlanjutan industri kosmetik halal, khususnya merek Wardah. Industri halal tidak hanya menjual value branding, tetapi juga menjamin ketersediaan pasokan produk halal yang berkelanjutan. Penelitian ini dikaji dengan menggunakan pendekatan kuantitatif, dengan metode asosiatif kausal. Teknik analisis data meliputi uji validitas, reliabilitas dan uji asumsi klasik, serta uji

hipotesis dengan menggunakan regresi berganda dan analisis jalur. Hasil penelitian menunjukkan bahwa pengetahuan produk dan religiusitas berpengaruh positif terhadap pembelian produk halal, pengetahuan produk tidak memberikan pengaruh signifikan. Religiusitas berdampak negatif terhadap keputusan pembelian, pengetahuan produk mendorong kesadaran halal, religiusitas berdampak negatif terhadap kesadaran halal. Secara simultan, pengetahuan produk, religiusitas, dan kesadaran halal secara signifikan memengaruhi pembelian, Pengetahuan produk berpengaruh positif namun tidak signifikan terhadap pembelian melalui kesadaran halal, Religiusitas secara signifikan berdampak negatif terhadap pembelian melalui kesadaran halal. Industri halal harus fokus pada peningkatan kesadaran halal konsumen untuk mempengaruhi keputusan pembelian di antara Muslim dan non-Muslim, yang bertujuan untuk meningkatkan produktivitas rantai pasokan untuk mendorong keberlanjutan produk halal untuk memperbaiki discriminant validity untuk hasil yang lebih komprehensif.

Kata kunci: *Industri Halal Berkelanjutan; Produk Halal; Keputusan Pembelian; Pengetahuan Produk; Religiusitas; Kesadaran Halal*

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INTRODUCTION

In 2023, the global Muslim population is estimated to reach over 2 billion people, or about 29% of the global population of 8 billion. Indonesia is the country with the largest Muslim population, with around 231 million people, or 86.7% of its total population adhering to Islam, comprising about 13% of the world's Muslim population (Pew Research Center, 2023). This fact indicates a significant market potential for halal products, including cosmetics. The halal industry currently spans various sectors, not limited to food and beverages, but also encompasses clothing, tourism, and cosmetics. The cosmetic industry has experienced rapid growth in Indonesia, especially with increased interest in skincare products during the COVID-19 pandemic.

Based on data from the Indonesian Food and Drug Authority (BPOM), the number of cosmetics industry players increased from 819 in 2021 to 913 in 2022. Furthermore, data from PPA Kosmetika Indonesia shows that the cosmetics industry grew by 21.9%, from 913 companies in 2022 to 1,010 companies by mid-2023 (BPOM, 2023). The Indonesian Ulema Council (MUI) plays a crucial role in ensuring the halal status of products through LPPO MUI. Halal cosmetics must adhere to Islamic Sharia standards throughout production, including raw material selection, production processes, storage, packaging, and distribution (Majelis Ulama Indonesia, 2022). These products must not contain any materials derived from pigs, their derivatives, or alcohol. In the background, there is no apparent research gap in theory and a gap in previous research between variables. Halal cosmetics provide a competitive advantage in terms of sales. Therefore, cosmetics must have a halal logo or be halal certified (Hussain et al., 2024; Isa et al, 2023)

Wardah, a cosmetics brand founded in 1995, has pioneered halal cosmetics in Indonesia. The brand emphasizes the importance of beauty products that adhere to halal principles. The study (Mallombasang et al., 2021) found that product knowledge contributed 40.9% to purchasing decisions. This differs from the research that has been studied, which adds the variable religiosity as an independent variable and halal awareness as an intervening variable. Meanwhile, other studies by (Albra et al., 2023; Tannady & Alvita, 2023) show that religiosity can influence purchasing decisions by up to 67%. This study explicitly contributes to understanding consumer behavior in the context of halal cosmetics by emphasizing product knowledge and religiosity. These two studies did not use product knowledge and halal awareness variables. Although several studies have examined the effect of product knowledge and religiosity on purchasing decisions, the results are still inconsistent and have not explicitly focused on local brands such as Wardah in specific areas such as Tulungagung.

However, research on the influence of product knowledge, religiosity, and halal awareness on purchasing decisions of halal cosmetic products in Indonesia still shows varied results. Therefore, this study examines the impact of product knowledge and religiosity on the purchasing decisions of halal cosmetic products, with halal awareness as an intervening variable. The importance of the halal cosmetics industry amid global and national trends, as well as halal cosmetics that develop in the region, needs attention for halal awareness. With the rapid growth of the halal cosmetics industry and the increasing awareness of Muslim consumers, an in-depth understanding of the factors influencing purchasing decisions is crucial for effective marketing strategies. This research focuses on consumers of halal cosmetics, specifically the Wardah brand in Tulungagung. This study is expected to provide a deeper understanding of the factors influencing the purchasing decisions of halal cosmetic products in Indonesia and to make a meaningful contribution to the development of halal product marketing strategies in the future. The practical implications of this research are expected to enrich the academic literature on Muslim consumer behavior and provide practical insights for industry players in designing more targeted halal marketing strategies.

LITERATURE REVIEW

Purchase Decision

Purchasing decisions are a multifaceted process influenced by cultural context, brand image, promotions, pricing, product quality, service quality, social media marketing, and electronic word-of-mouth (e-WOM). Cultural factors play a significant role, as impulse buying is less common in high power distance cultures compared to low power distance cultures, and cultural heroes, myths, and rituals also impact buying behavior (Indarningsih et al, 2023). Brand image and promotions are crucial, with research indicating both significantly positively influence purchasing decisions, as evidenced in studies on Honda motorcycles (Laughlin & Tucker, 2023). Price and product quality are also significant, with both variables showing significant positive effects on purchasing decisions, as demonstrated through multiple regression analysis (Albra et al., 2023). Additionally, social media marketing and e-WOM significantly influence purchasing decisions, either directly or through mediating purchase intentions, highlighting the importance of digital engagement in modern consumer behavior (Muslichah et al, 2020). Furthermore, product quality and service

quality are crucial, with research showing both factors significantly and positively influence purchasing decisions, with product quality being a dominant variable (Kanetro et al., 2023). Therefore, understanding the interplay of these diverse factors can provide a comprehensive view of what drives consumers to make purchasing decisions, enabling businesses to effectively tailor their strategies to enhance consumer satisfaction and drive sales.

Product Knowledge

Product knowledge encompasses a comprehensive understanding of a product's attributes, benefits, and value, significantly influencing consumer behavior and company performance. Research has shown that product knowledge positively impacts purchase intentions and decisions. For instance, objective product knowledge was the most influential factor driving farmers' purchase intentions for Valdis Grow products in the agricultural sector, highlighting the importance of maintaining relationships and providing detailed product information through counseling sessions (Mallombasang et al., 2021). Similarly, in the banking sector, customers' decisions to choose specific financing products are closely related to their knowledge of product attributes and benefits, with a strong preference for products that meet primary needs (Ogunkoya & Abatan, 2022). In consumer electronics, product knowledge, brand image, and celebrity endorsements significantly influence purchasing decisions for Seruni Audio microphones, underscoring the role of diverse product knowledge in consumer decision-making (Hermawan, 2023).

Furthermore, positive product knowledge was found to moderate the relationship between online influence and purchase decisions and experiences in the digital market. However, online proof did not show direct effects or moderation (Al-Djufrie, 2022; Güner, 2023). Lastly, from a business performance perspective, product experience knowledge was identified as the most significant driver of company performance in Nigeria, indicating that enhancing sales staff's product knowledge can lead to better revenue outcomes (Mallombasang et al., 2021). Collectively, these findings illustrate that product knowledge is a critical factor across various industries, influencing consumer behavior and organizational success.

H1: Product knowledge and religiosity have a significant effect on purchasing decisions for halal products

H2: Product knowledge has a significant effect on purchasing decisions for halal products

Religiosity

Research has demonstrated that religiosity, defined as unwavering beliefs guiding consumers to follow principles and norms ordained by God, plays a crucial role in shaping consumer behavior and decision-making processes. For example, a study conducted at the Faculty of Economics and Business, UIN Palu, revealed that religiosity significantly and positively affects Muslim women's clothing purchasing decisions, with notable t-values and significance levels (Hasni et al, 2022). Similarly, a study on SMEs like Hijapedia in Bekasi Regency found that religiosity significantly impacts purchasing decisions, though it does not directly reinforce the influence of lifestyle on these decisions (Idris et al, 2022; Trishananto, 2019). This indicates that while lifestyle factors are important, religious values are paramount for more

religious consumers when choosing products like hijabs. Research involving Marketplace users in Makassar highlighted that religiosity and psychological factors directly and positively influence purchasing decisions and customer loyalty, emphasizing the role of religious beliefs in fostering long-term consumer commitment (Setiawan & Purwaningsih, 2023). Despite the significant impact of religiosity on consumer behavior, it remains an underexplored area in consumer research, necessitating further studies to fully understand its implications (Mu'is & Farida, 2023). These findings underscore the integral role of religiosity in consumer decision-making, particularly among Muslim consumers, and suggest that marketers should consider religious values when targeting this demographic to enhance purchasing decisions and loyalty.

H3: Religiosity has a significant effect on purchasing decisions for halal products

H4: Product knowledge has a significant effect on halal awareness

Halal Awareness

Halal awareness significantly influences purchasing decisions across various product categories, including pharmaceuticals, cosmetics, and food. Research indicates that halal awareness is a critical determinant in the decision-making process for Muslim consumers. For instance, a study among Muslim students in Yogyakarta found that halal awareness, along with halal labeling and word-of-mouth, positively impacts purchasing decisions for halal pharmaceutical products, highlighting the pharmaceutical industry's need to emphasize halal aspects in their branding and promotional campaigns (Loussaief et al, 2024). Similarly, in Bangun Rejo Village, Tanjung Morawa, halal awareness and certification positively and significantly affected purchasing decisions for Wardah cosmetics products, explaining 67.1% of the variance in purchasing decisions (Utomo et al, 2020). Halal awareness also extends to the food sector, where it is identified as a strong predictor of purchasing decisions for halal food among users of Go Food and Shopee Food. However, other factors such as perceived behavioral control and financial literacy are insignificant determinants (Ayu et al., 2023). Interestingly, the impact of halal awareness on purchasing decisions for imported cosmetics among millennials was found to be negative, but it becomes significant when mediated by online consumer reviews (Farida, 2023). Furthermore, a study in Pekanbaru, Riau Province, highlighted that halal awareness positively influences religiosity, significantly influencing purchasing decisions for halal cosmetics, underscoring the importance for manufacturers to prioritize halal certification in their product offerings.

H5: Religiosity has a significant effect on halal awareness

H6: Religiosity Through Purchasing Decisions to Halal Awareness.

RESEARCH METHOD

This research adopts a quantitative approach with an associative causal method to examine various factors influencing purchasing decisions. Data analysis involves statistical methods to draw conclusions and generalize findings. The study is an associative causal study aimed at analyzing the effects of independent variables on dependent variables. The focus is on testing product knowledge and religiosity in the purchasing decisions of Wardah Halal cosmetics consumers. The population studied

includes users of Wardah halal cosmetics in Tulungagung, with specific characteristics related to the research problem. The number of populations is not counted. Sampling technique from an unknown population, the sample is taken using incidental sampling—the number of samples taken using Lemeshow's theory (Lemeshow et al, 1990).

This research uses non-probability sampling techniques, particularly snowball sampling, to select 97 respondents from users of Wardah halal cosmetics in Tulungagung. This sampling technique ensures a diverse representation of Wardah halal cosmetics consumers in the study. Primary data sources involve data collected directly by the researcher through questionnaires distributed to Wardah Halal Cosmetics consumers in Tulungagung. The study tests variables such as product knowledge, religiosity, halal awareness, and purchasing decisions to understand their relationships, as these variables play crucial roles in influencing consumer behavior and decision-making processes. Likert scales evaluate individuals' or groups' attitudes, opinions, and views towards social phenomena. This scale assists in assessing consumer perceptions and preferences regarding halal cosmetic products. Data collection methods include distributing questionnaires via Google Forms to gather responses from Wardah Halal Cosmetics consumers. The closed questionnaire format simplifies respondent participation and data collection. In this study, the instrument evaluates product knowledge, religiosity, halal awareness, and purchasing decisions (Table 1). The data was processed using multiple regression and path analysis through the SPSS application.

Table 1. Definition Operational Variable

No	Variable	Indicator	References
1	Product Knowledge	Attributes Products Benefits Functional Benefits Psychological Price	Anang Firmansyah, 2019
2	Religiosity	Faith (Idiologial) Worship Appreciation Intellectuals Experience	Endin Nasrudin et al., 2021`
3	Halal Awareness	Halal production process Halal Labeling Halal Certification	Sara et al., 2014
4	Purchase decision	Utilizing product choice Buying decision Repurchase	Tambun dan Widiyanto, 2012

Source: Author Process, 2024

RESULT AND DISCUSSION

Result

Validity and Reliability Test

Validity testing was conducted at a significance level of 0.05, with a critical r value of 0.195. If the obtained r value exceeds the critical r value, the tested instrument can be considered valid in this test. This indicates a significant relationship between the instrument and the measured variables. Since the obtained r value exceeds 0.195, the tested instrument is deemed valid and can be used for accurate measurements. The following is a detailed validity test table 2. This study used the Cronbach's alpha method to test reliability. A variable is considered reliable if the Cronbach's alpha coefficient is > 0.60 . Based on the reliability test results, all variables showed Cronbach's alpha values > 0.60 , indicating that the research variables used are reliable. The following reliability test is in Table 3.

Table 2. Variable Instrument Validity Test

Instrument Variable	Correlation	Description
X11 (Product Knowledge)	0,536	Valid
X12	0,469	Valid
X13	0,549	Valid
X14	0,793	Valid
X15	0,461	Valid
X21 (Religiosity)	0,364	Valid
X22	0,696	Valid
X23	0,460	Valid
X24	0,731	Valid
X25	0,855	Valid
X26	0,851	Valid
Z1 (Halal Awareness)	0,580	Valid
Z2	0,766	Valid
Z3	0,561	Valid
Z4	0,638	Valid
Z5	0,689	Valid
Z6	0,796	Valid
Y1 (Purchase decision)	0,727	Valid
Y2	0,654	Valid
Y3	0,750	Valid
Y4	0,651	Valid
Y5	0,477	Valid
Y6	0,624	Valid

Source: Data processed, 2024

Table 3. Reliability Test

Variable	Cronbach's alpha	Description
Product Knowledge	0,715	Reliable
Religiosity	0,733	Reliable
Halal Awareness	0,964	Reliable
Purchase decision	0,964	Reliable

Source: Data processed, 2024

Classical Assumption Test

In this study, normality testing was conducted using the Kolmogorov-Smirnov method. Data is considered normally distributed if the Asymp. Sig. Value is greater than 0,05. Since this study employs path analysis, normality testing was conducted twice for Substructure I and Substructure II. The normality test results for Substructure I showed an Asymp. Sig. Value of 0,131. Because 0,131 is greater than 0,05. The data in Substructure I can be normally distributed. Similarly, the normality test results for Substructure II showed an Asymp. Sig. Value of 0,131. Indicating that the data in Substructure II can also be considered normally distributed. Table 4 is from the normality test.

Multicollinearity testing aims to detect whether there is a correlation among independent variables in a regression model. Detecting multicollinearity involves examining the VIF (Variance Inflation Factor) and its tolerance values. If the VIF (< 10) is less than 10 and the tolerance value (> 0,10) is greater than 0,10 for each variable, then multicollinearity is not present. This indicates that each variable has a VIF of less than 10 and a tolerance value greater than 0,10. This leads to the conclusion that the data is free from multicollinearity—see Table 5 from the Multicollinearity test.

The heteroskedasticity testing in this study is based on the results from scatterplot graphs. The results of heteroskedasticity testing using scatterplots are in Figure 1. The scatterplot shows standardized predicted values versus studentized residuals, assessing homoscedasticity in regression analysis. Randomly dispersed points indicate constant residual variance across predicted values, satisfying the assumption of homoscedasticity and strengthening the validity of the regression results.

Table 4. One-Sample Kolmogorov-Smirnov Test

Kolmogorov-Smirnov Test (One-Sample)	Unstandardized Residual
Normal Parameters	
- Mean	0.0000000
- Std. Deviation	1.75191268
Most Extreme Differences	
- Absolute	0.079
- Positive	0.079
- Negative	-0.048
Test Statistic	0.079
Asymp. Sig. (2-tailed)	0.123
Monte Carlo Sig. (2-tailed)	0.122
99% Confidence Interval	
- Lower Bound	0.114
- Upper Bound	0.131

Notes:

- a. Test distribution is Normal
- b. Calculated from data
- c. Lilliefors Significance Correction
- d. Lilliefors' method based on 10,000 Monte Carlo samples

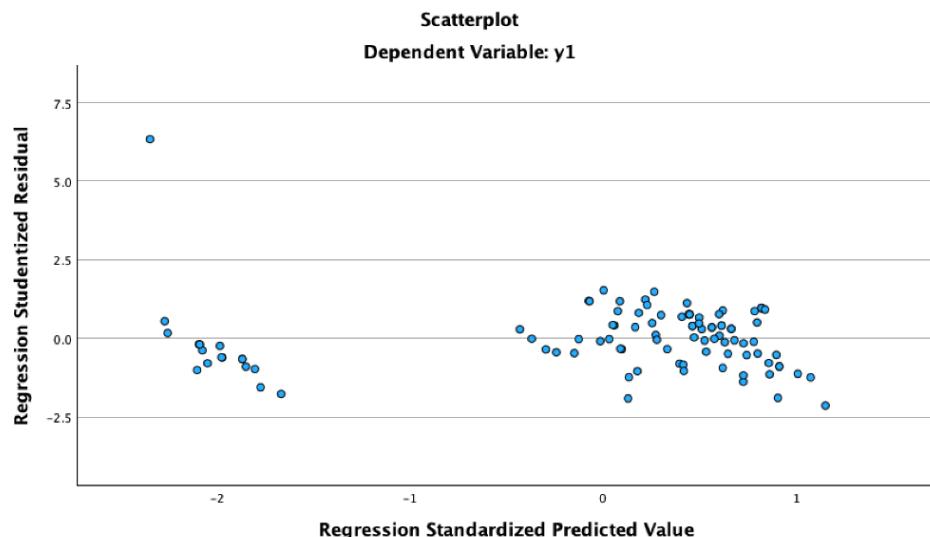
Source: Data processed, 2024

Table 5. Coefficients

Model	Unstandard-Beta	Std. Error	Standardized-Beta	t	Sig.	Collinearity-Tolerance	Collinearity-VIF
1	15.450	1.991		7.761	<.001		
(Constant)							
x1	-.728	.109	-.199	-6.708	<.001	.859	1.164
X2	-.021	.023	-.026	-.909	.365	.911	1.098
z	.949	.029	1.009	32.681	<.001	.790	1.266

a. Dependent Variable: y1

Source: Data processed, 2024

**Figure 1. Heteroskedasticity Test**

Source: Data processed, 2024

F Test

The F test is used to analyze variance (ANOVA) to compare means across multiple groups or treatments. It calculates the ratio of variability between groups to variability within groups. If the calculated F value is greater than the critical value determined, there is sufficient statistical evidence to conclude that there is a significant difference between the groups. Additionally, the F test is employed to test the overall significance of a multiple linear regression model by evaluating the joint significance of all independent variables against the dependent variable. Table 6 of ANOVA displays the F test results to examine the influence of product knowledge and religiosity on purchase decisions. The Sum of Squares value of 541.128 indicates the variation in purchase decisions explained by the model, specifically by product knowledge and religiosity. With degrees of freedom (df) of 2, the Mean Square is obtained by dividing the Sum of Squares by df, resulting in a value of 270.564. The variation in purchase decisions that is not explained by the model, with a Sum of Squares of 3696.582 and df of 97. The Mean Square for the residual is 38.109. The total variation in the purchase decision data, with a Sum of Squares of 4237.710 and df of 99. The F value of 7.100 is calculated by dividing the Mean Square of Regression by the Mean Square of Residual. The significance value (Sig.) of 0.001 indicates that the regression model is statistically significant at the 95% confidence level. This

means there is strong evidence that product knowledge and religiosity significantly influence purchase decisions.

Table 6. F-Test

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
Product Knowledge and Religiosity on Purchasing Decisions					
Regression	541.128	2	270.564	7.100	.001 ^b
Residual	3.696.582	97	38.109		
Total	4.237.710	99			
Product Knowledge, Religiousness, and Halal Awareness on Purchasing Decisions					
Regression	3.895.819	3	1.298.606	410.145	<.001 ^b
Residual	303.956	96	3.166		
Total	4.199.776	99			

Source: Data processed, 2024

The results to examine the influence of product knowledge, religiosity, and halal awareness on purchase decisions are presented in Table 6. The sum of squares value of 3895.819 indicates the variation in purchase decisions explained by the model, specifically by product knowledge, religiosity, and halal awareness. With degrees of freedom (df) of 3, the mean square is obtained by dividing the sum of squares by df, resulting in a value of 1298.606. The variation in purchase decisions that is not explained by the model, with a sum of squares of 303.956 and df of 96. The mean square for the residual is 3.166. Total variation in the purchase decision data, with a sum of squares of 4199.776 and df of 99. The F value of 410.145 is calculated by dividing the Mean Square of Regression by the Mean Square of Residual. The significance value (Sig.), smaller than 0.001, indicates that the regression model overall is highly significant at the 99% confidence level. This means there is strong evidence that product knowledge, religiosity, and halal awareness together significantly influence purchase decisions. These results indicate that the independent variables tested in this model substantially impact consumer purchase decisions.

T Test

Table 7 shows the Unstandardized Coefficients section, the value of B for the constant is 14.736 with a standard error of 6.828. The t-value is 2.158 and significant at the 0.033 level, indicating that this constant is significantly different from zero at a 95% confidence level. For variable X1 (product knowledge), the coefficient B is 0.658 with a standard error of 0.346. The t-value is 1.902 with a significance of 0.060. This suggests that the effect of product knowledge on purchase decisions is not significant at the 95% confidence level (significance should be less than 0.05 to be considered significant), but is nearly significant at the 90% confidence level. For variable X2 (religiosity), the coefficient B is -0.244 with a standard error of 0.076. The t-value is -3.218 with a significance of 0.002. This indicates that the influence of religiosity on purchase decisions is significantly negative at the 95% confidence level. The

Standardized Coefficients (Beta) indicate the magnitude of each independent variable's influence on the dependent variable in standard units. Variable X1 has a Beta of 0.180, and X2 has a Beta of -0.305, meaning that a one standard unit change in X1 will increase purchase decisions by 0.180 standard units. In contrast, a one standard unit change in X2 will decrease purchase decisions by 0.305 standard units.

Table 7 shows the value of B for the constant is 2.476 with a Std. Error of 0.745. Its t-value is 3.322 and significant at the 0.001 level, indicating that this constant is significantly different from zero at a 99% confidence level. For variable Z (halal awareness), the coefficient B is 0.888 with a Std. Error of 0.031. Its t-value is 28.441 with a significance less than 0.001. This shows that the influence of halal awareness on purchase decisions is highly significant at a 99% confidence level. The Standardized Coefficient (Beta) for variable Z is 0.944, meaning that a one standard unit increase in halal awareness will increase purchase decisions by 0.944 standard units.

Table 7. T-Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Product knowledge and religiosity on purchasing decisions					
(Constant)	14.736	6.828		2.158	.033
X1	.658	.346	.180	1.902	.060
X2	-.244	.076	-.305	-3.218	.002
Halal Awareness on Purchasing Decisions					
Constant	2.476	.745		3.322	.001
Z	.888	.031	.944	28.441	<.001

Source: Data processed, 2024

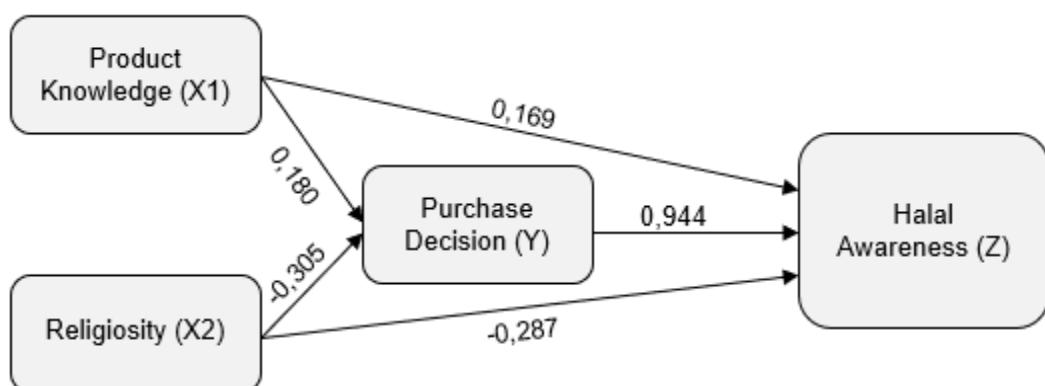


Figure 2. Path Analysis
Source: Data processed, 2024

The path diagram in Figure 2 illustrates the causal relationships among several variables examined in this study. Product Knowledge has a path coefficient of 0.180 towards Purchase Decision, indicating a significant positive influence. This

means that the higher the consumers' knowledge about the product, the greater their likelihood of purchasing. These findings are consistent with prior research by Dawson (2023), which stated that product knowledge can enhance consumer interest and purchase decisions. Religiosity has a path coefficient of -0.305 towards Purchase Decision, indicating a negative influence. This means that the higher the consumer's level of religiosity, the less likely they are to purchase the product. This finding can be compared to research by Nurzaman and Herdiani (2023), which found that religiosity can influence consumer preferences for certain products, depending on their beliefs and religious values. Purchase Decision has a path coefficient of 0.944 towards Halal Awareness, indicating a powerful and positive influence. This means that purchasing decisions significantly enhance consumer awareness of halal. This finding supports the theory proposed by Güner (2023) in the Theory of Planned Behavior, where purchase intentions and decisions can influence attitudes and awareness of specific products.

Product Knowledge also has a direct positive influence on Halal Awareness with a path coefficient of 0.169. Although its influence is not as strong as that of Purchase Decision on Halal Awareness, this finding shows that product knowledge still plays a crucial role in enhancing consumer awareness of halal. This is consistent with the theory from (Correia et al, 2023), stating that product knowledge is a key factor in shaping consumer perceptions and awareness. Conversely, religiosity has a direct negative influence on Halal Awareness with a path coefficient of -0.287. This indicates that the higher the consumer's level of religiosity, the lower their direct awareness of halal products. This finding may reflect the complexity of the relationship between religiosity and halal awareness, as also found in the study by Dawson (2023), which suggests that while religious consumers have high awareness of halal principles, other factors such as understanding and acquired information also play significant roles.

Discussion

Product Knowledge and Religiosity in Purchasing Decisions

Knowledge of products and religiosity are two important factors influencing the purchasing decisions of cosmetic products like Wardah. Product knowledge refers to consumers' understanding of product characteristics, benefits, and quality. According to (El Ashfahany et al, 2024), product knowledge can enhance consumers' confidence in making purchasing decisions because they feel more informed about what they are buying. On the other hand, religiosity describes the extent to which an individual's religious beliefs and practices influence their behavior, including selecting products that align with their religious values.

In the context of Wardah cosmetic products, known for being halal-certified, religiosity plays a significant role. Research by Astuti and Asih (2021) indicates that consumers with high levels of religiosity tend to choose products that meet halal standards as a form of adherence to religious teachings. This aligns with the Theory of Planned Behavior (Grévy, 2023), which states that the intention to perform an action is influenced by attitudes, subjective norms, and perceived behavioral control. Consumers with high religiosity often have a positive attitude towards halal products and perceive choosing such products as part of their religious duty.

Previous studies support the relationship between product knowledge and religiosity with purchasing decisions. For instance, studies have found that religiosity

significantly impacts the intention to purchase halal products. Meanwhile, research by Nurzaman (2023) revealed that product knowledge positively influences consumers' purchasing decisions regarding halal cosmetic products. The combination of these factors indicates that the higher consumers' knowledge about the products and their religiosity, the more likely they are to purchase Wardah products.

Product Knowledge on Purchasing Decisions

Product knowledge is one of the crucial factors influencing consumer purchasing decisions, especially in the context of beauty products like Wardah. Product knowledge encompasses information about the benefits, quality, usage instructions, and composition of products. In previous research, Ichwan et al (2021) found that high product knowledge enhances consumer confidence in the product and ultimately influences purchasing decisions. Additionally, Kotler and Keller in their book *Marketing Management* explain that product knowledge is a key component in the consumer decision-making process, where consumers with more knowledge about a product tend to make more rational and informed purchasing decisions. Wardah, one of Indonesia's leading cosmetic brands, has successfully built a positive image through continuous education about its products. Research by (Loussaief et al., 2024) shows that consumer product knowledge about Wardah products significantly impacts purchasing decisions. This research also underscores the importance of effective marketing strategies in conveying product information clearly and comprehensively to consumers.

The relevant theoretical foundation in this context is the Consumer Behavior Theory by Engel, Blackwell, and Miniard (Grévy, 2023), which emphasizes that product knowledge is one of the internal factors influencing the consumer decision-making process. This theory explains that consumers go through stages, including recognizing needs, searching for information, evaluating alternatives, purchasing, and post-purchase behavior. Sufficient product knowledge enables consumers to conduct more effective information searches and better alternative evaluations, ultimately leading to wiser purchasing decisions. Previous research and theories have also shown that consumer education about products effectively enhances product knowledge and consequently influences purchasing decisions.

Religiosity to Purchasing Decisions

Religiosity plays a significant role in influencing consumer purchasing decisions, especially in religiously oriented societies like Indonesia. Religiosity can be defined as the depth of one's beliefs and religious practices reflected in their daily behavior. Previous research indicates that religiosity affects product preferences, brand attitudes, and purchasing behavior. For example, El Ashfahany et al. (2024) found that consumers with high religiosity tend to prefer products that align with their religious values. Another study by (Zywielek et al, 2024) showed that Muslim consumers are more inclined to purchase halal products due to adherence to Islamic teachings.

The theoretical basis underlying the relationship between religiosity and purchasing decisions can be seen through Consumer Values Theory and Social Identity Theory. Consumer Values Theory posits that purchasing decisions are influenced by values firmly held by consumers, including religious values. In this

context, religious consumers are more likely to choose products that align with religious values. On the other hand, social identity theory suggests that individuals tend to behave according to the identity of the groups to which they belong, including their religious identity. Therefore, highly religious consumers are more likely to make purchasing decisions that reflect their religious identity, such as choosing products perceived as halal or produced by companies with a good religious reputation.

Product Knowledge to Halal Awareness

Product knowledge is a crucial factor influencing halal awareness among consumers. Product knowledge encompasses information about ingredients, production processes, certification, and the origin of consumed products. Research by Correia et al. (2023) found that product knowledge significantly impacts the purchase decisions of halal products. Consumers with a good understanding of halal products tend to be more selective in choosing products that comply with Islamic Sharia principles. The theoretical foundation underlying the relationship between product knowledge and halal awareness can be explained through the Theory of Planned Behavior developed by (Dawson, 2023).

This theory states that attitudes, subjective norms, and perceived behavioral control form intentions to behave together. In the context of halal awareness, product knowledge forms positive attitudes toward halal products. Adequate knowledge enables consumers to recognize the importance of adhering to halal standards and to avoid products that do not comply with Sharia principles. This aligns with research by Güner (2023), which indicates that consumers with high product knowledge are more likely to have positive attitudes and proactive behaviors in seeking and purchasing halal products.

Religiosity to Halal Awareness

Religiosity plays a significant role in enhancing halal awareness among individuals and society. Religiosity, reflecting the adherence to religious teachings, can influence consumer behavior, including the choice of products and services that align with halal principles. According to research conducted by Utomo et al. (2020), religiosity significantly affects consumer awareness and behavior in selecting halal products. This aligns with the Theory of Planned Behavior proposed by Ajzen (Alhassan & Nwagbara, 2023), which states that attitudes, subjective norms, and perceived behavioral control influence individuals' intentions and behaviors. In the context of halal awareness, strong religious attitudes can motivate individuals to pay more attention to and prioritize the consumption of halal products.

Further research by Hermawan (2023) also indicates that religiosity is a primary determinant of halal awareness, where individuals with higher levels of religiosity are more likely to consume and seek information about halal products. Additionally, studies by Ogunkoya and Abatan (2022) affirm that religiosity influences awareness and enhances consumer trust and confidence in halal certification, thereby reducing uncertainty in purchasing decisions. Therefore, educational and outreach strategies regarding halal products should integrate religious values to achieve greater effectiveness in enhancing consumer awareness and behavior towards halal products.

Religiosity Through Purchasing Decisions to Halal Awareness

The relevant theory in this context is the Theory of Planned Behavior (TPB) proposed by Ajzen (Güner, 2023). TPB explains that an individual's intention to perform a behavior is determined by three main factors: attitude towards the behavior, subjective norms, and perceived behavioral control. In the context of religiosity and halal awareness, attitude towards the behavior can include beliefs and religious values that influence their preferences for halal products. Previous research supporting this relationship includes studies such as those conducted by Siagian et al (2020), which found that religiosity significantly influences the intention to purchase halal products among Muslim consumers in Pakistan.

Another study by Albra et al. (2023) also indicated that religious beliefs significantly affect the purchasing decisions of halal food products in Malaysia. This demonstrates that the higher an individual's religiosity, the more likely they are to purchase halal products because these products are perceived to align with their religious values and principles. Furthermore, the concept of halal awareness is also a significant factor influencing purchase decisions. Halal awareness refers to consumers' knowledge and understanding of the importance of products complying with Islamic law. Research by (Rafiki et al, 2023) revealed that halal awareness mediates the relationship between religiosity and purchase decisions. This means that more religious consumers tend to have higher levels of halal awareness, which in turn influences their decisions to purchase halal products.

CONCLUSION

This study reveals the complex and sometimes counterintuitive role of religiosity and product knowledge in influencing consumer behavior regarding halal cosmetics. While religiosity is often presumed to heighten halal awareness, the findings suggest that established trust in a halal brand like Wardah may override such influences. Halal awareness emerges as a pivotal mediating factor, connecting consumer understanding and belief systems to actual purchasing decisions. Despite its limitations in scope and generalizability, this research contributes valuable insights into the evolving behavior of Muslim consumers and offers practical implications for halal marketing strategies. Future studies should explore these dynamics across broader demographics and brands to deepen understanding in this field.

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