

# Structural Equation Modeling on Women's Perceptions of Halal Cosmetics Based on The Development of TPB Framework Using Religiosity, Social Influence, Knowledge, and Brand Value

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## Abstract

Nowadays cosmetics play an important role for women to maintain their beauty. The statistics show that in 2018, there was an increase of 5.5 % in the cosmetics market globally compared to the previous year whereas the skincare product accounted for about 39% of the worldwide market. In Indonesia, it shows quite the same condition and it also shows that the trend of halal cosmetics has a quite big demand with which 58.3% of Indonesian women choose halal cosmetics. This study was continuous research from the previous one conducted by the authors in 2018 to find out whether there was an influence of religiosity on Indonesian Muslim women intentions and behavior in buying Korean cosmetics based on Halal issues. Based on previous research and other similar research, the researchers developed The Theory of Planned Behavioral (TPB) as the model with some additional variables including religiosity, social influence, knowledge, and brand value. In continuation, this paper determined whether women regardless of these variables are interested in halal cosmetics that showed through intention variable in TPB. The model with 7 proposed hypotheses was analyzed by using the Structural Equation Modeling (SEM) method and SmartPLS as a tool. The results based on the 600 women of college students (muslim and non-muslim) in Java showed that 6 hypotheses have significant influence toward the intention to use halal cosmetics.

**Keywords:** SEM; Halal; Cosmetics; TPB; Religiosity; Social Influence; Knowledge; Brand Value

## 1. Introduction

Beauty care for a woman is something that is commonly done by every woman. As stated in a study women's beauty care is an effort made by women to maintain or care for themselves to stay clean and beautiful, look perfect, and can also improve or complement their shortcomings so that a process arises in themselves to become better in terms of caring and maintaining beauty and female perfection. Beauty is something that cannot be separated from women because every woman is born beautiful [1]. One way to have beauty with bright and shining skin for women is to use cosmetics. Several factors that women consider when purchasing cosmetics have been identified through a survey conducted by the Sigma Research Indonesia in 2017 [2].

Based on the Sigma Research survey, one of the factors that Indonesian women consider in buying cosmetics is the halal factor, which is 58.3%. This means that there are approximately 699 respondents who are interested in halal cosmetics. The halal factor of a product is a mandatory requirement for Muslim consumers. This is made clear in Surah Al Baqarah: 168 [3], which means "O all human beings, eat what is lawful and good from what is on earth, and do not follow the steps of Satan, because, in fact, Satan is a real enemy for you". In Indonesia, many *halal* cosmetic products have been certified by the MUI and the public has started to feel the benefits of *halal* products. This is known through a survey conducted by the beauty brand Marina [4]. Marina conducted research involving 1.188 Indonesian women aged 15 to 35 years. The research results showed that 97% of respondents admitted that beauty products that have MUI halal certification and BPOM numbers are important to ensure safety. From this research, it is also known that four out of five women think that halal beauty products must contain natural ingredients.

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Based on the explanation above, the researcher wants to determine how much interest Indonesian women have in halal cosmetics. This study is a continuation of previous research that discusses various factors that can affect a Muslim woman related to the purchase and use of Korean cosmetics with a sample of active students aged 17-25 years at six Universitas Islam Negeri (UIN) in Indonesia. The results of the study indicate that the factors that influence a Muslim woman in using Korean cosmetics are Intention towards Behavior, Perceived Behavioral Control (PBC) on Behavior, Socio-Economic Status towards Behavior, Hedonism towards Behavior, Attitude towards Intentions, Subjective Norms towards Intention, PBC towards Intention, Hedonism towards Intention, Religiosity towards Hedonism, Socio-Economic Status towards Hedonism, Age towards Hedonism, and Attitude towards Intention. In addition, it also shows that there is an influence of Religiosity which indirectly makes Muslim cosmetic users want halal cosmetic products [5].

This study was conducted to determine whether there is an influence of Attitude in which there are a Religiosity factor and PBC variables, which were also used in previous studies, on active students aged 17-25 years at public universities, which is not a campus with a certain religious background such as Universitas Islam Negeri (UIN) or Christian-based universities and so on, regarding halal cosmetics. Public universities were chosen because they have a diversity of cultures and religions so they are expected to represent the opinions of Indonesian people who are so diverse about the need for halal cosmetics. There were many researchers on the influence of attitude in any kind of field [6], [7], [8], [9], [10], and [11]. Other factors that will be used besides attitude, religiosity, and PBC are knowledge and subjective norms. These two factors refer to previous research [12]. This research uses religiosity and attitude factors, with research referring to the Theory of Reasoned Action (TRA) framework. This research aims to determine the attitudes of Muslim teenagers in the South Jakarta area towards halal cosmetics. SEM analysis for the research framework and validated via SmartPLS. The results of this research show that all the factors analyzed have a significant relationship to halal cosmetics intention.

This research will also use other factors, namely perceived value and brand value. This factor refers to one of the research results [13], in which this research tested perceived value in the use of anti-oxidant cosmetics with modifications to the TPB framework. This factor also tests the brand value factor. The results of this research are that brand value has a significant influence on perceived value. The tools used are SPSS with Factor Analysis. This research will also use social influence factors, which refer to one of the research results [14]. The research results obtained are that social influence factors do not have a significant influence on intention factors. Factor testing was carried out using the SEM method with Smart PLS. Based on the explanation above, the researcher wants to know how much Indonesian women are interested in halal cosmetics. The women here are not only Muslim women but also non-Muslim women who are targeted as active students.

## 2. Literature Review

### 2.1. Cosmetics

Cosmetics is a material that is used on areas or parts of the face to cover up flaws in the skin, so the face will look more attractive or charming and women will have more confidence in themselves [15]. According to the Food and Drug Administration (FDA), it explains that cosmetics are products used by humans to clean, beautify, promote attractiveness, or change appearance without affecting body structure or function [16]. The use of cosmetics must be adjusted to the rules of use, for example, according to skin type, skin color, climate, weather, time of use, age, and amount of use so as not to cause unwanted effects[17].

Currently, cosmetics are not only used for aesthetics but also play a role in healing and skin care. One type of cosmetic that is widely used by people, especially women, is facial whitening products. However, as a society, we must be careful and observant of the ingredients contained in these cosmetic products. This is because many manufacturers are not responsible for hazardous materials used for cosmetic products such as metal mercury (Hg), where the long-term effects of using these materials are causing damage to organs and are toxic [18].

Because of that, the Food and Drug Supervisory Agency (BPOM) has banned several ingredients in cosmetic products, including mercury, hydroquinone, retinoic acid, K.3 red dye (CI 15585), red K.10 (Rhodamine B), orange K.I.

(CL12075). The effects of these hazardous materials are irritation, allergies, physical blockage in the pores, local or systemic poisoning, and even affect the tissue system and other important organs [19].

## 2.2. Halal Products

*Halal* comes from Arabic, which means justified or permitted. Meanwhile, the definition of *halal* is something that is allowed in Islamic law to be done, used, or cultivated and free from harmful things by paying attention to how to obtain it, which is not prohibited *muamalah* [20]. In the book Encyclopedia of Indonesian Islam, it is stated that the meaning of *halal* is something that is not prohibited, can be done, or can be used. *Halal* can be known when there is an argument in the Qur'an which explicitly states its *halal* and there is no argument that forbids or forbids it. Whereas *thayyib* means good, and delicious in the sense that the food is not dirty in terms of substance or expired or mixed with unclean objects [21].

*Halal* products are foods, medicines, cosmetics and other products that do not contain haram elements in the manufacturing process, whether involving raw materials, additional materials or other auxiliary materials, including production materials processed through genetic engineering and irradiation, which is processed according to Islamic law and provides more benefits than bad effect (*mudharat*) [22]. Products that meet the *halal* requirements according to Islamic law are products that do not contain pork or products derived from pork, and do not use alcohol as an ingredient that is intentionally added [23].

According to the Journal of Cosmetic Products [24], the *halal* label aims to indicate a product made from ingredients that do not contain haram elements. Goods that are suspected of containing haram elements could have ingredients from animal parts that are categorized as unclean including elastin, placenta extract, and collagen. In Indonesia, the *halal* label on cosmetics is issued by the Indonesian Ulema Council (MUI) through the MUI Institute for the Assessment of Food, Drugs and Cosmetics (LPPOMUI). *Halal* standards are assessed from cleanliness and quality control, raw materials, semi-finished goods, and all equipment used must comply with Sharia law and meet the requirements.

If a product has a *halal* label on it then it can be said that the process and content of the product have passed inspection and is free from haram elements which are prohibited by Islam and can be consumed safely by Muslim consumers. With these *halal* labels on a product can generate consumer interest in buying the product in the future [25]. In Indonesia, to provide a belief to consumers that the products they consume are *halal* by attaching a *halal* certificate from the MUI. However, in Indonesia alone, only 41 cosmetic brands have *halal* certificates from the Institute for the Assessment of Food, Drugs, and Cosmetics of the Indonesian Ulema Council (LPPOM MUI). This is very unfortunate because it is seen that Indonesia is a country with a majority Muslim population [26].

Muslim customers are extremely averse to anything *halal* that has to do with animals or the products that come from them. Global Muslim population growth and increased purchasing power, along with the group's recent modernization, are contributing to the growing trend of *halal* living and Islamic or international trade. In Islam, Syariah, or the law directed by God, will become an increasingly prevalent way of life. A *halal* lifestyle is becoming the norm for the 1.6 billion Muslims worldwide. A global market must adapt to each country's unique needs, preferences, and market orientation in addition to its trade and economic values. Despite the slow expansion of the global economy, there is a great chance to promote the development of the *halal* market in the following industries: travel, tourist, and recreation; food and beverage; finance; media and communication; fashion and apparel; and medicines and cosmetics [27].

## 2.3. Theory of Planned Behavior (TPB)

The theory of Planned Behavior (TPB) is a development of the Theory of Reasoned Action (TRA) [28]. TPB stated that in addition to Subjective Attitudes and Norms, a person also considers Perceived Behavior Control, that is their ability to perform these actions. TRA theory was developed to examine the relationship between Attitudes and Behavior [29]. The Theory of Planned Behavior (TPB) model explains that a person's behavior intention is influenced by three factors. These factors include attitudes, subjective norms, and perceived behavior control. In the TRA theory, the intention to do or not do certain behaviors is influenced by two basic determinants, the first is related to attitude (attitude towards behavior) and the second is related to social influence, which is subjective norms. Apart from the two variables

in TRA, other factors also influence intention apart from subjective attitudes and norms, that as PBC (perceived behavior control) [30].

Many researchers have used the TPB theory, and one of them [31] has shown that the authors advance the current understanding of TPB from the perspective of behavioral intention toward non-halal meat. According to Ajzen in one of the research studies [32], TPB is a model that is user-friendly and open to modification where the basic paths and variables can be rearranged and expanded to meet research needs. This construct is added in the TPB to control individual behavior which is limited by the minimum and the limitations of the lack of resources used to carry out the behavior.

Based on the results of research [33] and [34] provide suggestions for adding the religiosity variable as a variable that influences product consumption desires/intentions *halal*. In this research, the TPB will be developed by adding new variables that refer to research conducted by previous researchers and also refer to other similar research. The following are the variables used in this research.

### 2.3.1 Attitude

Attitude is the number of affections (feelings) that a person feels to accept or reject an object or behavior and is measured by a procedure that places the individual on a two-pole evaluative scale, for example, good or bad, agree or reject, and others [30]. Meanwhile, according to one of the researchers [35], attitude toward behavior is defined as a thorough assessment of one's behavior. Attitudes toward behavior are determined by strong beliefs about one's behavior, which are called behavioral beliefs.

### 2.3.2 Subjective Norms

Subjective norms are one's perceptions or views of other people's beliefs that will influence the interest in doing or not doing a behavior or colleagues approve certain behaviors and motivate the individual to follow them. Subjective norms are determined by the existence of normative beliefs and the desire to follow (motivation to comply) [30]. This variable has many used by researchers for any kind of field of research [36], [37], and [38].

### 2.3.3 Perceived Behavior Control

Perceived behavior control leads to the perception of whether it is easy or not to carry out the behavior and is assumed to reflect past experiences such as obstacles that are anticipated [30]. This perceived behavioral control reflects the experience and anticipates existing obstacles, such as the more attractive attitudes and subjective norms towards the behavior, the greater the intention to carry out the intended behavior, and the greater the perceived behavioral control.

Perceived behavior control (PBC) is a function of control beliefs in which beliefs about the existence of factors that make doing an activity easier or more difficult, and ideas about the strengths or factors of these factors [30]. According to one research study [39], PBC is a person's belief about whether there are factors that support or inhibit behavior.

### 2.3.4 Religiosity

Religiosity is defined as a commitment to follow the principles and beliefs set by God. Religion is one of the background factors highlighted which influences a person's subjective attitudes and norms [40]. Religiosity is part of the TPB whose scaled factor score is moved and derived from the items used in measuring the Religiosity dimension. The score obtained will be used to create a SEM model and test the hypothesized model [30].

### 2.3.5 Knowledge

Customer knowledge is understood as a collection of information regarding products and services owned by individuals (customers). The greater an individual's knowledge of a product, the greater the opportunity to consider the product from a wider variety of aspects and be able to identify significant differences between existing brands [41]. Individual knowledge is one of the factors that will influence an individual's attitude apart from their religiosity based on the religious teachings they adhere to [42].

### 2.3.6 Social Influence

The process through which the presence or actions of others alter a person's attitudes, beliefs, or conduct is known as social influence. Conformity, compliance and obedience, minority influence, and compliance are the four domains of

social influence [43]. Persuasion and attitude modification, compliance and conformity, group action, and social change are only a few of the many subjects covered by social influence research [44]. Social Influence is social influence on a person's views on the importance of the opinions of people they trust on something[45].

### 2.3.7 Perceived Value

Customers' perceived value of a product is its value in their eyes [46]. In addition to getting the same products for less money, customers often like waiting for sales. Value can be defined as follows: value is what the customer gets for the money they spend, value is what they get for the services they render, value is a low price, and value is anything the client wants in a product [47].

### 2.3.8 Brand Value

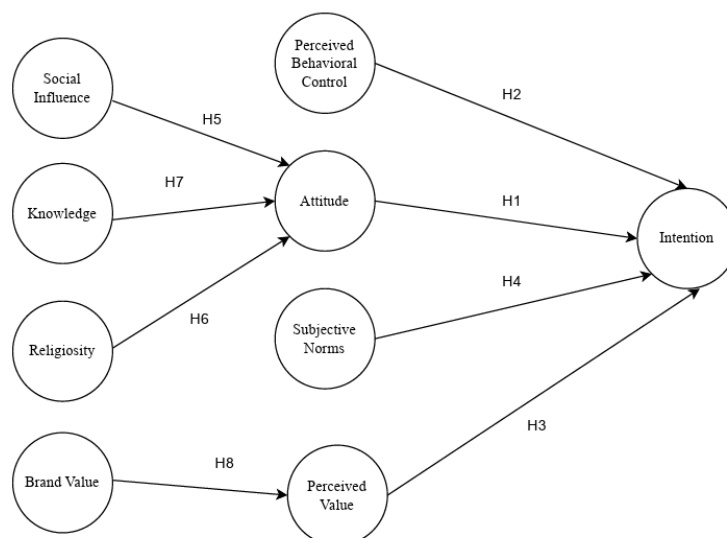
Firm value is derived from brand value, and it is crucial for businesses to leave a favorable impression on investors [48]. For emerging market businesses to obtain a competitive edge, brand value is essential. In the developing Turkish market, by continuously making investments in top brands, investors can outperform the market over time in terms of risk-adjusted returns [49]. Companies possessing a greater brand value also yield a higher firm value and stock return [50]. Businesses seek a strong brand value to make a better impression on potential investors and to expand their pool of available capital. With a higher brand value, a company can boost consumer loyalty, outperform competitors, weather a future economic downturn, be less vulnerable to volatility, and ultimately grow its profit margin. It also helps to minimize transaction costs, price elasticity, and marketing expenses by promoting products through word-of-mouth advertising [51].

### 2.3.9 Intention

In a study [52], it was stated that Fishbein and Ajzen's behavioral intention idea is the source of intention to utilize. Fishbein and Ajzen claimed that the intention behind performing a particular conduct can predict that behavior in their theory of reasoned action (TRA). The TRA model explains the relationship between intentions and behavior that is completely within the individual's control (volitional behavior) so that the basic assumption of TRA is that each individual is conscious in deciding to carry out or not carry out a behavior if the individual wishes. In the marketing field, TRA is applied to explain that consumer's purchase behavior is determined by their intentions to make a purchase, as well as subjective attitudes and norms that influence behavioral intention [53].

## 2.4. Research Model and Hypotheses

Based on similar research and variables that have been previously defined, the researcher compiled the research model proposed in this research and the hypotheses that were formed. The proposed research model can be seen in Figure 1.



**Figure 1.** The proposed research models

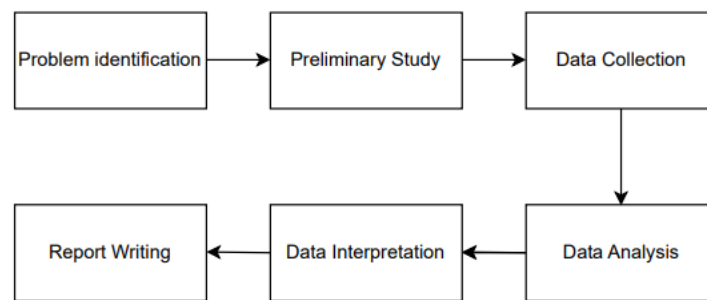


Referring to the proposed research model, the eight hypotheses used in this study are as follows:

- H<sub>1</sub>** : *Attitude* has a positive impact on *Intention*
- H<sub>2</sub>** : *Perceived Behavioral Control (PBC)* has a positive impact on *Intention*
- H<sub>3</sub>** : *Perceived Value* has a positive impact on *Intention*
- H<sub>4</sub>** : *Perceived Subjective Norms* Have a Positive Impact on *Intention*
- H<sub>5</sub>** : *Social Influence* has a positive impact on *Attitude*
- H<sub>6</sub>** : *Religiosity* has a positive impact on *Attitude*
- H<sub>7</sub>** : *Knowledge* has a positive impact on *Attitude*
- H<sub>8</sub>** : *Brand Value* has a positive impact on *Perceived Value*

### 3. Method

This study was formed based on a model from the Theory of Planned Behavior (TPB) to investigate Indonesian women's perceptions of *halal* cosmetics and their intention to use *halal* cosmetic products. Figure 2 uses six phases that were taken from a researcher [54] to demonstrate the research methodology.



**Figure 2:** Research Procedure

To perform a literature evaluation, researchers searched for analyses of related studies on women's interest in utilizing *halal* cosmetics. At this point, the researcher conducted a review to gather theoretical support by looking at several theories and studies that were pertinent to the earlier researchers' study that had been investigated. The outcomes of their search for related studies aid in the selection of the model that will be applied in this study. The fundamental model is based on the Theory of Planned Behavior and incorporates factors from some researchers [5], [12], [14] and [13].

This study makes use of nine variables, two categories of which are independent and dependent variables. The dependent variable is the intention, while the independent factors are social influence, knowledge, religiosity, brand value, perceived behavioral control, attitude, and subjective norms. Researchers used a five-point Likert scale, ranging from level 1 (strongly disagree) to level 5 (strongly agree), to design a questionnaire to gather data from respondents.

Utilizing previously developed questionnaires, researchers gathered data. A Google Form was utilized by the researchers to create the questionnaire, and the link to it was shared on social media. Researchers used two types of statistical analysis: an inner model called the structural model and an outside model called the measurement model. Researchers processed the acquired data using SmartPLS version 3.2.9 tools to produce this analysis.

The researcher evaluated the analysis's findings after examining the data. Scholars employ a comparative study of numerous literature studies to elucidate the outcomes of quantitative statistical model analysis. By contrasting the findings of the statistical analysis of the data with the interpretation using a confirmation matrix, confirmation interpretation was performed. The creation of a research report represents the last phase of this study. It provides an explanation of the study's findings and conclusions as well as recommendations for more research.

## 4. Results and Discussion

The study for this section will be broken down into 4 sections: results of demographic data, the outer model analysis, the inner model analysis and the interpretation as discussion.

### 4.1. Demographic Data

The characteristics of the respondents like university, age, religion, and semester, were displayed in Table 1. A total of 600 women were sampled for this investigation. The age range of the responders was 16–23 years old, with 20 years old being the most common age group. Most respondents were from semester 9, but respondents were from a variety of Indonesian universities in semesters three through eleven.

**Table 1.** Demographic Data

No.	Characteristics	Item	Percentage
1	University	Muhammadiyah Palembang University	15.5%
		UIN Syarif Hidayatullah Jakarta	7.67%
		Gajah Mada University	6.17%
		Sultan Ageng Tirtayasa University	5.67%
		University of Indonesia	5.3%
		Pancasila University	5.17%
		Brawijaya University	2.67%
		Sebelas Maret State University	2.67%
		Padjajaran University	2.35%
		Others	46.83%
2	Age	16 years old	0.3%
		17 years old	0.6%
		18 years old	9.14%
		19 years old	20%
		20 years old	29.14%
		21 years old	21.43%
		22 years old	16.29%
		23 years old	3.1%
3	Religion	Islam	95.7%
		Christian Protestant	3.7%
		Catholic	0.6%
4	Semester	3	11.34%
		5	28.33%
		7	21.5%
		9	33.83%
		11	5%

The majority of those surveyed use halal cosmetics. If the data is broken down by university, it is known that Pancasila University, Padjajaran University, Sultan Ageng Tirtayasa University, and Sebelas Maret State University have the highest percentage of students using halal cosmetics when compared to other universities. Despite being designated as Islamic campuses, UIN Syarif Hidayatullah Jakarta and Muhammadiyah Palembang University nevertheless have certain students who do not use halal cosmetics. This demonstrates that the name of an Islamic college connected to the halal mark has no bearing on halal cosmetic items. In Table 2, this is displayed.

**Table 2.** The proportion of *Halal* Cosmetics Users per University

University	Halal Cosmetics Users	Not a User of Halal Cosmetics
Total	94.17%	5.83%
Padjajaran University	100%	0%
Sebelas Maret State University	100%	0%
Brawijaya University	100%	0%
Pancasila University	83.38%	16.62%

University of Indonesia	83.78%	16.22%
Sultan Ageng Tirtayasa University	87.5%	12.5%
Gajah Mada University	95.7%	4.3%
Syarif Hidayatullah State Islamic University	93.48%	6.52%
Muhammadiyah Palembang University	100%	0%
Others	94.67%	5.33%

### 4.2. The Outer Model Analysis

The four tests that make up the Outer Model test are discriminant validity, average volume extracted, internal consistency, and individual item dependability. The purpose of this step is to ascertain how variables and their indicators relate to one another [55]. Overall, based on the findings of the measurement model analysis that was done, each test stage has satisfied all of the requirements. Overall, based on the findings of the measurement model analysis that was done, each test stage has satisfied all of the requirements. With an outer loading value above 0.6, a CR value above 0.7, an AVE value above 0.5, and results from the discriminant validity test that align with the regulations, it can be said that the developed model satisfies the requirements to move on to the model structure testing phase. Figure 3. and Table 3 display the test results.

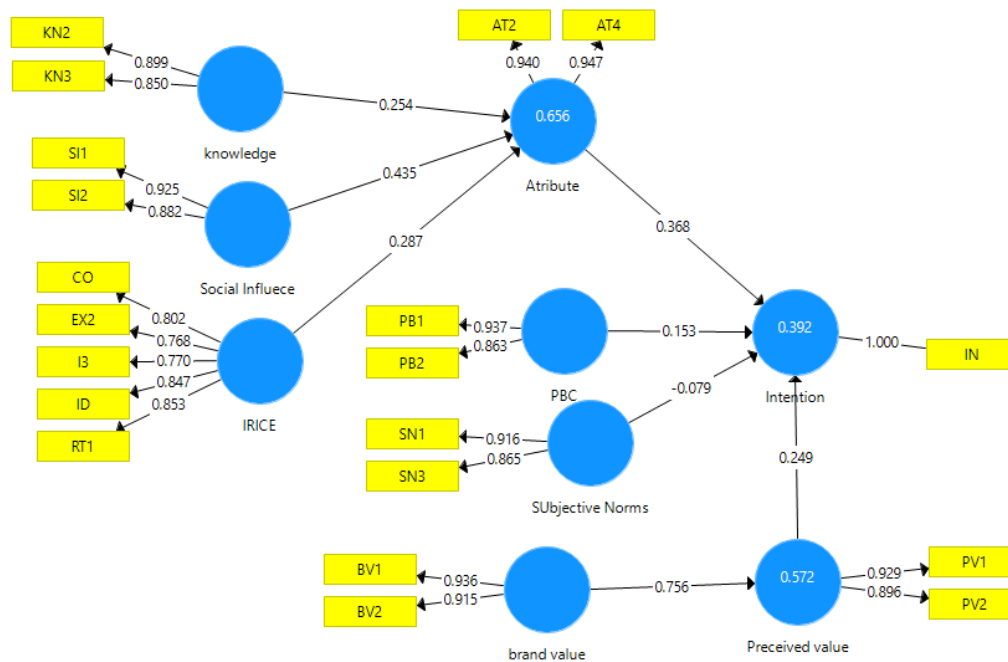


Figure 3: SEM Model of Intention to Use Halal Cosmetics

Table 3. Outer Model Result Analysis

Variable	Indicator	Outer Loadings	Composite Reliability	AVE
AT	AT2	0.940	0.941	0.889
	AT4	0.947		
BV	BV1	0.936	0.923	0.857
	BV2	0.915		
R	CO	0.802	0.904	0.654
	EX2	0.768		
	I3	0.770		
	RT1	0.847		
IN	IN	0.899	1.000	1.000
KN	KN2	0.850	0.867	0.765
	KN3	0.937		



PB	PB1	0.863	0.896	0.812
	PB2	0.929		
PV	PV1	0.896	0.909	0.833
	PV2	0.853		
SI	SI1	0.925	0.899	0.817
	SI2	0.882		
SN	SN1	0.916	0.885	0.794
	SN3	0.865		

### 4.3. The Inner Model Analysis

Moreover, the SEM approach is used for hypothesis testing. Examining the regression coefficients from each direction that connects the variables will be the last step that is done. Examine the p-value column to determine the significance of the resulting regression coefficient. The regression coefficient that results from the link between one variable and other variables is significant if the p-value is less than 0.05, and vice versa. Following the model specification, the model is estimated using WLMV (Weighted Least Squares Mean and Variance). This involves eliminating variables that do not exhibit a significant effect, along their influence path, one at a time, until a fit model with  $X^2 = 58,803$ ,  $df = 31$ , p-value 0.0019, and an RMSEA of 0.031 (90% CI =) is obtained. According to preset criteria, the model fits quite well, as evidenced by the RMSEA value in this case [55]. Table 4 displays a fit SEM model that looks like this.

**Table 4.** Hypothesis Test Results

	Estimate	T Values	P Values
<b>Intention ON</b>			
Attitude	0.368	5.053	0.000
Perceived Behavioral Control	0.153	2.523	0.012
Perceived value	0.249	4.749	0.000
Subjective Norms	-0.079	1.429	0.154
<b>Attitude ON</b>			
Religiosity	0.287	8.316	0.000
Social Influence	0.435	13.712	0.000
Knowledge	0.254	7.296	0.000
<b>Perceived Value</b>			
Brand Value	0.756	28.749	0.000

Seven hypotheses have a substantial impact on halal cosmetic products, according to the results of hypothesis testing. Perceived Behavioural Control (PBC), Perceived Value for Intention and Social Influence, Knowledge, Religiosity for Attitude, and Brand Value for Perceived Value are the variables under investigation. However, one hypothesis—that is, the Subjective Norms variable on Intention—is shown to have no significant impact because the regression coefficient value is -0.079 with a p-value of 0.139 ( $> 0.05$ ).

### 4.4. Discussion

From Table 4., there are eight significant influences from the hypothesized structural model and the measurement model, and the explanation for each of the regression coefficient values that have been obtained is as follows:

#### 4.4.1 Attitude has a positive impact on Intention

The measurement results showed that this had a significant impact on the potential prediction of intention to use halal cosmetics, with a regression coefficient of 0.368 and a p-value of 0.000 ( $< 0.05$ ). In this case, this means that the more favorable a person is toward using halal cosmetics, the more likely they are to use halal products, and vice versa. The result of this study is similar to others [56], [57], [58]. Nevertheless, researchers discovered a study's findings that claimed attitudes had no bearing on intents [59]. These three studies' findings support the findings of this one, which indicate that attitudes and intentions have a big impact on one another. An individual's purpose to engage in an action might be influenced by their attitude. An attitude is a judgment about a thing, someone, or occasion. This expresses how someone feels about something. A person is more likely to engage in a behavior if they have a good attitude toward it [60]. Intention, in turn, is directly predicted by an individual's attitude towards the behavior. At times, attitudes can play a major role in determining someone's intentions, with subjective norms having little to no bearing. At times,

however, attitudes may not matter at all and an individual's intentions may be primarily driven by subjective norms. It is therefore possible to modify an individual's attitudes by altering the assessment of a salient belief that already exists. This could entail making an already-held unfavorable belief more salient or making an already-held favorable idea less salient. Lastly, the addition of a new prominent belief could be used to influence someone's attitudes. One way to achieve this is by giving the person more details about the desired behavior and result [61].

#### 4.4.2 Perceived Behavioral Control has a positive impact on Intention

The study revealed that PBC significantly influences the predicted possibility of intention to use halal cosmetics, with a regression coefficient value of 0.153 and a p-value of 0.012 ( $<0.05$ ). This implies that an individual's intention to use halal cosmetics is positively correlated with their PBC, and vice versa. The findings of this investigation are corroborated by other research findings [62], [63], and [64], but the authors found a research study that showed PBC has no effect on intention [65]. An individual's intention to carry out a behavior might be influenced by their perception of behavioral control. The intention to carry out the behavior is stronger the stronger the perceived behavioral control [66]. For instance, a study on the entrepreneurial intents of tricycle drivers in the Philippines discovered that the more positively they assessed their ability to manage their behavior and their attitude toward life, the more likely they were to have an entrepreneurial goal. The study also discovered that perceived structural support moderates the association between perceived behavioral control and personal attitude on entrepreneurial inclination [67].

#### 4.4.3 Perceived Value has a positive impact on Intention

In this case, the greater a person's perceived value, the greater their intention to use halal cosmetic products, and vice versa, is demonstrated by the regression coefficient value from the measurement results, which is 0.249 with a p-value of 0.000 ( $<0.05$ ). This indicates that perceived value has a significant influence on the predicted possibility of intention to use halal cosmetics. Several other research findings that the author discovered confirm the findings of this study [68], [69], [70]. The customer's evaluation of what is received in comparison to what is supplied is known as perceived value. Customers are motivated to remain loyal to products or services by perceived value, which has a major positive influence on loyalty [71]. Customers' perceptions of a product are well-formed when they receive it in line with their preferences. Thus, there is a higher chance of using the same product again. Conversely, consumers who do not receive the goods by their preferences are unlikely to use them again because of their negative perception of the product. Customers' evaluation of the advantages and disadvantages they face influences their propensity to repurchase.

#### 4.4.4 Perceived Subjective Norms has a positive impact on Intention

Although the TPB theory postulates a direct relationship between Subjective Norms and Intention, this hypothesis was not supported by the study. The regression coefficient value for this hypothesis is -0.079 with a p-value of 0.139 ( $>0.05$ ). As a result, it is known that Subjective Norms do not significantly influence halal cosmetics intention. Perceived subjective norms are one of the intentions predictions. Subjective norms are characterized by an individual's perception of the significance that others attach to them engaging in a particular behavior. Put differently, it refers to the extent to which a person believes that others desire them to participate in the behavior. An individual's intent to engage in an activity will rise in tandem with their subjective norms. At times, attitudes can play a major role in determining someone's intentions, with subjective norms having little to no bearing. It is therefore possible to alter a person's subjective norms by making a specific referent more salient [61]. It was previously said that subjective norms occasionally have no effect at all or very little effect on intentions. Because subjective norms have no bearing on intentions, it is nevertheless legitimate to say that the research's findings are reasonable.

#### 4.4.5 Social Influence has a positive impact on Attitude

The regression coefficient value was found to be 0.435, with a p-value of 0.000 ( $<0.05$ ). This indicates that social influence plays a significant role in predicting attitudes towards using halal cosmetics. Specifically, it suggests that an individual's attitude towards using halal cosmetics is positively correlated with their level of social influence, and vice versa. There are some supporting results studies to this research [72] and [73]. Social influence among friends, family, and coworkers has an impact on a customer's loyalty to a product or service [74]. Social influence is a ubiquitous aspect of daily existence: individuals frequently attempt to influence others or are influenced by them. This effect might be quite trivial, like choosing a dinner restaurant, or it can be more serious, like deciding whether to participate in rallies

to try and overturn a government or modify its policies. Social influence is the result of other people's opinions, attitudes, and behaviors influencing oneself [44]. Indonesian people have a habit of socializing, so it cannot be denied that the habits of close friends or relatives in their social environment will have an indirect influence. Therefore, the results of this research are also strongly supported by the reality in Indonesia regarding social habits.

#### 4.4.6 Religiosity has a positive impact on Attitude

Based on the measurement data, the regression coefficient value is 0.287 with a p-value of 0.000 ( $<0.05$ ). This indicates that there is a strong relationship between religiosity and the anticipated likelihood of Attitude using halal cosmetics; the more the religiosity, the higher the likelihood. owned by someone, the more favorable that person is for utilizing halal cosmetics, and vice versa. There is a research study [75] stated that religion has a significant impact on women's status degradation. Women no longer simply take care of the home in today's fast-paced digital world; they also work outside the home and manage to combine their personal and professional lives. While gender-specific religious rites are becoming less prevalent, attitudes regarding women have remained mostly unchanged. This could be a result of societal stereotypes and gender standards based on religion. The current study concludes that there is a correlation between religiosity, gender stereotypes, and attitudes toward women.

#### 4.4.7 Knowledge has a positive impact on Attitude

The regression coefficient value in this case is 0.254, with a p-value of 0.000 ( $<0.05$ ). This indicates that knowledge plays a significant role in predicting attitudes toward using halal cosmetics. In other words, the more knowledge one possesses, the more likely one is to have a positive attitude towards using halal cosmetic products, and vice versa. There is a research study that Scores for attitude and knowledge were then computed. The Statistical Package for the Social Sciences was utilized to conduct both descriptive and regression analyses. A P value of less than 05 was deemed statistically noteworthy [76]. Due to their favorable effects on consumers' quality of life, cosmetics have grown to be an essential part of every woman's daily routine and have even entered the category of necessities. The study sample showed a favorable attitude toward cosmetics in addition to a high degree of expertise. It's critical to acknowledge that women might already be well-versed in the acceptable uses of makeup.

#### 4.4.8 Brand Value has a positive impact on Perceived Value

It is known that Perceived Value has a significant influence on the brand value of using halal cosmetics, as evidenced by the regression coefficient value of 0.756 and p-value of 0.000 ( $<0.05$ ). In this case, this means that the greater someone's Brand Value, the greater their Perceived Value in using halal cosmetic products, and vice versa. The consumer's brand value has contributed to the perceived worth of anti-haze cosmetics, as seen by their preference to purchase cosmetics from more well-known brands when finances allow. Additionally, the brand value does not encourage increased purchase intention, most likely as a result of makeup brands' excessively high brand premiums that surpass customer expectations. Consequently, brand value does not affect purchasing intention but can greatly raise perceived value [13].

### 5. Conclusion

Based on the results of research that has been carried out related to halal cosmetics, it can be concluded that from 600 respondents spread across universities in Indonesia, it is known that respondents in this study were dominated by halal cosmetic users with a total of 565 respondents while 35 other respondents did not use halal cosmetics. This shows that the majority of women in Indonesia use halal cosmetics.

From the eight hypotheses that have been tested, there is one hypothesis that is proven to have no significant effect, namely the Subjective Norms variable on Intention. The rejection of Subjective Norms on Intention shows that subjective norms do not influence on the respondent's interest in the use or purchase of *halal* cosmetics.

In addition, seven hypotheses have a significant effect on *halal* cosmetics. These variables are Attitude, Perceived Behavioral Control (PBC), Perceived Value for Intention and Social Influence, Knowledge, Religiosity for Attitude, and Brand Value for Perceived Value. Finally, it can be seen that most of the hypotheses of the Theory of Planned Behavior have a significant influence on one variable and another.

For further research, the research model can be developed by adding relevant indicators from the religiosity variable such as the size of worship where Muslim respondents can be measured through prayer activities, regular recitation, and so on. It can also be done by using female respondents whose age range is outside of college so it is expected to know whether there are differences with the results of this study.

## 6. Declarations

### 6.1. Author Contributions

Conceptualization: M.C.U., E.F.; Methodology: M.C.U., E.F.; Tools: E.F.; Validation: M.C.U.; Formal Analysis: M.C.U., E.F.; Resources: M.C.U., E.F.; Data Curation: M.C.U., E.F.; Writing Original Draft Preparation: M.C.U., E.F.; Writing Review and Editing: M.C.U.; Visualization: E.F.; All authors have read and agreed to the published version of the manuscript.

### 6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

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### 6.4. Institutional Review Board Statement

Not applicable.

### 6.5. Informed Consent Statement

Not applicable.

### 6.6. Declaration of Competing Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

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