

## **THE MEDIATING ROLE OF ATTITUDE TOWARD PRODUCT TOWARDS HALAL COSMETIC PURCHASE INTENTION IN FEMALE CONSUMERS IN INDONESIA**

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### **ABSTRACT**

The halal industry has now become a world trend and has increased consumer opportunities every year. The State Global Islamic Economic Report 2020-2021 shows that world consumption in the halal industry reached USD 2.02 trillion. The purpose of this research is to identify factors that can increase the purchase intention of local Indonesian halal cosmetic brands with attitude mediation. The sample of this study were female consumers who had bought serum, lip cream and lipstick from local halal cosmetic brands (Wardah, Eminar and Make Over). In this study, the amount of data processed was 258 respondents who were analyzed using the SEM statistical analysis method with the help of LISREL 8.0. The results of the study show that brand image, perceived value, religious belief, halal certification have a positive and significant role in attitude. Brand image, perceived value, religious belief, halal certification and attitude have a positive and significant role on purchase intention. Subjective norms do not have a significant role on attitude or purchase intention. The results of the mediation role test found that attitude has a role as a mediator between brand image, perceived value, religious belief and halal certification on purchase intention. The conclusion of this study is that subjective norms are not one of the factors that can increase halal cosmetic purchase intention and attitude has a role as a partial mediator on purchase intention. The implication of this research is that managers must improve brand image, perceived value, religious belief, halal certification, subjective norms, attitude and purchase intention to attract consumers to buy local halal cosmetic brands. In future research, it is necessary to expand the respondent's domicile to better describe Indonesian female consumers in general.

**Keywords:** attitude; halal cosmetic; purchase intention

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## **INTRODUCTION**

The halal industry has now become a world trend and has increasing consumer opportunities every year (Amanu, 2018; CNN, 2018; Fathoni & Syahputri, 2020). The State Global Islamic Economic Report 2020-2021 shows that world consumption in the halal industry reached USD 2.02 trillion (Gareta, 2021; Kemenperin, 2021a). The development of the world halal industry is supported by two factors, namely: (1) the world's Muslim population in 2030 which is projected to reach 2.2 billion people (Kemenperin, 2021b) and (2) awareness and concern of non-Muslim countries on the halal status of a product (Zulfakar et al., 2014). The demand for halal industry products is increasing in non-Muslim countries because halal products have been accepted and become the choice of consumers in those countries (Bashir, 2019; Y. H. Lim et al., 2020).

In Indonesia, the halal industry has a strategic role for economic improvement (Fathoni & Syahputri, 2020). Industrial sectors that contribute to the halal industry consist of media and recreation, food and beverage, education and cultural arts, clothing and fashion, financial, tourism and travel, cosmetics, pharmaceuticals, fitness (Amanu, 2018; Murdaningsih, 2016; Nasution, 2020). During the COVID-19 pandemic in Indonesia, the halal industry in the food and beverage, fashion, pharmaceutical, media and tourism sectors experienced a decrease in

public consumption (Indonesia et al., 2022). Based on data from the Indonesia Halal Markets Report 2021/2022, the halal industry that is not affected by COVID-19 is the cosmetic industry (Indonesia et al., 2022; Madjid, 2022).

The cosmetic industry in Indonesia is an industry that is prioritized and relied on by the government in the National Industrial Development Master Plan 2015-2035 (Kemenperin, 2020; Sholikhah et al., 2021). The cosmetic industry that has experienced an increase in consumer demand is in halal cosmetic products (Balques et al., 2017). Global Islamic Economy Indicator, Indonesian consumers occupy the second position as the country with the highest level of halal cosmetic consumption in the world. In this ranking, Indonesia has a total halal cosmetic consumption of USD 4 billion (Jelita, 2021). Despite occupying the second position as the largest consumer of halal cosmetics, the largest halal cosmetic producer in the world is occupied by South Korea (Suryowati, 2022; Susamto et al., 2021). In the Organisation of Islamic Cooperation (OIC) group market, Indonesia occupies the 20th position as an exporter country and the fourth position as the largest importer of cosmetics (Indonesia et al., 2022). This gap shows that Indonesia's halal cosmetic industry has not been able to meet the needs of consumers for domestic halal cosmetics.

Local cosmetic brands are currently in great demand and have received good recognition (Girindra et al., 2018). Based on cosmetic brand sales data, local cosmetic brands Wardah, Emina, Purbasari, Viva and Make Over are able to compete with outside brands (Asosiasi Digital Marketing, 2020). This brand is included in the top 10 highest cosmetic sales in e-commerce where serum, lip cream and lipstick products are the three products with the highest sales (Asosiasi Digital Marketing, 2020). Local Indonesian brands that have been certified by LPPOM MUI are: Wardah, Emina, Sariayu, Ristra, Make Over, Caring Colors, Marcks Venus, Bioskos, Mustika Puteri, Zoya Cosmetics, Theraskin, PAC, Mustika Ratu, Moors, Biocell, Rivera, Freya and La Tuipe (Darmaningrum & T.J, 2020; LPPOM MUI, 2021; Oktaviani, 2020).

The potential and development of the halal cosmetic industry can have an adverse impact if local Indonesian halal cosmetic brands cannot compete which results in lack of consumption of local halal cosmetic brands from Indonesia and in this market Indonesia will only be consumers (Madjid, 2022). Companies must be able to maintain the value, quality and equity of their products so that consumers are satisfied and believe in the brand so that they can encourage purchase intention for halal cosmetics (Darmaningrum & T.J, 2020).

The purchase intention analysis approach can be used to predict and measure future consumer purchase behavior (Aufi & Aji, 2021; Saputra & Noviani, 2022). Consumer behavior can be reflected through purchase intention (Purwianti, 2021). Therefore, the management of halal cosmetic companies must know the supporting factors to increase purchase intention. Factors that influence purchase intention can be used as opportunities and strategies for halal cosmetic company management.

Factors that affect purchase intention consist of internal and external factors (Handriana et al., 2020). Internal aspects that affect purchase intention are religious belief, trust and attitude (Handriana et al., 2020). External factors that affect purchase intention in halal cosmetics are perceived value, brand image and halal certification. These factors can be a benchmark for the extent to which a halal cosmetic product is in demand by consumers (Amanu, 2018). The purpose of this research is to identify factors that can increase the purchase intention of local

halal cosmetic Indonesian brands by mediating attitude. This study uses several variables to be analyzed, namely religious belief, perceived value, halal certification, brand image, attitude and purchase intention. The novelty of the current research is to add subjective norm variables to determine their effect on attitude and purchase intention variables. The novelty of the study also analyzes the effect of direct and indirect purchase intention on local halal cosmetic brands in Indonesia.

## METHOD

The sampling technique in this study is a non-probability sampling technique (Sekaran & Bougie, 2016). The criteria for the study sample were female consumers who had purchased serum products, lip cream and lipstick local brands halal cosmetics Wardah, Emina and Make Over. Consumers have at least purchased halal cosmetic products at least once in the last six months. The number of research samples determined amounts to at least 5 to 10 times the number of indicators used in the study (Jr et al., 2018). The number of indicators in this study consists of 28 statement items adapted from the research of Handriana et al (2020) the Structural Equation Model (SEM) with the help of LISREL 8.80 software. The demographic characteristics of respondents to this study can be seen in **Table 1**.

**Table 1 Respondent Demographics1**

| No. | Demographic characteristics | Sum | Percentage |
|-----|-----------------------------|-----|------------|
| 1.  | Age                         |     |            |
|     | 18 – 23 years old           | 69  | 26,7%      |
|     | 24 – 29 years old           | 146 | 56,6%      |
|     | 30 – 35 years               | 32  | 12,4%      |
|     | 36 – 41 years old           | 6   | 2,3%       |
| 2.  |                             |     |            |
|     | > 42 years old              | 5   | 1,9%       |
|     | Jabodetabek                 | 84  | 32,6%      |
|     | Java-Bali                   | 105 | 40,7%      |
|     | Sumatra                     | 54  | 20,9%      |
| 3.  | Domicile                    |     |            |
|     | Kalimantan                  | 7   | 2,7%       |
|     | Sulawesi                    | 6   | 2,3%       |
|     | Papua                       | 2   | 1.0%       |
|     | High School/Equivalent      | 29  | 11,2%      |
| 4.  | Education                   |     |            |
|     | Diploma (D1/D2/D3)          | 37  | 14,3%      |
|     | Bachelor (S1/S2/S3)         | 192 | 74,4%      |
|     | Not Working                 | 4   | 1,6%       |
|     | Student                     | 49  | 19.0%      |
| 4.  | Work                        |     |            |
|     | Self employed               | 43  | 16,7%      |
|     | Civil Servants              | 37  | 14,3%      |
|     | Private Employees           | 115 | 44,6%      |

| No. | Demographic characteristics | Sum             | Percentage |
|-----|-----------------------------|-----------------|------------|
|     | Other                       | 10              | 3,9%       |
|     | Not earning yet             | 17              | 7.0%       |
|     | IDR 1,000,000 –             | 44              | 17,1%      |
| 5.  | Income                      | IDR 3,000,000   |            |
|     |                             | IDR 3,000,000 – | 81         |
|     |                             | IDR 5,000,000   |            |
|     |                             | ➤ IDR 5,000,000 | 116        |
|     |                             |                 | 45.0%      |

### Test Validity and Reliability

The validity test is a test to measure how well the statement items of the research variable can be used (Sekaran & Bougie, 2016). The validity test can be seen in the value of the loading factor valid if the loading factor value can reach  $> 0.5$  (Jr et al., 2018). A reliability test is a test to measure a research measuring instrument in measuring a variable in different concepts (Sekaran and Bougie, 2016). The reliability value is measured using Cronbach's alpha value. Each variable used in the study is said to be reliable if the value of Cronbach's alpha must be able to reach  $> 0.7$  (Sekaran & Bougie, 2016). The results of the validity and reliability test of this study can be seen in **Table 2**.

**Table 2. Validity and Reliability Test Results2**

| Variable    | Items | Statement  | Factor Loading<br>( $>0.5$ ) | Cronbach's Alpha<br>( $>0.7$ ) |
|-------------|-------|--|------------------------------|--------------------------------|
| Brand Image | BI1   | In my opinion, this cosmetic brand has a personality that distinguishes itself from competitors. | 0,81                         | 0,801                          |
|             | BI2   | In my opinion, this cosmetic brand does not disappoint its consumers                             | 0,83                         |                                |
|             | BI3   | I think this cosmetic brand is the best brand in the cosmetics sector                            | 0,67                         |                                |
|             | BI4   | I think this cosmetic brand is   | 0,72                         |                                |

| Variable            | Items | Statement   | Factor Loading<br>(>0.5) | Cronbach's Alpha<br>(>0.7) |
|---------------------|-------|---|--------------------------|----------------------------|
| Perceived Value     |       | very strong in the market   |                          |                            |
|                     | PV1   | I think this cosmetic product is reliable   | 0,76                     |                            |
|                     | PV2   | I think this cosmetic product has a good function   | 0,84                     |                            |
|                     | PV3   | I think this cosmetic product can meet my needs well                                      | 0,73                     | 0,771                      |
|                     | PV4   | I think this cosmetic product has advantages  | 0,88                     |                            |
| ➤ Religious belief  | RB1   | I use halal products because of my religious beliefs                                      | 0,85                     |                            |
|                     | RB2   | I choose halal products because according to my religion halal products are good products | 0,76                     |                            |
|                     | RB3   | I bought halal cosmetics following religious advice                                       | 0,85                     | 0,821                      |
|                     | RB4   | If the cosmetic product is considered makruh then I avoid buying the product              | 0,67                     |                            |
| Halal Certification | HB1   | In my opinion, halal certification used by producers can convince                         | 0,55                     | 0,805                      |

| Variable        | Items | Statement   | Factor Loading<br>(>0.5) | Cronbach's Alpha<br>(>0.7) |
|-----------------|-------|---|--------------------------|----------------------------|
|                 |       | consumers that the product is halal   |                          |                            |
|                 | HB2   | Halal-certified products are important to me                                      | 0,85                     |                            |
|                 | HB3   | In my opinion, halal certification can improve product capabilities in the market | 0,78                     |                            |
|                 | HB4   | In my opinion, halal logos have more appeal when compared to non-logo products    | 0,62                     |                            |
|                 | HB5   | I know there are some products that have halal logos that are not original        | 0,52                     |                            |
|                 | SNI1  | Many halal cosmetic products are chosen by people closest to me                   | 0,80                     |                            |
| Subjective Norm | SN2   | Halal cosmetic products are widely chosen by my family members                    | 0,55                     | 0,861                      |
|                 | SN3   | My circle of friends recommends to choose halal cosmetic products                 | 0,91                     |                            |
| Attitude        | ATT1  | I like to choose halal cosmetic products.   | 0,82                     | 0,873                      |

| Variable                | Items | Statement  | Factor Loading<br>(>0.5) | Cronbach's Alpha<br>(>0.7) |
|-------------------------|-------|--|--------------------------|----------------------------|
| ➤ Intention to purchase | ATT2  | When buying cosmetic products, I will look for halal labels          | 0,90                     |                            |
|                         | ATT3  | Halal cosmetic products are important to me                          | 0,83                     |                            |
|                         | ATT4  | The use of halal cosmetic products is my personal choice             | 0,74                     |                            |
|                         | IP1   | I have the intention of buying halal cosmetic products in the future | 0,84                     |                            |
|                         | IP2   | I choose halal cosmetic products for consumption                     | 0,79                     |                            |
|                         | IP3   | I will tend to choose halal cosmetic products in the future.         | 0,90                     |                            |
|                         | IP4   | I will fulfill my cosmetic needs by buying halal cosmetic products.  | 0,76                     |                            |
|                         |       |  |                          | 0,845                      |

Based on Table 2, it can be concluded that all research indicators used in this study are valid and reliable.

### Goodness of Fit Test

This study measures the suitability of the model to be used by conducting a goodness of fit model test can be said to be appropriate as seen from the values of RMSEA, RFI, NFI and CFI which are declared good of fit. This good of fit statement states that this research model has passed the test and can be continued at the next stage of testing. The results of the goodness of fit model test can be seen in **Table 3**.

**Table 3. 3Goodness of Fit Model Test Results**

| <b>GOF Size</b>                                | <b>Match Target</b>              | <b>Information</b> |
|--|----------------------------------|--------------------|
| Normal Theory Weighted                         | P Value > 0.05                   | No Fit             |
| Least Squares Chi-Square = 3266.28 (P = 0.000) |                                  |                    |
| RMSEA = 0.076                                  | < 0.05 or<br>0.05 ≤ RMSEA < 0.08 | Medium Fit         |
| NFI = 0.93                                     | ≥ 0.90                           | Good Fit           |
| NNFI = 0.91                                    | ≥ 0.90                           | Good Fit           |
| CFI = 0.94                                     | ≥ 0.90                           | Good Fit           |
| IFI = 0.94                                     | ≥ 0.90                           | Good Fit           |
| RFI = 0.90                                     | ≥ 0.90                           | Good Fit           |
| RMR = 0.074                                    | ≤ 0.10                           | Good Fit           |
| Standardized RMR = 0.010                       | ≤ 0.10                           | Good Fit           |
| GFI = 0.92                                     | ≥ 0.90                           | Good Fit           |
| AGFI = 0.91                                    | ≥ 0.90                           | Good Fit           |

Based on Table 3, it can be seen that this research model has met the criteria seen from several model suitability indicators. All of these research models get a good level of model suitability.

## **RESULTS AND DISCUSSION**

### **Descriptive Statistics**

A descriptive statistical test is data analysis by describing the collected data (Sugiyono, 2018). The mean value is the average value of respondents' answers and standard deviation which shows variations from research respondent answers (Sekaran & Bougie, 2016).

**Table 4. Descriptive Statistics of Research Variables**

| <b>Variable</b>     | <b>Mean</b> | <b>Standard Deviation</b> |
|---------------------|-------------|---------------------------|
| Brand Image         | 4,17        | 0,662                     |
| Perceived Value     | 4,22        | 0,631                     |
| Religious Belief    | 4,16        | 0,769                     |
| Halal Certification | 4,25        | 0,700                     |
| Subjective Norm     | 4,27        | 0,689                     |
| Attitude            | 4,22        | 0,697                     |
| Purchase Intention  | 4,23        | 0,700                     |

Table 4 shows that the mean of all brand image variable statement items is 4.17. These results show that consumers perceive local halal cosmetic brands to have different personalities from competitors; local halal cosmetic brands are brands that do not disappoint consumers and are the best and strong brands on the market. The standard deviation value of all statement

items is 0.662. This result shows that the distribution of brand image data answered by respondents is smaller, the better the data distribution.

The mean of all perceived value variable statement items is 4.22. This result shows that consumers recognize that local halal cosmetic brands are reliable products, have good functions and advantages to be able to meet consumer needs. The result of the standard deviation value on all statement items shows a value of 0.631. This result shows that the distribution of perceived value data answered by respondents is smaller, the better the data distribution.

The mean of all items of the religious belief variable statement was 4.16. These results show that consumers follow their religious advice and beliefs by avoiding products that are considered makruh and using halal cosmetic brand products because according to their religion, these products are good products. The standard deviation value of all statement items shows 0.769. This result shows that the distribution of religious belief data answered by respondents is smaller, the better the data dissemination.

The average value (mean) of all halal certification variable statement items is 4.25. These results show that consumers can know halal cosmetic products, can find out halal cosmetic products that are not original, and consumers feel halal certification is important and has the appeal to convince consumers. The result of the standard deviation value on all statement items shows a value of 0.700. This result shows that the distribution of halal certification data answered by respondents is smaller, the better the data dissemination.

The mean of all subjective norm variable statement items is 4.27. These results show that consumers get recommendations from the closest people, family members and friendly environment to choose local halal cosmetic brand products. The standard deviation value in all statement items shows a value above 0.689. This result shows that the distribution of subjective norm data answered by respondents is smaller, the better the data distribution.

The mean of all attitude variable statement items was 4.22. These results show that consumers feel it is personally important to source, purchase and use local halal cosmetic brand products. The standard deviation value of all statement items shows a value of 0.697. This result shows that the distribution of attitude data answered by respondents is smaller, the better the data distribution.

The mean of all items of the variable purchase intention statement was 4.23. This result shows that in the future consumers are likely to meet their cosmetic needs by choosing and buying local halal cosmetic brands. The standard deviation value on all statement items shows a value of 0.700. This result shows that the distribution of purchase intention data answered by respondents is smaller, the better the data distribution.

### **Test the hypothesis**

**Table 5. Hypothesis Test Results5**

| <b>Hypothesis</b>  | <b>Standardized Beta</b> | <b>T value (&gt;1.96)</b> | <b>Decision</b>             |
|--|--------------------------|---------------------------|-----------------------------|
| H <sub>1</sub> : There is a positive influence of brand image on attitude toward product | 0,75                     | 2,08                      | H <sub>1</sub><br>Supported |

|  |      |      |  |
|--|------|------|--|
| H <sub>2</sub> : There is a positive influence of perceived value on attitude toward product                                 | 0,84 | 2,25 | H2<br>Supported  |
| H <sub>3</sub> : There is a positive influence of religious belief on attitude toward product                                | 0,48 | 3,11 | H3<br>Supported  |
| H <sub>4</sub> : There is a positive influence of halal certification on attitude toward product                             | 0,99 | 4,12 | H4<br>Supported  |
| H <sub>5</sub> : There is a positive influence of subjective norm on attitude toward product                                 | 0,32 | 1,32 | H5<br>Not Supported                                    |
| H <sub>6</sub> : There is a positive influence of attitude toward product on purchase intention                              | 0,93 | 3,91 | H6<br>Supported  |
| H <sub>7</sub> : There is a positive influence of brand image on purchase intention  | 0,53 | 2,79 | H7<br>Supported  |
| H <sub>8</sub> : There is a positive influence of perceived value on purchase intention                                      | 0,65 | 3,23 | H8<br>Supported  |
| H <sub>9</sub> : There is a positive influence of religious belief on purchase intention                                     | 0,63 | 2,86 | H9<br>Supported  |
| H <sub>10</sub> : There is a positive influence of halal certification on purchase intention                                 | 0,63 | 2,51 | H <sub>10</sub><br>Supported                           |
| H <sub>11</sub> : There is a positive influence of subjective norm on purchase intention                                     | 0,49 | 1,65 | H <sub>11</sub><br>Not Supported                       |
| H <sub>12</sub> : There is a mediating role in product toward product between brand image and purchase intention             | 0,69 | 4,57 | H <sub>12</sub><br>Supported<br>(Partial<br>Mediation) |
| H <sub>13</sub> : There is a mediating role in product toward value between perceived value and purchase intention           | 0,78 | 2,25 | H <sub>13</sub><br>Supported<br>(Partial<br>Mediation) |
| H <sub>14</sub> : There is a mediating role of attitude toward product between religious belief and purchase intention       | 0,44 | 3,11 | H <sub>14</sub><br>Supported<br>(Partial<br>Mediation) |
| H <sub>15</sub> : There is a mediating role in the process toward product between halal certification and purchase intention | 0,92 | 4,12 | H <sub>15</sub><br>Supported<br>(Partial<br>Mediation) |
| H <sub>16</sub> : There is a mediating role in the process toward product between subjective norm and purchase intention     | 0,29 | 1,32 | H <sub>16</sub><br>Not Supported                       |

The results of the H<sub>1</sub> hypothesis test show a beta standardized value of 0.75 and a T value of  $2.08 > 1.96$ . These results show that there is a significant positive influence of brand image

on attitude. These results support previous research from Handriana et al. (2020), where the brand image of halal cosmetic products is very important to millennial consumers. Brand image has an important role to help consumers decide whether or not to buy a product or brand. A good brand image will make consumers have a good attitude towards halal cosmetic products. So in this study it can be concluded that the perception of female consumers towards the brand image in local halal cosmetic brands is important.

The results of the H 2 hypothesis test show a beta standardized value of 0.84 and a T value of  $2.25 > 1.96$ . These results show that there is a significant positive influence of perceived value on attitude toward product. These results support previous research from where in this study the perceived value felt by male consumers can form a positive attitude to believe that halal personal care products used have more benefits than products. According to Choi & Chu (2001), superior value can meet the needs and desires of consumers. If the perceived value perception is positive, consumer attitudes will tend to be positive (Aji et al., 2020; W. M. Lim et al., 2014). Thus, in this study it can be concluded that Indonesian female consumers feel that local halal cosmetic brand products have a perceived value that is superior to other brands.

The results of the H 3 hypothesis test show a beta standardized value of 0.48 and a T value of  $3.11 > 1.96$ . These results show that there is a significant positive influence of religious belief on attitude. These results support previous research from Wijaya & Briliana (2022), where in this study male consumers chose to use halal personal care products to care for their skin without violating their religious rules. A consumer with a high level of religious commitment will have a positive attitude towards halal products (Mukhtar & Butt, 2012). The level of religiosity of a person will make these consumers more selective in consuming local halal cosmetic brands (Kusdiana et al., 2021). Thus, in this study it can be concluded that Indonesian female consumers strictly obey their religious rules to use halal cosmetic products.

The results of the H 4 hypothesis test show a beta standardizes value of 0.99 and a T value of  $4.12 > 1.96$ . These results show that there is a significant positive influence of halal certification on attitude. These results support previous research from Ahmadova & Aliyev (2021), where in this study the attitude of Azerbaijani consumers to halal products is strongly influenced by the existence of halal certification and halal labels. Halal certification has a strong influence on consumer preferences and purchasing behavior (Muhamad et al., 2017; Widyanto & Sitohang, 2021). Halal certification with halal logos printed on cosmetic products can cause a positive attitude from consumers (Balques et al., 2017). Products with halal logos indicate that the product is made of safe materials and processed halal, so that it can affect consumer attitudes (Wijaya & Briliana, 2022). Thus, in this study it can be concluded that the attitude of female consumers to local halal cosmetic brands is influenced by halal certification.

The results of the H5 hypothesis test show a beta standardizes value of 0.32 and a T value of  $1.32 > 1.96$ . These results show that there is no significant influence of subjective norm on attitude. This result is in accordance with previous research from Khalek (2014), where in young consumers in urban areas, subjective norms play less role in consumer attitudes towards halal food because in the respondents age category they are more independent to make decisions. So that in this study it can be concluded that there are similarities in young consumer behavior where they can independently determine attitudes by actively seeking information before making purchase decisions.

The results of the H6 hypothesis test show a beta standardizes value of 0.93 and a T value of  $3.91 > 1.96$ . These results show that there is a significant positive influence of attitude towards purchase intention. These results support previous research from Aafi & Aji (2021), where in this study the attitude of Muslim women who are the majority of whom are more educated and have broad insight can be obtained by looking for information related to halal cosmetic products to be purchased through social media. Consumer attitude to the product has an important role in influencing the purchase intension of the product or brand (Ahmadova & Aliyev, 2021; Leonidou et al., 2010; Limbu et al., 2012). The better the consumer attitude on halal cosmetic products, the more likely the intention to buy the product will be better (Aafi & Aji, 2021; Handriana et al., 2020). Thus, in this study it can be concluded that the buying intention of Indonesian women is formed from a positive attitude towards local halal cosmetic brands obtained after they search for information related to these products.

The results of the H7 hypothesis test show a beta standardized value of 0.53 and a T value of  $2.79 > 1.96$ . These results show that there is a significant positive influence of brand image on purchase intention. These results support previous research from Sanny et al (2020), where in this study male consumers' purchase intention on skin care products is determined by their perspective from advertising on social media. Cosmetic products with relatively similar types, models and qualities in the market can be perceived differently by consumers (Kusnandar et al., 2015). Products with a strong and positive image can have a significant impact in seizing consumers' days and increasing consumer purchase intent (Kusnandar et al., 2015; Tariq et al., 2017). Thus, in this study it can be concluded that the purchase intention of Indonesian female consumers is influenced by the perspective on the image displayed by local halal cosmetic brands.

The results of the H8 hypothesis test show a beta standardizes value of 0.65 and a T value of  $3.23 > 1.96$ . These results show that there is a significant positive influence of perceived value on purchase intention. These results support previous research from Nurhasanah & Hariyani (2017), where in this study the value felt by consumers related to products is consumer favorite products and has appropriate prices so that it can encourage consumer purchase intention in the Jabodetabek area to buy processed food products. Consumers who perceive positive value in a product will be willing and encourage consumer intentions to buy the product (Nurhasanah & Hariyani, 2017; Yuan et al., 2020). So in this study it can be concluded that when Indonesian female consumers feel that local halal cosmetic brands have appropriate value and prices, it will encourage consumer intentions to have the intention to buy them.

The results of the H9 hypothesis test show a beta standardizes value of 0.63 and a T value of  $2.86 > 1.96$ . These results show that there is a significant positive influence of religious belief on purchase intention. These results support previous research from Majid et al (2015), where in religious belief research female college students in Pakistan have an influence in the purchase intention of halal cosmetic products and personal care products. Consumers with a high level of religiosity will be aware and concerned about the halal status of a product they use in order to have a positive impact in the future (Adriani & Ma'ruf, 2020). Consumers with a high level of religiosity will provide opportunities for consumers to use halal cosmetics (Kusdiana et al., 2021). So in this study it can be concluded that Indonesian female consumers have consciously followed the teachings and advice of their religious beliefs by buying local halal cosmetic brands

The results of the H10 hypothesis test show a beta standardizes value of 0.63 and a T value of  $2.51 > 1.96$ . These results show that there is a significant positive effect of halal certification on purchase intention. This result supports previous research from Usmandani & Darwanto (2021), where consumers' intention to buy halal processed meat in Semarang is influenced by halal certification. Consumers prefer products that have been certified halal (Adriani & Ma'ruf, 2020). The existence of halal certification can provide quality assurance when consumers are willing to make purchases in the future (Aziz & Chok, 2013b). Thus, in this study it can be concluded that the intention to buy local halal cosmetic brands by female consumers in Indonesia is determined by the existence of halal certification with halal logos listed on the product.

The results of the H11 hypothesis test show a beta standardizes value of 0.49 and a T value of  $1.65 > 1.96$ . These results show that there is no significant positive effect of subjective norm on purchase intention. This result is also inversely proportional to the concept of theory of planned behavior where subjective norms will affect consumer actions (Fiandari et al., 2019). Social environments such as family and friendship environment do not have a strong influence on consumer decisions in buying halal cosmetics (Nastiti et al., 2022). Although consumers tend to share their purchasing experiences, consumers consider themselves capable of independently making halal cosmetic purchasing decisions halal cosmetics is based on their experience and perception of the product (Bonne et al., 2007). This result is supported by the profile of respondents in this study where the majority of respondents are women aged 24-29 years (56.6%). Female consumers in this age category, before making a purchase decision, can find information through social media related to halal cosmetics (Aufi & Aji, 2021).

The results of the H12 hypothesis test show a beta standardizes value of 0.69 and a T value of  $4.57 > 1.96$ . These results show that there is a significant positive influence of attitude mediation between brand image and purchase intention. Based on these results, the conclusion that can be formed is that the brand image of local halal cosmetic brands can influence consumer attitudes to feel the importance of buying this product so that the intention to buy can arise. These results support previous research from Pangestoe & Purwianti (2022).

The results of the H13 hypothesis test show a beta standardizes value of 0.78 and a T value of  $2.25 > 1.96$ . These results show that there is a significant positive influence of attitude mediation between perceived value and purchase intention. According to Engel., et al (1995), consumer purchase intention is preceded by attitude towards the product (Chusna & Riptonio, 2021). Where, a consumer attitude on the product can arise if the consumer feels that the product has a superior perceived value so that it can meet the needs and desires of consumers (Aji et al., 2020; Choi & Chu, 2001). Thus, these results support previous research from (Chusna & Riptonio, 2021).

The results of the H 14 hypothesis test show a beta standardizes value of 0.44 and a T value of  $3.11 > 1.96$ . These results show that there is a significant positive influence of attitude mediation between religious beliefs and purchase intention. These results support previous research from Gabriella & Kurniawati (2021) which shows that there is a mediated attitude between religious belief towards purchase intention. Consumer commitment to their beliefs can form a positive attitude so that consumers can form purchase intentions towards halal products (Widyanto & Sitohang, 2021). Thus, in this study it can be concluded that the advice and prohibitions of religious teachings from Indonesian female consumers can shape consumer

attitudes to choose halal cosmetic products so that in the end there will be an intention to buy local halal cosmetic brand products.

The results of the H 15 hypothesis test show a beta standardizes value of 0.92 and a T value of  $4.12 > 1.96$ . This result shows that there is a significant positive influence of attitude mediation between halal certification and purchase intention. These results support previous research from (Widyanto & Sitohang, 2021), where the attitude of Muslim millennial consumers halal-certified cosmetic and pharmaceutical products can be improved by promoting the importance of halal certification, consumers will develop the intention to buy these products. Consumers with an attitude that pays attention to the halal label when buying a product can affect consumer purchase intentions on the product (Rektiansyah & Ilmiawan Auwalin, 2022). Thus, in this study it can be concluded that when Indonesian female consumers pay attention to halal certification when buying products, there will be consumer attitudes to choose certified products and finally there will be an intention to buy local halal cosmetic brand products.

The results of the H12 hypothesis test show a beta standardizes value of 0.29 and a T value of  $1.32 > 1.96$ . The results of the study found that there was no mediating role of attitude toward product between subjective norm and purchase intention. This result is contrary to previous research from Widyanto & Sitohang (2021). In this study, it can be concluded that the attitude of Indonesian women consumers does not intend to choose and buy halal cosmetics because consumers do not involve consideration of the influence of the closest environment such as family and friends. This shows that consumers consider themselves capable of independently making halal cosmetic purchasing decisions based on their experience and perception of the product (Ariffin et al., 2019; Bonne et al., 2007).

## **CONCLUSION**

Each brand image, perceived value, religious belief, halal certification has a significant positive influence on attitude toward product. Attitude toward product has a significant positive effect on purchase intention. Each brand image, perceived value, religious belief, halal certification, subjective norm has a significant positive effect on purchase intention. Attitude toward product can mediate the relationship between each brand image, perceived value, religious belief, halal certification, subjective norm towards purchase intention.

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