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The Influence Of Influencer Endorsement And Halal Label On The Purchase Decision Of Halal Skincare Among University Students

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Abstract

Penelitian ini membahas peran *influencer endorsement* dan label halal dalam membentuk perilaku konsumsi masyarakat Muslim, khususnya pada produk *skincare*. Perkembangan media sosial seperti Instagram dan TikTok telah mengubah strategi pemasaran, sementara kesadaran halal yang meningkat menjadikan kehalalan produk sebagai indikator kualitas dan keamanan. Namun, kajian yang secara spesifik meneliti pengaruh kedua faktor tersebut terhadap keputusan pembelian *skincare* halal di kalangan mahasiswa masih terbatas. Penelitian ini bertujuan untuk menganalisis pengaruh *influencer endorsement* dan label halal terhadap keputusan pembelian *skincare* halal di kalangan mahasiswa Muslim Fakultas Ekonomi dan Bisnis Universitas Mulawarman. Pendekatan kuantitatif dengan jenis penelitian asosiatif digunakan, dengan 73 responden yang dipilih melalui *purposive sampling* dan dianalisis menggunakan regresi logistik ordinal melalui SPSS 27.0. Hasil menunjukkan bahwa *influencer endorsement* ($p = 0,002$) dan label halal ($p = 0,001$) berpengaruh positif dan signifikan terhadap keputusan pembelian. Nilai Nagelkerke R Square sebesar 0,507 menunjukkan bahwa 50,7% variasi keputusan pembelian dijelaskan oleh kedua variabel tersebut. Temuan ini menegaskan pentingnya kolaborasi antara strategi pemasaran digital dan nilai-nilai religius dalam meningkatkan keputusan pembelian serta kepercayaan

konsumen terhadap produk *skincare* halal.

This study examines the role of *influencer endorsement* and halal labels in shaping the consumption behavior of Muslim consumers, particularly in skincare products. The growth of social media platforms such as Instagram and TikTok has transformed marketing strategies, while the rising awareness of halal has positioned product halalness as an indicator of quality and safety. However, specific studies analyzing the influence of these two factors on halal skincare purchase decisions among students remain limited. This research aims to analyze the effect of *influencer endorsement* and halal labels on the purchase decisions of halal skincare among Muslim students at the Faculty of Economics and Business, Universitas Mulawarman. A quantitative associative approach was employed, involving 73 respondents selected through purposive sampling and analyzed using ordinal logistic regression with SPSS 27.0. The results show that *influencer endorsement* ($p = 0.002$) and halal labels ($p = 0.001$) have a positive and significant effect on purchase decisions. The Nagelkerke R Square value of 0.507 indicates that 50.7% of the variation in purchase decisions is explained by these two variables. The findings highlight the importance of integrating digital marketing strategies with religious values to enhance purchase decisions and strengthen consumer trust in halal skincare products.

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Introduction

The rapid advancement of digital technology and social media has fundamentally transformed consumption patterns across multiple sectors, including the beauty industry. In Indonesia, the number of internet users continues to grow each year and people are increasingly digitally connected, influencing how they access information and make purchase decisions. The phenomenon of using platforms such as Instagram and TikTok as marketing channels has also grown significantly in recent years (Chen et al., 2024).

In this context, influencer endorsement strategy referring to individuals with social media influence who are trusted by their followers becomes highly relevant. Previous research indicates that influencer credibility, trust, and subjective norms significantly affect purchase intention for halal products such as cosmetics (Joyce, 2024). However, most studies still examine endorsement in a general sense rather than specifically within the context of halal skincare products among university students.

Meanwhile, awareness of halal labeling among Muslim consumers in Indonesia has also grown not only in the food and beverage sector but extending to cosmetics and skincare. Research shows that the presence of a halal label serves as a key indicator of product quality, safety, and cleanliness, and can enhance consumer trust (Maulani et al., 2022). Nevertheless, there is a research gap in simultaneously examining the influence of influencer endorsement and halal

labeling on the purchase decision of halal skincare among a student population.

Based on this background, this research aims to analyze the influence of influencer endorsement and halal labeling on the purchase decision of halal skincare products among Muslim university students. By employing a quantitative approach and data collection through questionnaires, the study is expected to provide empirical contributions to the literature on Muslim consumer behavior in the digital era. The novelty of this research lies in combining two constructs digital marketing (influencer endorsement) and religious values (halal labeling) simultaneously within the student demographic, which remains scarcely investigated.

Practically, the findings of this study are expected to offer recommendations for the halal cosmetics industry in designing more targeted marketing strategies aligned with the preferences and values of modern Muslim consumers, particularly students. Thus, this research not only fills a theoretical gap but also holds strategic relevance for halal marketing practices in the social media era.

Literature Review

The rise of social media platforms such as Instagram and TikTok has transformed how beauty brands influence consumers, shifting from traditional advertising toward interpersonal persuasion mediated by trusted public figures, namely influencers. Influencers are perceived as credible due to para-social closeness with their followers, and this credibility has a direct impact on purchase intention, particularly in beauty and skincare categories. Empirical studies show that influencer credibility, attractiveness, and trust significantly shape consumers' purchase intention for cosmetic products, including halal labeled products, especially among young Muslim audiences. This indicates that endorsement is no longer merely promotion but a mechanism that constructs consumer belief that the product is worth buying (Basalamah et al., 2025).

Recent literature positions influencers not only as promoters of functional benefits in beauty products but also as mediators of religious and ethical consumption norms for Muslim consumers. Studies on Indonesian Muslim Generation Z reveal that religiosity can strengthen the effect of influencer persuasion on purchase intention for halal cosmetics; the higher the level of religiosity, the stronger the response to influencer recommendations. This extends the Theory of Planned Behavior by incorporating attitude toward influencers and religiosity as moderating factors of purchase intention. At the same time, emerging evidence on “de-influencing” on TikTok shows that audiences increasingly demand authenticity and transparency, pressuring influencers to justify recommendations rather than merely endorse products. This suggests that influencer impact is conditional on trust and perceived authenticity (Hidayah & Lestari, 2025).

The halal label operates as a credibility signal associated with safety, cleanliness, and Shariah compliance, and thus becomes a psychological driver in Muslim consumers' purchasing decisions. Prior studies indicate that halal certification and halal labeling enhance perceived safety, trust, and brand integrity, which in turn can stimulate purchase intention and actual purchase decisions in cosmetics and skincare. However, the evidence is not uniform: while some findings report that halal labels significantly influence purchase decisions for halal cosmetics, other studies show that the effect is weak or insignificant once factors such as brand image, skin compatibility, price, or product quality are taken into account. This variation suggests that the halal label functions not only as a religious attribute but also as part of a broader trust and brand reputation mechanism competing with functional attributes (Khairani & Sriminarti, 2025).

The literature on Muslim consumer behavior argues that purchasing decisions are shaped not only by functional, aesthetic, or price-related motives, but also by religious values such as halal status, purity of ingredients, and the perceived moral benefit (maslahah) of consumption. Studies in the cosmetics sector show that Muslim consumers often seek information about halal compliance and religious permissibility before buying and that religiosity and halal awareness strengthen the tendency to select products perceived as both spiritually safe and physically safe. Research further suggests that young Muslim consumers frame halal skincare as part of an ethical lifestyle rather than merely a doctrinal obligation, positioning halal cosmetics as both a consumption choice and a statement of self identity (Amalia, 2019).

Although numerous studies have examined how influencer marketing drives purchase intention, and other studies have analyzed the effect of halal labels on purchase decisions, most of this work treats these variables separately or focuses on fast-food products, halal restaurants, or cosmetics in general. Only a limited number of studies simultaneously investigate the influence of influencer endorsement and halal labeling on halal skincare purchase decisions within a university student population a segment that is highly active on social media, image-conscious, and simultaneously aware of religious compliance. Existing literature often targets the general consumer base or Generation Z broadly, rather than specifically Muslim university students within a defined campus context, meaning that social dynamics (peer pressure, public religious identity, professional aspirations) are not yet fully captured. This gap positions Muslim university students as an underexplored but strategically important research domain (Rokhmah et al., 2025).

Theoretically, integrating influencer endorsement (a proxy for digital social authority) and halal labeling (a proxy for Shariah compliance and perceived quality assurance) enables a purchase decision model that better reflects the realities of modern Muslim consumers. Prior studies also suggest that mediating factors such as brand trust, brand image, and social media engagement can strengthen or weaken the relationship between exposure to influencers/halal labels and final purchase decisions. This opens an opportunity to test a more comprehensive model in the context of halal skincare among university students, including the moderating roles of religiosity and consumer trust. Thus, the present study does not merely replicate prior work but aims to extend it within a more specific context: Muslim university students who are active users of halal skincare products (Ramadhan & Muhmin, 2025).

Methodology

This study applies a quantitative associative research design, aimed at empirically testing the relationships and effects of independent variables on a dependent variable in a real-world context. A quantitative approach is appropriate because this research measures attitudes, perceptions, and behavioral tendencies of consumers using a structured instrument, allowing statistical analysis to generate objective conclusions. The independent variables are influencer endorsement (X1) and halal label (X2), while the dependent variable is the purchase decision for halal skincare (Y). Such a design is widely adopted in studies of Muslim consumer behavior in halal cosmetic markets, where researchers seek to determine whether marketing communication factors (endorsement) and religious compliance factors (halal labeling) significantly influence actual purchase decisions. Similar models have been used in prior halal cosmetic purchase intention studies that test both marketing and religiosity-related drivers quantitatively (Rukmana & Febrianti, 2023).

The target population of this study consists of all Universitas Mulawarman students who are consumers of halal skincare, with a total identified population of 270 individuals. The sample was selected using a non-probability purposive sampling technique, in which respondents are chosen based on specific criteria relevant to the research objective. The criteria include: (1)

active students of the Faculty of Economics and Business, Universitas Mulawarman, intake years 2021–2023, (2) being Muslim, and (3) having used or purchased halal skincare products. The required sample size was determined using the Slovin formula with a 10% margin of error, resulting in 73 respondents. Purposive sampling is commonly applied in halal marketing research because researchers need respondents who have real consumption experience with the halal product category under study so that their responses reflect actual purchase decisions rather than hypothetical attitudes. This purposive targeting of young Muslim consumers is frequently adopted in Indonesian studies on halal cosmetic purchase intention (Afendi et al., 2024).

The data were collected through a structured self-administered questionnaire distributed online via Google Forms to respondents who met the sampling criteria. The questionnaire included statement items measuring: (a) influencer endorsement, covering credibility, personal attractiveness, congruence with the endorsed product, promotional intensity, and familiarity; (b) halal labeling, covering clarity and visibility of the halal mark on the product packaging; and (c) purchase decision, covering need suitability, perceived benefits, accuracy of purchase, and repeat purchase intention. All indicators were measured on a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) to capture respondents' agreement levels quantitatively. Online Likert-type survey instruments are widely used in Muslim consumer behavior studies because they are efficient, standardized, and suitable for multivariate statistical analysis, particularly when studying attitudinal variables and purchase decisions (Retno & Imam, 2020).

Prior to the main analysis, the research instrument underwent validity and reliability testing. Validity testing was conducted to ensure that each item accurately measured its intended construct; an item is considered valid if its correlation with the total score is statistically significant. Reliability testing was performed using Cronbach's Alpha, where an Alpha value greater than 0.70 indicates acceptable internal consistency. This approach aligns with standard practice in marketing and consumer behavior research, in which a reliable instrument is required so that subsequent regression analysis can be interpreted meaningfully. The use of Likert-based questionnaires and Cronbach's Alpha reliability assessment is widely applied in studies of halal cosmetic purchase intention and Muslim consumer trust in halal claims (Choirunnisa & Firmansyah, 2021).

The data were analyzed using ordinal logistic regression. This technique was selected because the dependent variable purchase decision for halal skincare is represented as ordered categories (ordinal), such as levels of willingness or likelihood to buy. Ordinal logistic regression enables the assessment of the significance and direction of each independent variable (influencer endorsement and halal label) on the probability of moving to a higher purchase decision category. The model evaluation included: (1) testing the overall model fit using the 2 Log Likelihood statistic; (2) assessing goodness of fit to ensure the model adequately represents the empirical data; (3) examining pseudo R^2 measures such as Nagelkerke R Square to determine explanatory power; and (4) applying the Wald test to assess the partial significance of each predictor. This analytical strategy is common in consumer purchase behavior research when the outcome is ordinal and the objective is to identify the relative contribution of each predictor in explaining halal product purchasing decisions (Soliman et al., 2025).

Results and Discussion

Respondent Characteristics

This study involved 73 respondents, all of whom were Muslim students from the Faculty of Economics and Business at Universitas Mulawarman who have purchased or used halal skincare products. By study program, most respondents came from Islamic Economics (39.7%) and Development Economics (38.4%), followed by Management (16.4%) and Accounting (5.5%). By cohort, most respondents were from the 2022 intake (65.8%), followed by 2021 (20.5%) and 2023 (13.7%). Methodologically, limiting the sample to Muslim students with actual purchase/usage experience of halal skincare

ensures that the data reflect real purchasing decisions rather than hypothetical attitudes. This is consistent with purposive sampling practices in Muslim consumer behavior studies in Indonesia, which prioritize respondents who are already active halal cosmetic consumers (Aisya et al., 2022).

Table 1. Respondent Characteristics (Study Program and Cohort Year)

No	Study Program	Respondents	Percentage
1	Islamic Economics	29	39,7%
2	Development Economics	28	38,4%
3	Management	12	16,4%
4	Accounting	4	5,5%
Total		73	100%

Source: Primary data processed by the researcher (SPSS 27.0), 2025

Table 2. Cohort list

No	Cohort	Respondents	Percentage
1	2021	15	20,5%
2	2022	48	65,8%
3	2023	10	13,7%
Total		73	100%

Source: Primary data processed by the researcher (SPSS 27.0), 2025

Descriptive Analysis of Research Variables

The questionnaire results reveal a strong positive tendency toward both independent variables. For the Influencer Endorsement variable (X1), most respondents agreed or strongly agreed that influencers affect their willingness to buy, especially when the influencer is perceived as knowledgeable in skincare, lives a healthy and natural lifestyle, reflects Islamic values, and actively promotes halal skincare. For instance, 43.8% “strongly agreed” that they are more interested in buying halal skincare when it is promoted by an influencer with a healthy and natural lifestyle, and 39.7% “strongly agreed” that influencer promotions on social media shape their purchase interest. This aligns with existing literature, which finds that influencer credibility and perceived parasocial closeness drive purchase intention for halal cosmetics among young Muslim consumers because influencers are seen not only as marketers but also as lifestyle role models aligned with health and faith values (Al Gadri et al., 2025).

For the Halal Label variable (X2), the level of agreement was even stronger. A total of 53.4% “strongly agreed” that they always check for a halal symbol on the packaging before making a purchase; 61.6% “strongly agreed” that the halal logo on the skincare packaging reassures them of the product’s safety; and 58.9% “strongly agreed” that the presence of the word “Halal” helps them identify acceptable products prior to purchase. This indicates that the halal label functions as a trust signal that affirms safety, cleanliness, and Shariah compliance in skincare products. Prior studies similarly report that halal labeling enhances perceived safety and confidence, ultimately driving purchasing decisions for halal cosmetics, particularly among Muslim students and Gen Z consumers (Najmudin et al., 2023).

For the Purchase Decision variable (Y), “strongly agree” was also dominant. A total of 56.2% “strongly agreed” that they buy halal skincare because it fits their skin needs; 49.3% “strongly agreed” they would repurchase due to satisfaction; and 43.8% agreed they would recommend halal skincare products to others. This indicates that students’ preferences are not purely normative (“I buy it because it’s halal”) but also utilitarian: the product must suit their skin, provide visible benefits, and deliver quality that matches the price. Muslim consumer behavior literature confirms that halal cosmetic purchasing decisions are shaped by a blend of religious compliance, functional quality, ingredient

safety, and usage satisfaction (Nuryakin et al., 2024).

Instrument Testing: Validity and Reliability

The instrument was tested using item–total Pearson correlation (validity test) and Cronbach’s Alpha (reliability test). The validity test showed that all items of Influencer Endorsement (X1), Halal Label (X2), and Purchase Decision (Y) had item–total correlations higher than the *r* table value (0.194) and were statistically significant at $p < 0.05$. This indicates that each questionnaire item accurately measures its intended construct. Furthermore, Cronbach’s Alpha values were $X1 = 0.880$, $X2 = 0.934$, and $Y = 0.930$ (> 0.70), indicating excellent internal consistency. The use of item–total correlation for validity and Cronbach’s Alpha thresholds above 0.70 is standard in halal marketing and Muslim consumer behavior studies to ensure that Likert-scale survey data are reliable and stable before applying advanced analyses such as logistic regression (Ayuniyyah et al., 2016).

Table 3. Summary of Validity and Reliability Tests

No	Variable	Test Result	Interpretation
1	X1 (Influencer Endorsement)	r-count > 0.194 ; $p < 0.05$; Cronbach’s Alpha = 0.880	Valid and Reliable
2	X2 (Halal Label)	r-count > 0.194 ; $p < 0.05$; Cronbach’s Alpha = 0.934	Valid and Reliable
3	Y (Purchase Decision)	r-count > 0.194 ; $p < 0.05$; Cronbach’s Alpha = 0.930	Valid and Reliable

Source: Primary data processed by the researcher (SPSS 27.0), 2025

Ordinal Logistic Regression Analysis

Ordinal logistic regression was applied because the dependent variable (purchase decision) is expressed in ordered categories. The Overall Model Fit test showed a significant drop in 2 Log Likelihood from the “Intercept Only” model to the “Final” model, with $p < 0.001$. This indicates that including Influencer Endorsement (X1) and Halal Label (X2) significantly improves the model’s explanatory power compared to an intercept-only specification. The Goodness of Fit results (Pearson chi-square = 0.570; Deviance chi-square = 0.926; both > 0.05) indicate that the model adequately fits the empirical data. Additionally, the Nagelkerke R Square value of 0.507 suggests that approximately 50.7% of the variance in purchase decision is explained by X1 and X2 together, while the remaining 49.3% can be attributed to other factors such as product quality, price, brand image, and social recommendation, which prior studies also identify as key determinants in halal cosmetic purchasing (Musaidah et al., 2024).

The Wald test showed that both independent variables are individually significant predictors. Influencer Endorsement (X1) had a significance value of 0.002 ($p < 0.05$), and Halal Label (X2) had a significance value of 0.001 ($p < 0.05$). This implies that higher respondent agreement with influencer credibility, attractiveness, character fit, promotional intensity, and familiarity as well as stronger perceptions that the halal label is clear, official, and visible on the packaging increases the likelihood of being in a higher purchase decision category. This pattern is consistent with empirical findings that the social authority of influencers and the assurance provided by halal labeling operate as complementary signals that drive halal cosmetic purchase decisions among young Muslim consumers (Bhutto et al., 2024).

Table 4. Summary of Ordinal Logistic Regression Results and Wald Test

No	Statistical Test	Result	Interpretation
1	Overall Model Fit	-2LL decreased significantly; $p < 0.001$	The inclusion of independent variables improves model

2	Goodness of Fit	Pearson $\chi^2 = 0.570 (> 0.05)$; Deviance $\chi^2 = 0.926 (> 0.05)$	fit Model fits the observed data (fit accepted)
3	Nagelkerke R Square	0.507	Independent variables explain 50.7% of the variance in purchase decision
4	Wald Test (X1 - Influencer Endorsement)	p = 0.002	Positive and significant effect
5	Wald Test (X2 - Halal Label)	p = 0.001	Positive and significant effect

Source: Primary data processed by the researcher (SPSS 27.0), 2025

Discussion

First, the findings confirm that Influencer Endorsement has a positive and significant effect on halal skincare purchase decisions among FEB Universitas Mulawarman students. Practically, this means students are more inclined to buy when they trust the influencer promoting the product, perceive the influencer's lifestyle as aligned with Islamic values, and feel a sense of personal closeness to that figure. This aligns with studies on Indonesian Muslim Gen Z consumers, which show that influencer credibility and attitude toward the influencer increase purchase intention for halal cosmetics, even when religiosity is added into an extended Theory of Planned Behavior model (Tazlia et al., 2023).

Second, the Halal Label was also found to have a positive and significant effect on purchase decisions. Most respondents "strongly agreed" that the halal logo and the word "Halal" on packaging increase their sense of safety and drive both purchasing and repurchasing. This supports the view that halal labels function as trust signals that combine Shariah compliance and perceived product safety/cleanliness. These findings are consistent with studies indicating that halal labels increase consumer confidence and ultimately drive halal cosmetic purchasing decisions. However, the literature also notes that in certain contexts, factors such as product quality, skin compatibility, and brand image can outweigh the halal label itself, meaning that the halal label effect is not always dominant (Yudha & Haryono, 2024).

Third, the Nagelkerke R Square value of 0.507 shows that the combination of Influencer Endorsement and Halal Label explains roughly half of the observed variance in purchase decisions. Theoretically, this indicates that halal skincare purchasing decisions among Muslim FEB students at Universitas Mulawarman are shaped by the synergy between digital social authority (influencers) and Shariah legitimacy (halal labeling). Practically, this means that effective halal skincare marketing cannot rely solely on "halal" claims; it must also be communicated by trusted, relatable, and perceived-as-authentic figures. This aligns with emerging evidence that consumers increasingly demand transparent and credible promotion, including the rise of TikTok "de-influencing," where audiences scrutinize endorsements and challenge inauthentic promotion. Thus, pairing influencer credibility with clear halal labeling forms a strategic combination for winning purchase decisions among young Muslim consumers (Nurcahyono, 2023).

Conclusion

Based on the analysis and discussion results, this study concludes that influencer endorsement and halal labeling both have a positive and significant influence on the purchase decisions of halal skincare products among students of the Faculty of Economics and Business, Universitas Mulawarman. The higher the students' perceptions of influencer credibility, attractiveness, character congruence, promotional intensity, and familiarity, the greater their likelihood of

purchasing halal skincare products. Furthermore, perceptions of the clarity and presence of halal labels whether in image, text, or a combination on product packaging reinforce consumer confidence and purchase decisions. These findings highlight the synergy between digital social authority and Shariah product legitimacy in shaping modern Muslim consumer behavior.

Based on the findings, several recommendations are proposed. First, for the general public particularly Muslim consumers it is recommended to enhance their understanding and awareness of the importance of halal labeling and to adopt a more critical approach when evaluating influencer endorsements, so they can choose halal skincare products that align with both their needs and Islamic values. Second, for halal skincare business actors, it is advisable to collaborate with credible influencers who possess good reputations and embody Islamic values in their lifestyle, while strengthening halal label visibility and communication through packaging and social media to build consumer trust.

Third, for halal certification bodies and government institutions, it is recommended to expand public education on the importance of halal labeling, not only for food products but also for non-food categories such as skincare, to reach younger consumers and social media users more effectively. Additionally, for future researchers, this study can serve as a reference to extend similar investigations by incorporating additional variables such as brand image, product quality, or religiosity, as well as by broadening the research objects and populations to achieve a more comprehensive understanding.

Author's Contribution

Gladis Indasa : Creating and designing analyses; Collecting data; Contributing data or analysis tools.

Abiyajid Bustami : Perform analysis; Writing paper.

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Declaration of Competing Interest

I hereby declare that I have no conflicts of interest that could influence the results, interpretation, or preparation of this research article. The entire research process, data analysis, and manuscript writing were conducted independently without any financial, commercial, or personal relationships with any parties or institutions that could potentially bias the content of this research.

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