

THE INFLUENCE OF HALAL LABELING, HALAL AWARENESS, AND INFLUENCERS ON THE PURCHASE INTENTION OF GEN-Z MUSLIM CONSUMERS ON HALAL COSMETIC PRODUCTS IN SURABAYA

Balqis

Faculty of Economics and Business, State University of Surabaya

balqis.20033@mhs.unesa.ac.id

Abstract

The objective of this research is to determine how halal labels, halal awareness, and halal influencers affect Gen-Z Muslim consumers' purchasing intentions for halal cosmetics in Surabaya. The distribution of online questionnaires served as the major data source for this descriptive quantitative study design. There were 100 respondents in all, and the sampling method was carried out using the purposive sampling technique. Multiple linear regression on the SPSS application was used to analyze the data. According to the results of this study, halal awareness and influencers have an impact on Gen-Z Muslim consumers' purchase intentions for halal cosmetic products in Surabaya. Meanwhile, halal labels do not influence Gen-Z Muslim consumers' intentions to purchase halal cosmetic items in Surabaya. Marketers should display the halal logo on the packaging of cosmetic items sold.

Keywords: Halal Cosmetics, Halal Label, Halal Awareness, Marketing Communication, Influencer, Purchase Intention, Cosmetic, Generation Z.

Abstract

Tujuan dari penelitian ini adalah untuk menganalisis pengaruh halal label, halal awareness, dan influencer terhadap purchase intention konsumen muslim gen-z pada produk kosmetik halal di Surabaya. Metode penelitian ini menggunakan kuantitatif deskriptif dengan sumber data primer yang didapat dari penyebaran kuesioner secara online. Pengambilan sampel menggunakan teknik purposive sampling dengan jumlah 100 responden. Teknik yang digunakan dalam analisis data yaitu dengan regresi linear berganda pada aplikasi SPSS. Hasil dari penelitian ini yaitu terdapat pengaruh dari halal awareness dan influencer terhadap purchase intention konsumen muslim gen-z pada produk kosmetik halal di Surabaya. Sedangkan tidak terdapat pengaruh dari halal label terhadap purchase intention konsumen muslim gen-z pada produk kosmetik halal di Surabaya. Saran bagi pemasar yaitu menampilkan halal label pada kemasan produk kosmetik yang dijual.

Keywords: Kosmetik Halal, logo halal, kesadaran halal, komunikasi pemasaran, Influencer, niat beli, Generasi Z.

INTRODUCTION

The cosmetic industry has become one of the fastest-growing sectors globally, driven by changing consumer preferences, technological advancements, and increasing awareness of personal care and self-expression. In Indonesia, this growth is particularly significant, given the country's status as the world's largest Muslim-majority nation. The demand for halal-certified cosmetic products, which align with Islamic principles, is steadily rising as consumers seek products that are not only safe and effective but also compliant with their religious beliefs¹.

Halal, which means "permissible" in Arabic, extends beyond food and beverages to include various other industries such as fashion, finance, tourism, and cosmetics. In the context of cosmetics, halal certification ensures that products are free from ingredients considered haram (prohibited) under Islamic law, such as alcohol and pork-derived substances. Moreover, halal products must be manufactured, stored, and transported in a manner that adheres to strict Islamic guidelines. This certification provides assurance to Muslim consumers, allowing them to use these products with confidence.

According to data from Statista (2023), the revenue of Indonesia's cosmetic and personal care market reached USD 8.78 billion in 2023, with an expected annual growth rate of 4.4% (CAGR 2023–2028). The skincare category, in particular, has seen substantial growth, reflecting consumers' increasing prioritization of health and wellness. Within this growing market, halal-certified cosmetics represent a unique segment that combines ethical production practices with religious compliance, making them highly appealing to Indonesia's predominantly Muslim population.

One of the key demographic groups driving the demand for halal cosmetics is Generation Z (Gen-Z), individuals born between 1997 and 2012. This generation, often referred to as digital natives, has grown up in an era dominated by technology and social media. As a result, they are not only highly active online but also significantly influenced by digital marketing, trends, and social media personalities. According to Indonesia's Central Bureau of Statistics (BPS, 2020), Gen-Z accounts for 27.94% of the country's population, making them a critical market segment for halal cosmetic brands².

Gen-Z's consumption behavior is shaped by a unique blend of values, including a preference for authenticity, ethical practices, and transparency. For Muslim members of this cohort, religious principles also play a significant role in guiding purchasing decisions. However, despite their openness to halal products, previous studies have revealed challenges in raising awareness and prioritization of halal certification in non-food products like cosmetics. A pre-survey conducted as part of this research revealed that only 2 out of 31 respondents explicitly cited halal certification as a key factor in their decision to purchase

¹ Fatikha Mulya Anisa, "The Implementation of Halal Supply Chain in the Cosmetics Industry," in *Advances in Logistics, Operations, and Management Science Book Series*, 2022, 286–97, <https://doi.org/10.4018/978-1-6684-5882-2.ch018>.

² R K Meet, N Kundu, and I S Ahluwalia, "Does Socio Demographic, Green Washing, and Marketing Mix Factors Influence Gen Z Purchase Intention towards Environmentally Friendly Packaged Drinks? Evidence from Emerging Economy," *Journal of Cleaner Production* 434 (2024), <https://doi.org/10.1016/j.jclepro.2023.140357>.

cosmetics. Instead, most respondents focused on product quality, effectiveness, and brand reputation.

Halal awareness, which refers to the level of understanding and recognition of halal principles, is therefore a crucial factor in shaping purchase intentions. Higher awareness levels lead to increased trust and a stronger inclination to choose halal-certified products. However, the current lack of awareness among certain consumer segments highlights the need for educational initiatives and marketing strategies to bridge this gap.

Another critical factor influencing the purchase intention of Gen-Z consumers is the use of social media influencers. Influencers, who are individuals with a substantial following on platforms like Instagram and TikTok, play a pivotal role in shaping consumer behavior through their endorsements, reviews, and content. These individuals are perceived as relatable, authentic, and trustworthy, making their recommendations highly influential. Research shows that influencer marketing is particularly effective in engaging Gen-Z, as this group values personal connections and seeks relatable content when making purchasing decisions³.

The use of halal labels, halal awareness campaigns, and influencer endorsements represents a multi-faceted approach to addressing the needs and preferences of Muslim Gen-Z consumers. While halal labels provide an assurance of compliance with Islamic principles, they are only effective if consumers understand and value their significance. Meanwhile, influencers serve as intermediaries who can bridge the gap between brands and consumers by communicating the benefits of halal products in a relatable and engaging manner.

Given these dynamics, this study aims to explore the influence of halal labels, halal awareness, and influencers on the purchase intention of Muslim Gen-Z consumers in Surabaya. By focusing on this demographic and geographic context, the research seeks to provide valuable insights into the factors driving purchasing behavior in a rapidly growing market segment⁴.

The research employs a quantitative descriptive approach, with primary data collected through online surveys distributed to 100 respondents who meet the criteria of being Muslim women from Gen-Z residing in Surabaya. The analysis focuses on understanding the relationships between the independent variables (halal label, halal awareness, and influencers) and the dependent variable (purchase intention). Using multiple linear regression, the study examines the extent to which each factor influences the likelihood of purchasing halal-certified cosmetic products.

This research is significant for several reasons. First, it contributes to the growing body of literature on consumer behavior, particularly in the context of halal products. While previous studies have explored the role of halal certification in food and beverages, relatively few have focused on cosmetics, especially from the perspective of Gen-Z consumers. By

³ Condro Wiratmoko and Muchammad Bayu Tejo Sampurno, "THE ENCHANTMENT OF TIKTOK AS GEN Z CREATIVITY PLACE IN SMA NEGERI 2 SURABAYA'S BATIK MOTIFS ONLINE EXHIBITION," 2021, <https://doi.org/10.33086/EHDJ>.

⁴ Linda Dewi Martiasari and Achsania Hendratmi, "Menilai Halal Awareness Dan Lifestyle Terhadap Keputusan Menginap Di Hotel Syariah," 2022, <https://doi.org/10.20473/vol9iss20224pp523-533>.

addressing this gap, the study provides a nuanced understanding of the unique challenges and opportunities in promoting halal cosmetics.

Second, the findings have practical implications for businesses in the halal cosmetics industry. By identifying the key drivers of purchase intention, the research offers actionable recommendations for marketers and brand managers. For instance, brands can enhance their marketing strategies by emphasizing halal certification, raising awareness through educational campaigns, and leveraging the power of influencers to reach and engage their target audience.

Third, the study has broader implications for policymakers and industry regulators. As the halal economy continues to expand, there is a need for more robust frameworks to support the growth of halal-certified industries, including cosmetics. The findings of this research can inform initiatives aimed at increasing halal awareness and ensuring that halal certification standards are consistently applied and recognized.

In conclusion, the intersection of halal labels, halal awareness, and influencer marketing presents a unique opportunity to drive the growth of the halal cosmetics market among Muslim Gen-Z consumers. By understanding the interplay of these factors, businesses and policymakers can develop strategies that not only meet the needs of this demographic but also contribute to the broader development of the halal economy.

THEORETICAL FOUNDATIONS

This section explores the theoretical underpinnings of the research, focusing on the concepts of halal labeling, halal awareness, influencers, and their impact on purchase intention. These variables are analyzed within the context of halal cosmetics, marketing communication, and Islamic principles, providing a comprehensive foundation for the research.

1. Halal Cosmetics

Cosmetics, according to BPOM RI No. 23 of 2019, are materials used by the external parts of the human body, such as the epidermis, hair, nails, lips, and external genital organs, as well as teeth and the inside of the mouth, mainly to clean, perfume, change appearance, or improve body odor, or to protect or keep the body healthy. According to ⁵, according to the Qur'an, hadith, or ijtihad (professional consensus), the term halal implies that Muslims may or may not consume something. According to the Indonesian Ulema Council (MUI), halal cosmetics are products that have been recognized halal by the Ministry of Religious Affairs' Halal Guarantee Agency (BPJH) ⁶. Halal cosmetics are identified as not consisting of haram content. According to MUI, cosmetics cannot contain lard, ingredients from dogs or wild animals, elements from animals executed in offense to Sharia law, elements from the human body, elements of animal torture, blood, and alcohol (khamr) ⁷.

⁵ Wahyuningsih, (2019)

⁶ Putriana, "Kosmetik Halal Makin Populer: Bagaimana Cara Deteksi Unsur Haram Dan Seberapa Besar Pasarnya?", The Conversation, 2022.

⁷ Purwanto, "Kosmetik Haram & Daftar Kosmetik Halal Menurut LPPOM MUI," Adev, 2021.

According to ⁸ currently, there are still many medicinal and cosmetic products that do not have a halal label or guarantee of product halalness. Cosmetics can be divided into two types based on their purpose: makeup to beautify the skin (makeup) and skincare that aims to maintain skin health. Unlike makeup, skincare products are usually used regularly to provide long-term effects ⁹. In this study, researchers will focus more on skincare products. Because everyone strives to have health and cosmetics as their main goal. As a result, skincare products become an important part of a person's life and become a necessity that must be fulfilled if they want to live happily ¹⁰. According to ¹¹, skincare products are the most popular products and have grown rapidly in the global cosmetic industry.

2. Halal Labeling

According to ¹², halal marking is an essential indicator of product legality, trade, and ingredient variables. Halal-labeled products are more likely to be accepted by Muslims and non-Muslims because they both convey the notion that the product has gone through a variety of Islamic Sharia processes, has a halal certificate, and may be ingested by Muslims ¹³. According to ¹⁴, halal labeling is the application of halal labels to halal product packaging. The Food and Drug Supervisory Agency (BPOM) is the agency that can issue approval to attach halal labels to halal food packaging.

Labeling and certification are connected. To put a halal label on a product, you need to get a halal certificate from BPJH. According to the Ministry of Industry's webpage on the Development of the National Cosmetic Industry (2023), BPOM reported that the number of business competitors went from 819 in 2021 to 913 in 2022. Since five years ago, 794 cosmetic enterprises and 75,385 cosmetic goods have been certified as halal, according to Muti Arintawati, managing director of LPPOM MUI.

¹⁵ identified several key factors influencing the role of halal labeling in consumer choice-making:

- a. Knowledge: Consumer understanding of halal labels and their significance.
- b. Trust: The customers trust the raw components utilized in halal cosmetic goods.
- c. Evaluation: Consumers' awareness of the halal label before purchasing a product.

3. Halal Awareness

⁸ Ikhtiyarini & Rullyansyah (2022)

⁹ Salsabilla Aura Balqis and Siti Zulaikha, "PENGARUH RELIGIUSITAS, HALAL KNOWLEDGE, HALAL AWARENESS, DAN SIKAP KONSUMEN TERHADAP NIAT BELI PRODUK SKINCARE HALAL BLP SKIN" 19, no. 3 (2023).

¹⁰ Ma'ruf Aminudin, Alam Azhar, and Barra Syaraf Ahsan, "Analysis of Muslim Consumer Preferences in Buying Skincare Products Preferensi Konsumen ANALYSIS OF MUSLIM CONSUMER PREFERENCES IN BUYING SKINCARE PRODUCTS" 7, no. 2 (2021): 82–93.

¹¹ Jia En Lee, Mei Ling Goh, and Mohd Nazri Bin Mohd Noor, "Understanding Purchase Intention of University Students towards Skin Care Products," *PSU Research Review* 3, no. 3 (2019): 161–78, <https://doi.org/10.1108/prr-11-2018-0031>.

¹² Hussain et al. (2016)

¹³ Manal Rahmawati and Sumadi, "The Influence of Halal Logo and Religiosity on Generation Z's Halal Cosmetics Purchase Intention in Indonesia," *Asian Journal of Management Entrepreneurship and Social Science* 03, no. 04 (2023): 316–36.

¹⁴ Adinugraha (2022)

¹⁵ Juliana et al. (2022)

Halal is a broad and comprehensive concept in Islam that pertains to every element of people's lives, from eating habits to conduct, clothing to cosmetics, financial elements to logistics ¹⁶. According to ¹⁷, halal awareness is knowledge that encompasses comprehension and knowledge about halal items. According to Adinugraha's research (2022), one of the internal hurdles to the expansion of Indonesia's halal business is a lack of education among Indonesians about halal. In addition, they will examine the role of the government, the authority on halal products, and the perspectives of producers and dealers on halal product distribution in a similar manner ¹⁸.

According to ¹⁹, halal awareness has the following indicators:

- a. Important: the importance of halal products for consumers.
- b. Tendency: consumers use halal cosmetics because of their own choice.
- c. Knowledge: consumers know that halal cosmetic products are halal.
- d. Realize: consumers know and realize that these cosmetic products are processed in a halal manner.

4. Marketing Communication

Marketing communication is a method that businesses use to inform, persuade, and remind customers about the products and brands they sell, either directly or indirectly ²⁰. This campaign boosts sales and improves ²¹. ²² macro model defines the two key partners in marketing communication as the sender and receiver.

In marketing communication, an influencer is someone who distributes content or information (sender) to a significant number of consumers (receiver) using social media platforms (Jamil et al., 2023). The majority of social media sites make it easier to implement online marketing techniques. To increase social media marketing, businesses are beginning to use influencers as a marketing technique (Audrezet et al., 2020).

5. Influencer

Influencers assist in establishing standards and provide information to help consumers evaluate options ²³. Marketers use influencers because they can deliver messages in an engaging and identifiable manner, resulting in increased attention and response ²⁴.

¹⁶ Tanti Handriana et al., "Purchase Behavior of Millennial Female Generation on Halal Cosmetic Products," *Journal of Islamic Marketing* 12, no. 7 (2020): 1295–1315, <https://doi.org/10.1108/JIMA-11-2019-0235>.

¹⁷ Shahid et al. (2018)

¹⁸ Tatiek Nurhayati and Hendar Hendar, "Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness," *Journal of Islamic Marketing* 11, no. 3 (2020): 603–20, <https://doi.org/10.1108/JIMA-11-2018-0220>.

¹⁹ Handriana et al., (2020)

²⁰ Philip Kotler and Lane Keller Kevin, *Marketing Management, Essentials of Management for Healthcare Professionals*, 2018, <https://doi.org/10.4324/978131509200-17>.

²¹ Made Arini Hanindharpuri and I Komang Angga Maha Putra, "Peran Influencer Dalam Strategi Meningkatkan Promosi Dari Suatu Brand (The Role of Influencer in Strategies to Increase Promotion of a Brand)," *Sandyakala : Prosiding Seminar Nasional Seni, Kriya, Dan Desain*. 1, no. 29 (2019): 335–43.

²² Kotler & Kevin (2018)

²³ Kotler and Kevin.

²⁴ Kotler and Kevin.

According to Granata (2021), the use of collaboration tools by influencers in marketing is a relatively new trend in the area ²⁵.

A celebrity is someone who achieves fame through their involvement in television, music, or athletics. Influencers, on the other hand, are social media users who use social media to build their reputation among their followers ²⁶. According to ²⁷, influencers frequently share their experiences and reviews of their products, which might affect customers' purchasing decisions. According to Nugroho et al. (2022), social media can be used as a marketing strategy to attract Generation Z consumers. Because of their enormous financial capacities, Generation Z has been the focus of advertisers' marketing efforts ²⁸.

According to ²⁹, influencers have the following characteristics:

- a. Trustworthiness: leads to the influencer's ability to be seen through honesty, integrity, and trustworthiness.
- b. Expertise: refers to the knowledge, experience, or expertise of the influencer that can relate to the brand being advertised.
- c. Attractiveness: leads to the influencer being perceived as attractive by the audience.

6. Purchase Intention

³⁰ describe purchase intention as a state in which buyers intend to purchase products or services that meet their greatest expectations. According to ³¹, consumers are encouraged to buy things based on their purchase intent, which influences their future decisions. To determine purchase intentions, organizations must first understand their customer's requirements and preferences ³².

According to ³³, purchasing intention includes the following indicators:

There are four types of interest:

- a. Transactional interest: consumer desire that aims to obtain a product.
- b. Refrential interest: consumers in providing recommendations for a product to other consumers.
- c. Preferential interest: consumer interest that makes a product the first choice in shopping activities. The main choice can be changed if something happens to the previous product preference.

²⁵ Ronn Alexis Castillo, Czarina Zoy Jaramillo, and Leonard Sy, "The Effectiveness of Social Media Influencers in the Cosmetic and Skincare Industry to the Purchase Intention of the Generation Z Filipinos," *Journal of Business and Management Studies* 4, no. 2 (2022): 180–91, <https://doi.org/10.32996/jbms.2022.4.2.14>.

²⁶ Alexander P. Schouten, Loes Janssen, and Maegan Verspaget, "Celebrity vs. Influencer Endorsements in Advertising: The Role of Identification, Credibility, and Product-Endorser Fit," *International Journal of Advertising* 39, no. 2 (2020): 258–81, <https://doi.org/10.1080/02650487.2019.1634898>.

²⁷ Sabita & Mardalis (2023)

²⁸ Shiyun Tian et al., "Antecedents and Outcomes of Generation Z Consumers' Contrastive and Assimilative Upward Comparisons with Social Media Influencers," *Journal of Product and Brand Management* 32, no. 7 (2023): 1046–62, <https://doi.org/10.1108/JPBM-02-2022-3879>.

²⁹ Osei-Frimpong et al. (2019)

³⁰ Semuel & Setiawan (2018)

³¹ Bashir et al. (2019)

³² Rahmawati and Sumadi, "The Influence of Halal Logo and Religiosity on Generation Z's Halal Cosmetics Purchase Intention in Indonesia."

³³ Septiani (2018)

d. Exploratory interest: consumers intend to learn more about a product to purchase.

METHOD

This research involves descriptive quantitative methods. By investigating customer purchasing intention (Y) for halal cosmetic items from Gen-Z Surabaya under the effect of halal labels (X1), halal awareness (X2), and influencers (X3). This form of quantitative data is derived from the responses of Muslim consumers in Surabaya who utilize halal items via a Likert scale. Primary data is gathered by filling out questionnaires for customers, whereas secondary data is obtained by doing literature reviews using e-books, journals, and the internet to support research.

The study's population includes Muslimah teenagers from Surabaya who use halal cosmetic products. A particular portion of the population was chosen as a sample. In this study, researchers set several criteria for respondents:

1. Muslimah (female)
2. Generation Z (birth year 1997-2012), who are at least 17 years old
3. Domiciled in Surabaya
4. Using cosmetic products from halal cosmetics
5. Using social media such as Instagram or TikTok

Data gathering procedures included delivering questionnaires to Surabaya's Gen-Z Muslims to determine the impact of halal labeling, halal awareness, and influencers on halal cosmetic product purchasing intentions. The 1-4 Likert scale is used in this study to prevent respondents from responding with neutral answers. The questionnaire will be measured using a Likert scale according to Sugiyono (2017), which is:

Table 1. Likert scale score pattern

Bentuk Pertanyaan	Pola Nilai			
	SS	S	TS	STS
Skala Likert	4	3	2	1

Description:

SS: Strongly Agree

S: Agree

TS: Disagree

STS: Strongly Disagree

This study used the purposive sampling strategy, which involves retrieving information sources depending on preset goals or aims. This study performed multiple linear regression analysis with the SPSS tool. The analysis technique determines the magnitude of the effect between two or more variables, as well as the relationship between the independent variable (X) and the dependent variable (Y). Several tests must be completed, including:

1. Data Quality Test

Validity and reliability tests are used to assess data quality. The validity test assesses the instrument's reliability, with valid criteria indicating $r\text{-count} > r\text{-table}$ at $\alpha = 0.05$. The reliability test evaluates validated question items variable ³⁴, and a Cronbach Alpha

³⁴ Ambar Lukitaningsih, Lusia Tria Hatmanti Hutami, and Mahastuti Nur Indahsari, "Analisis Pengaruh Electronic Word of Mouth (E-Wom) Dan Celebrity Endorser Terhadap Purchase Decision Melalui Brand

value of 0.70 indicates reliability (Wahyuning, 2021). This test confirms that the questionnaire consistently measures the research variables.

2. The Classical Assumption Test

In regression analysis, the classical assumption test consists of two important tests. The multicollinearity test determines the connection between independent variables, as evaluated by the Variance Inflation Factor (VIF) and tolerance. VIF less than 10 and tolerance more than 0.10 indicate no multicollinearity (Nihayah, 2019). The heteroscedasticity test assesses the homogeneity of residual variance using a scatterplot (Nihayah, 2019). If the significance is greater than 0.05, there is no heteroscedasticity; otherwise, heteroscedasticity exists if it is less than 0.05.

3. Multiple Linear Regression.

Regression analysis is a research hypothesis analysis technique that tests if one variable influences another using a theme equation (regression). It is useful for determining the impact of halal labeling, halal awareness, and influencers as independent variables on purchase intention as the dependent variable (Nihayah, 2019).

4. Hypothesis Test

The T-test and coefficient of determination (R^2) are commonly used for hypothesis testing. The T-test partially evaluates the relationship between independent and dependent variables³⁵, using significance ($Sig < 0.05$) and t-count value comparison ($T\text{-count} > t\text{-table}$). The coefficient of determination evaluates the dependent variable's ability to explain the variability³⁶. To find out the t-table, namely by calculating ($a/2: n-k-1$ or df residual).

RESULTS AND DISCUSSION

Results of Data Analysis and Hypothesis Testing

The survey included 102 respondents, all Indonesian citizens living in Surabaya. The demographic characteristics of the respondents suggest that 100% are female Muslims between the ages of 17 and 26 (Gen-Z), who utilize halal cosmetics and social media. Responses to the questionnaire were evaluated to determine impressions of halal labels, halal awareness, and influencers.

1. Validity Test, the r -table for the validity of this research data has been determined using a sample size of 30. The r -table calculation with df 30 yields a value of 0.361 for $\alpha = 0.05$. The data validity analysis in this investigation revealed the following results:

a. Halal Label (X1)

Table 2. X1 Validity Test Results

Item	r-count	r-table	Description
X1.1	0,665	0,361	VALID
X1.2	0,534	0,361	VALID
X1.3	0,644	0,361	VALID
X1.4	0,696	0,361	VALID

Image Sebagai Variabel Intervening;" *Al-Kharaj: Jurnal Ekonomi, Keuangan & Bisnis Syariah* 6, no. 1 (2023): 471–81, <https://doi.org/10.47467/alkharaj.v6i1.2745>.

³⁵ Lukitaningsih, Hutami, and Indahsari.

³⁶ Lukitaningsih, Hutami, and Indahsari.

X1.5	0,745	0,361	VALID
X1.6	0,633	0,361	VALID
X1.7	0,686	0,361	VALID

Source: SPSS data processing by the author, 2024

b. Halal Awareness (X2)

Table 3. X2 Validity Test Results

Item	r-count	r-table	Description
X2.1	0,738	0,361	VALID
X2.2	0,864	0,361	VALID
X2.3	0,773	0,361	VALID
X2.4	0,652	0,361	VALID
X2.5	0,438	0,361	VALID
X2.6	0,558	0,361	VALID
X2.7	0,868	0,361	VALID
X2.8	0,734	0,361	VALID

Source: SPSS data processing by the author, 2024

c. Influencer (X3)

Table 4. X3 Validity Test Results

Item	r-count	r-table	Description
X3.1	0,683	0,361	VALID
X3.2	0,583	0,361	VALID
X3.3	0,705	0,361	VALID
X3.4	0,807	0,361	VALID
X3.5	0,577	0,361	VALID
X3.6	0,576	0,361	VALID

Source: SPSS data processing by the author, 2024

d. Purchase Intention (Y)

Table 5. Y Validity Test Results

Item	r-count	r-table	Description
Y1.1	0,663	0,361	VALID
Y1.2	0,608	0,361	VALID
Y1.3	0,620	0,361	VALID
Y1.4	0,422	0,361	VALID
Y1.5	0,511	0,361	VALID
Y1.6	0,696	0,361	VALID
Y1.7	0,727	0,361	VALID

Source: SPSS data processing by the author, 2024

The table above shows that all statements on all variables are acceptable with r-count> from r-table. All statements can serve as data in study.

2. Reliability Test

Table. Reliability Test Results

Variable	Cronbach Alpha	Description
Halal Label	0,771	Reliable
Halal Awareness	0,855	Reliable
Influencer	0,725	Reliable
Purchase Intention	0,745	Reliable

Source: SPSS data processing by the author, 2024

According to the table above, the Cronbach Alpha value is more than 0.70. As a result, we can conclude that the questions in this questionnaire are considered credible.

3. Multicollinearity Test

Table 6. Multicollinearity Test Results

Variable	NT	0,10	VIF	10,00	Description
<i>Halal Label</i>	0,369	> 0,10	2,710	< 10,00	there is no multicollinearity
<i>Halal Awareness</i>	0,357	> 0,10	2,798	< 10,00	there is no multicollinearity
<i>Influencer</i>	0,700	> 0,10	1,429	< 10,00	there is no multicollinearity

Source: SPSS data processing by the author, 2024

The spss output table shows that there is no multicollinearity. Because the collinearity tolerance values are more than 0.10. And the VIF score is not larger than 10.00.

4. Heteroscedasticity Test

Table 7. Heteroscedasticity Test Results

Variable	Significance	α	Description
<i>Halal Label</i>	0,129	> 0,05	no heteroscedasticity
<i>Halal Awareness</i>	0,324	> 0,05	no heteroscedasticity
<i>Influencer</i>	0,757	> 0,05	no heteroscedasticity

Source: SPSS data processing by the author, 2024

The spss output shows that there is no heteroscedasticity because each variable's significance is greater than 0.05.

5. Multiple Linear Regression

The following are the results of multiple linear regression analysis:

Table 8. Multiple Linear Regression Results

Variable	Coefficient of Regression
Constanta	3,832
X1	0,104
X2	0,233
X3	0,699

Source: SPSS data processing by the author, 2024

The results from the SPSS output show that the multiple linear regression equation is as follows:

$$Y : a + b_1x_1 + b_2x_2 + b_3x_3 = 3,832 + 0,104 + 0,233 + 0,699$$

- The number an of 3.832 represents a constant or state in which the purchase intention variable is unaffected by other variables, specifically the halal label variable (X1), halal awareness (X2), and influencers (X3). If the buying intention variable (Y) remains unchanged.

- b. B1 (X1 regression coefficient value) has a positive value of 0.104, indicating that increasing the halal label variable by 1 affects the variable Y (purchase intention) by 0.104.
- c. B2 (X2 regression coefficient value) has a positive value of 0.233, indicating that increasing the halal awareness variable by 1 affects the Y (purchase intention) by 0.233, assuming no other variables are examined.
- d. B3 (regression coefficient X3) has a positive value of 0.699. This shows that increasing the influencer variable by one influences variable Y (purchased intention) by 0.699, assuming that no other factors are evaluated in this study.

6. T-test

Table 9. T-test Results

Variable	sig	r-count	r-table	Description
<i>Halal Label</i>	0,310	1,022	1,985	Hypothesis not accepted
<i>Halal Awareness</i>	0,013	2,542	1,985	Hypothesis accepted
<i>Influencer</i>	0,000	8,811	1,985	Hypothesis accepted

Source: SPSS data processing by the author, 2024

From the results shown by the spss output, namely:

- a. H1: The effect of halal label on purchasing intention
The hypothesis regarding the influence of the halal label (X1) on purchasing intention (Y) is rejected. The regression test findings show a t-value of $1.022 < 1.985$ and a significance level of $0.310 > 0.05$. As a result, halal labeling has no significant effect on Gen-Z Muslim customers' purchase intentions for halal cosmetic items in Surabaya.
- b. H2: The impact of halal awareness on buying intention.
The idea that halal awareness (X2) influences buying intention (Y) is accepted. The regression test findings show a t-value of $2.542 > 1.985$ and a significance level of $0.013 < 0.05$. As a result, we can conclude that halal awareness has a substantial impact on the purchase intention of gen-z Muslim customers in Surabaya for halal cosmetic items.
- c. H3: The Impact of Influencers on Purchase Intention
The premise that influencers (X3) influence purchase intention (Y) is accepted. The regression test findings show a t-count value of $8.811 > 1.985$, with a significance level of $0.000 < 0.05$. As a result, influencers have a considerable impact on gen-z Muslim consumers' purchase intentions for halal cosmetic items in Surabaya.

In this study, the influencer variable had the most influence when compared to the others. Because it has the least significant results and the highest t-count.

7. R2

This determination coefficient test can be observed in the SPSS output table "Model Summary" according to the R and R square values.

Table 10. R square Test Results

Variable	R	R square	Description
<i>Halal Label, Halal Awareness, dan Influencer</i>	0,827	0,684	Terdapat pengaruh variabel X terhadap variabel Y.

Source: SPSS data processing by the author, 2024

Based on the spss output table above, the R column has a correlation coefficient of 0.827. This indicates that the relation between variables is really strong. Meanwhile, the R squared column is 0.684, which equals 68.4%. This figure represents the magnitude of variable X's influence on variable Y. While the remaining percentage (100% - 68.4% = 31.6%) is influenced by variables outside of this regression equation or variables not explored.

Discussion

This study intends to investigate the impact of halal labeling (X1) on the purchase intention of halal cosmetic items (Y). To investigate the impact of halal awareness (X2) on purchase intention for halal cosmetic products (Y), as well as the impact of influencers (X3) on halal cosmetic product purchases. Below is a discussion of each variable:

1. Effect of Halal label (X1) on buying intention (Y).

According to the findings of the study, the halal label variable has no significant influence on the purchase intention of Generation Z Muslim consumers in Surabaya for halal cosmetic items. According to a pre-survey conducted by the author, current generation Z consumers pay less attention to the presence of halal labeling on cosmetic items utilized. That is, 6% use halal labels to guide their purchases, while 94% do not. This research is in line with the results of research conducted by ^{37 38} and ³⁹, where the results of the halal label variable do not affect the purchase intention of halal cosmetics.

According to ⁴⁰, analysis an examples like these are still rare. That is, halal labeling has no effect, however, halal awareness influences purchasing intention. This contradiction demonstrates that while consumers are aware of the benefits of adopting halal products, they do not highlight the need for halal labels when purchasing cosmetics, as they do when purchasing food. One of the issues is that not all cosmetic items have halal marks, both in certification and on the package. With these findings, it is clear that the halal label on a cosmetic product's website or packaging does not affect consumers' decisions to purchase halal cosmetics.

This study was conducted on the Java Island in a Muslim-majority country. As a result, consumers trust halal products on the market, including food and household appliances,

³⁷ Genoveva & Utami (2020),

³⁸ Aspan et al. (2017)

³⁹ Sabita & Mardalis (2023)

⁴⁰ Wisudanto et al., (2023)

as well as cosmetics, leading them to believe that all products marketed are halal cosmetics. This occurs because consumers struggle to comprehend the relevance of halal labeling in cosmetics, and each consumer's perception of halal is unique.

This reasoning leads to a lack of influence of halal labeling on the preference to purchase halal cosmetics. According to the chairman of the MUI 2020-2025 center, based on the Qur'an, hadith, and ijtimā 'ulama, the use of cosmetics is deemed a takhsiniyat, or an additional requirement that is not an emergency ⁴¹. The Qur'an also mentions it in verse 29 of Surah Al-Baqarah:

هُوَ الَّذِي خَلَقَ لَكُمْ مَا فِي الْأَرْضِ جَمِيعًا ثُمَّ اسْتَوَى إِلَى السَّمَاءِ فَسَوَّيْهِنَّ سَبْعَ سَمَاوَاتٍ وَهُوَ بِكُلِّ شَيْءٍ عَلِيمٌ

According to the meaning and interpretation, "The Lord who deserves to be worshipped and obeyed is Allah, who created and gave gifts in the form of everything on earth for your benefit, then His will led to the creation of the heavens, which He perfected into seven very regular heavens, both visible to you and invisible to you. And He knows everything. Allah's understanding includes everything He created." ⁴²

Because, according to the MUI fatwa, there are eight points that a Muslim should consider when using cosmetics. One of them is that the use of external cosmetics containing unclean or haram substances is permitted as long as they are purified after use ⁴³. MUI offers another explanation, stating that before a product can be sold in Indonesia, it must undergo a safety inspection. This method searches to verify that the product is safe and free of dangerous substances.

After completing the test, the product will receive BPOM distribution permission, which must be shown on the box ⁴⁴. The Executive Director of LPPOM MUI, Ir. Muti Arintawati, M.Si., then underlined that distribution permissions and halal certification are handled by two separate institutions with distinct inspection procedures. This means that not all products with distribution permits also have halal certifications, and vice versa.

2. Halal Awareness (X2) on purchase intention (Y)

According to the findings of the research, the halal awareness variable has an influence and significance on the purchase intention of Generation Z Muslim consumers in Surabaya for halal cosmetic items. This study is consistent with the findings oleh ⁴⁵⁴⁶, and ⁴⁷, who found that the halal awareness variable affects purchase intention. The findings of this study show that Gen-Z Muslimah customers have halal awareness, which influences their purchasing decisions, in addition to the religious convictions held by the majority of Muslims in Indonesia. Halal awareness makes them feel safe when

⁴¹ (Nadha, 2021)

⁴² RI Kemenag, *Tafsir Ringkas Al-Qur'an Al-Karim Jilid I*, 2016.

⁴³ Admin MUI, "Yuk Kenali Standard Kehalalan Kosmetik Berdasarkan Fatwa MUI!," MUI, 2022.

⁴⁴ (Nadha, 2021)

⁴⁵ Genoveva & Utami (2020),

⁴⁶ Handriana et al. (2020)

⁴⁷ Malik et al. (2019)

buying halal cosmetics because they are deemed free of dangerous components and clean.

The explanation concludes that halal identifying is important in determining the intention to purchase halal cosmetics. According to verse 172 of Surah Al-Baqarah in the Quran:

يٰٰيٰهَا الَّذِينَ آمَنُوا لَكُُنُوا مِّنْ طَيِّبٍ مَا رَزَقْنَاهُمْ وَآشْكُرُوا اللَّهَ إِنْ كُنْتُمْ إِيَّاهُ تَعْبُدُونَ

Which, according to the meaning and interpretation, means "O you who believe!" Eat from the good sustenance that is wholesome, safe, and moderate in quantity, which We have provided for you through your lawful activities. And be grateful to Allah by acknowledging that all sustenance comes from Allah, and you should use it by Allah's provisions if you just worship Him." ⁴⁸

3. Influencer (X3) and purchasing intention (Y)

According to the findings of the research, influencer variables have an impact and are significant on the purchase intention of Gen-Z Muslim customers in Surabaya for halal cosmetic items. This study is consistent with the findings of ⁴⁹, ⁵⁰, and ⁵¹, who found that the influencer variable affects purchase intention.

One of the features of Generation Z is their use of social media, particularly Instagram and TikTok. With the advent of social media, consumers can now easily obtain a wide range of information via marketing communication tactics, including halal product information on cosmetic packaging. However, with so much information available, influencers make it easy for Generation Z customers to purchase halal cosmetics by reviewing these items. This fascinates Generation Z with the influencer's recommendations.

In addition to reviewing cosmetic products, influencers can provide education about the chemicals in these products. Influencers frequently provide honest assessments based on their skin issues, in addition to product endorsements. Because Sharia marketing requires communication in conformity with Islamic precepts. One of the characteristics taught is honesty.

This explanation highlights the significance of Islamic marketing in influencing the purchasing intention of halal cosmetic products. As mentioned in the Qur'an Surah Al-Ahzab verse 70:

يٰٰيٰهَا الَّذِينَ آمَنُوا اتَّقُوا اللَّهَ وَقُولُوا قَوْلًا سَدِيدًا

According to the meaning and interpretation, "Allah then instructs believers to declare the truth. Oh, you who believe! Fear Allah and speak truthfully and to the point." ⁵²

CONCLUSION AND SUGGESTIONS

The halal label has no significant impact on the buying intention of Gen-Z Muslim consumers in Surabaya for halal cosmetic items. Halal awareness significantly influences the

⁴⁸ Kemenag, *Tafsir Ringkasan Al-Qur'an Al-Karim Jilid I*.

⁴⁹ Devi & Suman (2022)

⁵⁰ Castillo et al. (2022)

⁵¹ Nugroho et al. (2022)

⁵² Kemenag, *Tafsir Ringkasan Al-Qur'an Al-Karim Jilid I*.

buying intention of Gen-Z Muslim customers in Surabaya for halal cosmetic items. Influencers have a substantial impact on the purchase intention of halal cosmetic items among Gen-Z Muslim customers in Surabaya.

Future researchers should consider adding related variables, including general respondents (both Muslims and non-Muslims), analyzing multiple generations, expanding the study area, and utilizing various social media platforms. Marketers can ensure halal cosmetics by having an official website, displaying halal labels on packaging, using influencer marketing, and holding community discussions about the importance of halal labels.

ACKNOWLEDGMENT

Praise be to Allah SWT for bestowing His grace and guidance, allowing researchers to assemble a thesis titled "The Effect of Halal Label, Halal Awareness, and Influencers on Purchase Intention of Gen-Z Muslim Consumers on Halal Cosmetic Products in Surabaya". This thesis is being created to complete the requirements for finishing Strata 1 (S1) education in the Islamic Economics Study Program, Faculty of Economics and Business, Surabaya State University.

This thesis cannot be separated from the many people who have contributed feedback and support to researchers. So, on this occasion, the researcher wishes to thank:

1. The researchers are grateful to Abi and Umi for their emotional and financial assistance during the thesis preparation process. Researchers want to be a proud child for both parents.
2. Dr. Fitriah Dwi Susilowati, S.Sos., M.SM, as Thesis Supervisor, has offered direction to ensure that the researcher completes this thesis effectively.
3. Sister, Aura, and friends of researchers who are helpful by always providing positive affirmations and invites to be passionate about performing this research so that researchers may complete thesis writing. Especially to those who assist and accompany researchers overseas, such as Mba Ade, Sania, Bunga, and Zahrah.
4. K-pop groups have contributed to the entertainment industry with their variety programs. Particularly for BTS and Seventeen.

The researcher apologizes for any flaws or errors in the writing of this thesis. All comments and recommendations are welcome to develop better research; the researchers believe that this thesis will be valuable to many people.

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