

The Influence of Halal Marketing, Exposure, WOM and Brand Image on Interest in Halal Cosmetics

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Article Info

Received January, 2025

Revised February, 2025

Published March, 2025

Keywords:

Halal Marketing, Exposure, Brand Image, Word of Mouth, Halal Awareness, Attitude, Interest in Halal Cosmetics.

Abstract

This study aims to examine the influence of Halal Marketing, Exposure, Brand Image, and Word of Mouth (WOM) on consumer intention to purchase halal cosmetics in Indonesia, with Halal Awareness and Attitude as mediating variables. Data were collected through an online survey with 352 respondents from the millennial and Gen Z generations in Indonesia. Data analysis used Structural Equation Modeling (SEM) with the AMOS 24 program. The results showed that Halal Marketing and Exposure had a significant effect on Halal Awareness, which affected the intention to purchase halal cosmetics. Brand Image also had a significant effect on Attitude, which increased consumer purchase intention. In addition, WOM significantly influenced consumer Attitude, emphasizing the importance of recommendations in forming positive attitudes towards halal cosmetics. These findings suggest that a positive brand image and effective halal marketing strategies can increase consumer awareness and positive attitudes towards halal products, which ultimately drives their purchase intention. Managerial implications emphasize the importance of building a strong brand image and utilizing effective marketing strategies with educational content to increase consumer purchase intention towards halal cosmetics.

INTRODUCTION

Halal cosmetics in this study include various products such as baby products, make-up, fragrances, hair care, hygiene and skin care. These products are made using halal ingredients and comply with the halal system.(Liew & Karia, 2024).The halal cosmetics industry has grown rapidly in recent years and is driven by the increasing awareness of Muslim consumers to consume products that are in accordance with religious values.(Aoun & Tournois, 2015).

Halal business opens many opportunities and good prospects in various countries because halal products have become a global phenomenon. Several countries have established halal business centers or halal relations. As a country with the largest Muslim population in the world, Indonesia has a strategic position to become a trendsetter in the halal industry. (Rafiki et al., 2023). Indonesia has a large Muslim population, this is in line with the increasing demand for halal products, Indonesia is considered a major market for the global halal industry so that Halal marketing has become an important part of the global cosmetics industry (Azam & ABDULLAH, 2020).

The term "halal marketing" can be defined as the process of promoting and selling halal products to consumers in accordance with Islamic law. (Mahidin et al., 2017). Muslim consumers are an attractive market segment, with increasing interest from academics and marketers in understanding Muslim consumers and developing halal marketing strategies. (Shah et al., 2020). There is an agreement that halal marketing has the potential to increase consumer awareness of halal products and facilitate their intention to purchase a product. (Hasan et al., 2024).

It was found that exposure is one of the important factors in the awareness of Malaysian Muslims in consuming halal products. (Usman et al., 2023). Previous research has found that exposure is a driving factor for knowledge and awareness of halal. (Ishak et al., 2016). Various studies have found that Muslims are less exposed to the concept of halal, and receive less knowledge, information, and education about halal from the government. Previous studies have shown that exposure is a factor that drives knowledge and awareness of halal. (Sumarliah et al., 2021). The intention to purchase a product is also influenced by several factors, such as perceived behavioral control and attitudes. (Wirakurnia et al., 2022).

Attitude plays an important role in driving the intention to purchase halal products. Positive attitudes increase consumer intentions to purchase halal products. (Rahayu & Isa, 2023). The attitudes formed by consumers are influenced by word of mouth. Word of mouth recommendations from family or close friends have a stronger influence compared to word of mouth from online media. (Taheri et al., 2021). The attitudes formed in consumers are influenced by word of mouth, and WOM has a positive impact on consumer attitudes towards products and brands. (Bhutto, 2024)

Brand image is the totality of brand associations stored in consumer memory, creating perceptions about the brand. It includes mental images of the product offering and symbolic meanings associated with product attributes. (Handriana et al., 2020). Brand image can also be defined as the perception and view of a brand that is formed from the experience and interaction and communication of the brand to consumers. Marketing campaigns, advertising activities, and customer experiences with the brand can shape and refine the company's brand image. (Goldman et al., 2021). Brand image has several components in the form of product quality, uniqueness, emotional attachment performance and visual identity of the brand. Previous research confirms that brand image plays an important role in shaping customer purchase intentions. (Hoang & Tung, 2023).

There are collaborative findings between each element that can influence customer interest in Halal products. However Current research related to halal marketing mostly focuses on halal food, while research focusing on cosmetics is still limited. (Briliana & Mursito, 2017). This study makes significant contributions to the field

of marketing. First, this study includes the constructs of halal marketing, exposure, word of mouth method, and brand image as high-level constructs, which is important because previous studies have not included them. Second, this study uses halal awareness and halal attitude as mediators, strengthening the research methodology and providing a deeper understanding of the influence of these constructs on consumer interest and decisions, especially in the cosmetics industry in Indonesia. (Raza & Rasheed, 2023). This research can help cosmetic companies in developing effective marketing strategies to reach Muslim consumers and increase their interest in halal cosmetics. (Hasan et al., 2024)

This study aims to examine the influence of Halal Marketing, Exposure, WOM and Brand Image on interest in Halal Cosmetics with Halal awareness and attitude as mediating variables. To operationalize the objective, it is derived into several questions as follows: a). Is there a positive influence of halal marketing on halal awareness? b). Is there a positive influence of exposure on halal awareness? c). Is there a positive influence of word of mouth on halal attitude? d). Is there a positive influence of brand image on halal attitude? e). Is there a positive influence of halal awareness on intention to ward halal cosmetics? f). Is there a positive influence of halal attitude on intention to ward halal cosmetics? g). Is there a positive influence of halal marketing on intention to ward halal cosmetics? h). Is there a positive influence of halal marketing on intention to ward halal cosmetics?

The stimulus-organism-response theory which is the underpinning theory in this study has been the main focus in many studies investigating behavioral intentions, purchase intentions, customer loyalty, visit intentions, and registration intentions in various contexts. (Sultan et al., 2021). The Stimulus-Organism-Response (SOR) theory was first introduced by Robert S. Woodworth in 1929. This theory extends the Stimulus-Response (SR) model by adding an "organism" component between stimulus and response. Woodworth emphasized that an individual's reaction to a stimulus is not only direct but is mediated by internal processes within the organism, including perception, emotion, and cognition. The SOR theory states that an individual's response to motivation consists of three stages: stimulus, organism, and response. Referring to stimulus and response which are elements of behavior and environment, sudden changes in the environment can have an impact on a person's psychological and emotional state, which can then lead to behavioral changes. This is supported by cross-sectional research that combines SOR theory. (Hasan et al., 2024).

The SOR model was developed by Albert Mehrabian and James A. Russell in 1974. The SOR (stimulus-organism-response) theory is a conceptual framework used to understand how individuals respond to stimuli from their environment. The SOR theory is used to understand how consumers respond to different marketing strategies. For example, how advertising affects consumer perceptions and purchasing decisions. This theory originates from psychology and is widely used in various fields such as marketing and communications. Marketers can use the SOR model to generate better marketing strategies by implementing positive stimuli that can affect the internal state of the individual, which in turn will produce the desired response, such as purchases and brand loyalty. (Lin et al., 2023)

Halal marketing is a comprehensive and strategic marketing strategy, where every decision and content in marketing is in line with religious rules, and not only satisfies the needs of Muslim buyers, but also includes products that are attractive to non-Muslim

buyers who care about product ethics and cleanliness.(Hasan et al., 2024). The rapid growth of the halal market, as well as the importance of halal certification and the positive impact of halal marketing efforts on various products such as cosmetics, show that halal marketing is an important and growing field in the global marketing world.(Shahid et al., 2023). Marketing functions to create awareness of a product or brand, where in the marketing process there is a product introduction phase which ultimately creates awareness of the product. Halal awareness is consumer understanding of the importance of products and services that are in accordance with halal principles and in accordance with religious rules (Handriana et al., 2020).

RESEARCH METHODS

This study uses three variables: independent, mediating, and dependent. The dependent variable is interest in halal cosmetics, while the independent variables are halal marketing, exposure, WOM, and brand image. Halal awareness and attitude serve as moderating variables. Data were collected through an online questionnaire survey to determine respondents' perceptions of knowledge sharing behavior.

The study population is male and female Indonesian citizens. Age criteria: Gen Z (born between 1997 and 2007, aged 17 to 27 years in 2024) and Millennials (born between 1981 and 1996, aged 28 to 43 years in 2024).The sampling technique for this research was carried out using an approach *non probability sampling and purposive sampling* which is a sampling technique carried out based on the characteristics determined so that the target is in accordance with the research problem.and then processed into numbers (quantitative). The number of statement indicators is 29 times 10 so that the minimum sample required is 290 respondents. The questionnaire was distributed via electronic media in the form of Google Form to respondents via social media spread across many regions in Indonesia. The number of respondents received was 352 respondents with 73 respondent data that could not be processed because the respondents did not meet the criteria. So that the total number of respondents used in this study was 279 respondents.

RESULTS AND DISCUSSION

The respondent profile is presented in Table 1, with the research respondents consisting of 279 individuals, all of whom (100%) are halal cosmetic users. The majority of respondents are in the Gen Z age group (born between 1997 and 2007) with a total of 156 people (55.91%). Based on the last purchase time, 171 respondents (61.3%) made purchases within a period of less than or equal to one month. The highest purchase intensity was 1-2 times, which was made by 221 respondents (79.2%). Based on gender, 248 respondents (88.9%) were women. The highest level of education was a bachelor's degree, held by 179 respondents (70.6%). Most respondents work as private employees, totaling 85 people (30.5%). Based on income, the majority of respondents have an income below IDR 5,000,000, which is 191 people (68.5%).

Table 1. Respondent Profile Table

| Karakteristik | Items | Jumlah | % |
|------------------------|----------------------------------------------------------------------------|--------|-------|
| Penguna halal kosmetik | Ya | 279 | 100 |
| | Tidak | 0 | 0 |
| Usia | Gen Z (lahir antara 1997 dan 2007, dan usia 17 hingga 27 tahun di 2024) | 156 | 55,91 |
| | Milenial (lahir antara 1981 dan 1996, dan usia 28 hingga 43 tahun di 2024) | 123 | 44,09 |
| Terakhir pembelian | < 1 bulan | 171 | 61,3 |
| | > 1 bulan | 108 | 38,7 |
| Intensitas pembelian | 1 – 2 kali | 221 | 79,2 |
| | 3 – 4 kali | 32 | 11,5 |
| | 5 – 6 kali | 11 | 3,9 |
| | > 6 kali | 15 | 5,4 |
| Jenis Kelamin | Pria | 31 | 11,1 |
| | Wanita | 248 | 88,9 |
| Pendidikan Terakhir | SMA | 51 | 18,3 |
| | Diploma | 15 | 5,4 |
| | Sarjana | 197 | 70,6 |
| | Pasca Sarjana | 16 | 5,7 |
| Pekerjaan | Pelajar/Mahasiswa | 71 | 25,4 |
| | Pegawai Swasta | 85 | 30,5 |
| | Profesional | 13 | 4,7 |
| | Wirausaha | 26 | 9,3 |
| | Pegawai Negeri | 9 | 3,2 |
| | Lainnya | 75 | 26,9 |
| Penghasilan | < 5.000.000 | 191 | 68,5 |
| | > 5.000.000 - 10.000.000 | 60 | 21,5 |
| | > 10.000.000 - 15.000.000 | 15 | 5,4 |
| | > 15.000.000 | 13 | 4,7 |

Table 2 can be concluded that 29 indicators have Factor Loading above 0.50 so that the 29 indicators are declared valid. Thus, all indicators can be used for further analysis. The results of the reliability test on all variables have a Cronbach's alpha value of more than 0.6 and have met the reliability criteria which illustrate that there is internal consistency between indicators in a variable. Validity testing using a KMO (Kaiser-Meiyer-Olkin) value greater than 0.6 states that the indicator is valid in measuring its variables. The standard deviation value also moves away from 0 which means that the level of variation in the respondent's answer results is good.

In the variable marketing information in the mass media has a mean of 4.1541, this shows that information conveyed through the mass media is very influential in increasing consumer awareness and understanding of halal products. While in the exposure variable with a mean of 4.0789 shows that consumers often look for information about halal products and easy access to information will be very helpful. In the WOM variable, promotion through word of mouth has a mean value of 4.4409 indicating that talking positively about the product has a significant influence and is well received by consumers. In the brand image variable, the indicator of a reliable halal brand has a mean value of 4.3907 indicating that product reliability is a key factor influencing positive brand image. Based on Cronbach Alpha and KMO, this variable has a good level of reliability and validity. Therefore, marketing strategies based on these variables are reliable and believed to be effective.

Table 2. Validity Test Table, Reliability Test and Descriptive

| Variabel / Indikator | Factor Loading | Cronbach Alpha | KMO | Simpulan | Mean | Standar Deviation |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------|----------------|-------|----------|--------|-------------------|
| Halal Marketing | | 0,648 | 0,701 | Reliabel | 4,0690 | 0,55574 |
| Saya melihat beberapa berita atau publikasi terkait kosmetik halal dari program TV atau radio | 0,671 | | | Valid | 4,0036 | 0,82453 |
| Saya akan membeli kosmetik halal selama promosi penjualan atau diskon | 0,677 | | | Valid | 4,0609 | 0,80458 |
| Saya merasa keterlibatan selebriti penting dalam pembelian kosmetik halal. Media massa (televisi, koran, majalah, brosur, sosial media dan internet) telah memberikan informasi yang cukup tentang produk makanan halal bersertifikat. | 0,741 | | | Valid | 4,0573 | 0,81152 |
| | 0,769 | | | Valid | 4,1541 | 0,74518 |
| Eksposure | | 0,812 | 0,753 | Reliabel | 3,8441 | 0,73141 |
| Saya memiliki informasi yang cukup tentang produk kosmetik halal bersertifikat. | 0,832 | | | Valid | 3,9498 | 0,81642 |
| Saya sering men mengakses atau mencari informasi tentang produk kosmetik halal bersertifikat. | 0,704 | | | Valid | 4,0789 | 0,91011 |
| Saya selalu mengupdate informasi tentang produk kosmetik halal bersertifikat. | 0,703 | | | Valid | 3,8423 | 0,95031 |
| Pemerintah telah menyediakan informasi yang cukup tentang produk kosmetik halal bersertifikat. | 0,849 | | | Valid | 3,5054 | 0,97402 |
| WOM | | 0,637 | 0,579 | Reliabel | 4,2079 | 0,60358 |
| Saya berbicara positif tentang kosmetik halal | 0,566 | | | Valid | 4,4409 | 0,63692 |
| Saya merekomendasikan kosmetik halal kepada orang lain | 0,552 | | | Valid | 4,3799 | 0,78136 |
| Orang-orang di sekitar saya memberikan informasi yang cukup tentang produk kosmetik halal | 0,700 | | | Valid | 3,8029 | 0,93331 |
| Brand Image | | 0,744 | 0,683 | Reliabel | 4,2246 | 0,58945 |
| Merek halal berkualitas tinggi | 0,654 | | | Valid | 4,2473 | 0,70439 |
| Merek halal sangat populer | 0,714 | | | Valid | 4,0358 | 0,79032 |
| Merek halal adalah produk yang dapat diandalkan | 0,689 | | | Valid | 4,3907 | 0,67434 |
| Halal Awareness | | 0,732 | 0,706 | Reliabel | 4,5789 | 0,41936 |
| Saya mengetahui dan memahami tentang halal dan produk halal. | 0,737 | | | Valid | 4,3118 | 0,66752 |
| Menurut saya, kehalalan sangat penting bagi semua Muslim. | 0,799 | | | Valid | 4,8889 | 0,33691 |
| Sertifikasi halal adalah tolok ukur terbaik. | 0,699 | | | Valid | 4,5735 | 0,62399 |
| Saya sepenuhnya sadar dan terinformasi tentang halal. | 0,658 | | | Valid | 4,5412 | 0,56669 |
| Halal Attitude | | 0,803 | 0,768 | Reliabel | 4,5923 | 0,47105 |
| Saya selalu mencari label halal ketika membeli produk kosmetik. | 0,835 | | | Valid | 4,5018 | 0,66719 |
| Produk kosmetik halal itu penting. | 0,716 | | | Valid | 4,7634 | 0,48867 |
| Menggunakan produk kosmetik halal adalah pilihan saya sendiri. | 0,726 | | | Valid | 4,7491 | 0,48144 |
| Sebagian besar orang yang penting bagi saya menggunakan produk kosmetik halal | 0,876 | | | Valid | 4,3548 | 0,70423 |
| Intention Towards Halal Cosmetics | | 0,887 | 0,854 | Reliabel | 4,2179 | ,65049 |

| Pengukuran | Nilai | Batas penerimaan | Kesimpulan |
|------------|---------|-------------------------------------------------------------------------|-----------------|
| <i>p</i> | 0,000 | $\geq 0,000$ | Poor Fit |
| ECVI | 2,824 | Mendekati nilai Saturated dibanding independen (s:2,719 i:14,115) | Goodness of Fit |
| Chi-square | 637,205 | $< \text{Chi-square}$ | Poor Fit |
| GFI | 0,893 | $\geq 0,9$ atau mendekati 1 | Marginal Fit |
| RMSEA | 0,063 | 0.05 -0.08 | Goodness of Fit |
| IFI | 0,907 | $\geq 0,9$ atau mendekati 1 | Goodness of Fit |
| AGFI | 0,799 | $\geq 0,9$ atau mendekati 1 | Poor Fit |
| TLI | 0,891 | $\geq 0,9$ atau mendekati 1 | Marginal Fit |
| NFI | 0,839 | $\geq 0,9$ atau mendekati 1 | Marginal Fit |
| CFI | 0,905 | $\geq 0,9$ atau mendekati 1 | Goodness of Fit |
| RFI | 0,810 | $\geq 0,9$ atau mendekati 1 | Marginal Fit |
| CMIN/DF | 2,096 | $1 < X < 5$ | Goodness of Fit |
| AIC | 785,205 | Mendekati nilai Saturated dibanding independen (s: 756,000 i: 3924,053) | Goodness of Fit |

The method of data analysis and calculation in this study used the SEM model with the AMOS 24 program. It was concluded that the results of the goodness of fit test of a model with various measures of fit. Based on the values given, it can be seen that the model has an ECVI value of 2.824 which indicates that the model is close to the saturated value compared to the independent model, which means the model has a good fit. The chi-square value of 637.205 with $p < 0.000$ indicates poor fit, but other measures such as GFI (0.893) and AGFI (0.799) indicate marginal fit. Incremental fit measures such as IFI (0.907), TLI (0.891), NFI (0.839), and CFI (0.905) indicate goodness of fit which is generally good, except for RFI (0.810) which indicates marginal fit. RMSEA of 0.063 indicates that this research model has a good fit with a value between 0.05-0.08. Overall, although some measures showed marginal fit, the majority of goodness of fit measures indicated that the model had a good fit.

| Hipotesis | Estimasi | t-value | p-value | Keputusan |
|--------------------------------------------------------|----------|---------|---------|-----------|
| H1: Halal Marketing → Halal Awarness | 0,455 | 3,167 | 0,002 | Didukung |
| H2: Exposure → Halal Awarness | 0,409 | 4,888 | 0,000 | Didukung |
| H3: Worde of Mouth → Attitude | 0,368 | 4,643 | 0,000 | Didukung |
| H4: Brand Image → Attitude | 0,328 | 4,831 | 0,000 | Didukung |
| H5: Halal Awareness → Intention to Ward Halal Cosmetic | 0,482 | 5,630 | 0,000 | Didukung |
| H6: Attitude → Intention to Ward Halal Cosmetic | 0,815 | 6,912 | 0,000 | Didukung |

The results of the study show that Halal Marketing has a positive effect on Halal Awareness with an estimate value of 0.455, meaning that the higher the implementation of Halal Marketing that has been carried out by halal cosmetic companies, the more Halal awareness of halal cosmetics will increase. This means that if a brand has implemented a halal marketing strategy, consumers will be more aware of the brand. The results of hypothesis 1 show that halal marketing has a significant positive effect on halal awareness, meaning that a marketing strategy that emphasizes the halal aspect is effective in increasing consumer awareness of halal products, in line with research conducted by (Hasan et al., 2024). Other research shows that halal product knowledge driven by effective marketing increases halal awareness among consumers, which then has a positive effect on their purchase intention. (Nurhayati & Hendar, 2020).

Furthermore, Exposure has a positive effect on Halal Awareness with an estimate value of 0.409, meaning that the higher the exposure of a halal cosmetic, the higher the Halal awareness of halal cosmetics. This means that if a brand has reached many markets with a good level of exposure, consumers will be more aware of the brand. Hypothesis 2 shows that exposure to halal information or campaigns has an effect on halal awareness. (Shah et al., 2020). Other studies show that the more frequently consumers are exposed to halal information on an ongoing basis, the higher consumer awareness of halal products will be. (Usman et al., 2023). Another finding shows that halal marketing and branding, which includes media exposure, is an important factor in increasing consumer awareness of halal products. (Awan et al., 2015).

The results of the study showed that WOM had a positive effect on Attitude with an estimate value of 0.368, meaning that the more often information in the form of

testimonials received regarding products through WOM related to halal cosmetics, the more it influences the Attitude of halal cosmetic consumers. This means that if a brand has become a topic of conversation through WOM, consumers will increasingly determine their attitude towards the brand. Hypothesis 3 shows that WOM influences consumer attitudes, recommendations and reviews from others effectively shape market attitudes towards halal products, this is in line with research (Fiandari et al., 2024). Affirming that word of mouth or non-company individual recommendations are one of the major factors influencing the purchase intention of halal products in Pakistan, as they increase consumer trust and positive attitudes. (Awan et al., 2015). Other studies have shown that WOM that has high message appeal and source credibility significantly increases brand attitudes. The results of this study state that trust in the source of WOM messages is very important in forming positive consumer attitudes towards products and brands. (Usman et al., 2023).

Brand Image has a positive effect on Attitude with an estimate value of 0.328, meaning that the better the Brand image that has been formed by the halal cosmetic company, the better the market Attitude towards the brand. This means that if a brand has increased credibility towards the brand image it has, then the consumer attitude towards the brand will be better. Hypothesis 4 Brand image has an influence on consumer attitudes. A positive image of a halal brand contributes to the formation of positive consumer attitudes towards the product in line with research. (Shah et al., 2020). Other studies stated that a strong and positive brand image can improve consumer attitudes and influence purchasing decisions, especially in the context of halal products. (Handriana et al., 2020). Positive brand image can increase positive consumer attitudes, this study emphasizes the importance of brand image in shaping consumer attitudes towards products. (Ghorbanzadeh & Shabbir, 2023).

Halal Awareness has a positive effect on the interest in halal cosmetics with an estimate of 0.482, meaning that the higher the level of Halal Awareness that has been carried out by halal cosmetic companies, the higher the interest in halal cosmetic products will be. So if a brand has made an increase in the level of Halal Awareness, consumers will have an interest in the product. Hypothesis 5 shows that halal awareness has an effect on the intention to use halal cosmetics, consumers who are more aware of the halal aspect tend to have a stronger interest in buying or choosing halal cosmetic products. (Hasan et al., 2024). This study found that halal awareness and environmental knowledge have a significant influence on the intention to purchase cosmetics, awareness of labels increases consumer interest in purchasing these products. (Irfany et al., 2024). Other studies state that that knowledge, emotional attachment, and religiosity levels have a significant influence on the interest in buying halal cosmetics among the millennial generation in Indonesia and Malaysia. The results of this study highlight the importance of education and promotion to increase awareness of halal cosmetics as an effort to increase awareness and build consumer purchasing intentions. (Nuryakin et al., 2023).

Attitude has a positive effect on interest in halal cosmetics with an estimate of 0.815, meaning that the more the consumer's attitude is in line with the halal concept, the more interest in halal cosmetics will increase. Hypothesis 6 shows that A positive attitude towards halal products has a significant positive influence on interest in purchasing halal cosmetics. This positive attitude is able to encourage consumers to be more likely to choose and purchase halal cosmetic products. (Nurhayati & Hendar, 2020). Consumer

attitudes towards halal cosmetics greatly influence consumer interest, positive attitudes towards halal cosmetics have a significant influence on purchasing intentions, so it is important to emphasize efforts to understand consumer attitudes in halal product marketing strategies.(Khan et al., 2021).

Table 6. Results of Indirect Hypothesis Testing

| Hipotesis | Model | Estimasi | t-value | p-value | Keputusan |
|-----------|----------------------------------------------------------------------------|----------|---------|---------|----------------------------|
| H7 | Terdapat pengaruh Halal Marketing → Halal Awareness | 0,455 | 3,167 | 0,002 | Didukung |
| | Terdapat pengaruh Halal Awareness → Intention to Ward Halal Cosmetic | 0,482 | 5,630 | 0,000 | Didukung |
| | Halal Marketing → Intention to Ward Halal Cosmetic melalui Halal Awareness | 0,219 | 2,725 | 0,002 | Didukung (parsial mediasi) |
| H8 | Terdapat pengaruh Brand Image → Attitude | 0,328 | 4,831 | 0,000 | Didukung |
| | Terdapat pengaruh Attitude → Intention to Ward Halal Cosmetic | 0,815 | 6,912 | 0,000 | Didukung |
| | H7: Brand Image → Intention to Ward Halal Cosmetic melalui Attitude | 0,267 | 4,680 | 0,000 | Didukung (parsial mediasi) |

The results of hypothesis 7 state that Halal Marketing has an effect on Halal Awareness, which in turn affects consumer intention to choose halal cosmetics with an estimate of 0.219. This finding is supported by several relevant scientific journals and is in line with the results of this study. Halal marketing strategies significantly increase consumer awareness of halal products. Furthermore, effective marketing can influence consumer interest in purchasing halal products by increasing awareness and positive attitudes towards products.(Hasan et al., 2024). Further research identified that awareness of halal products plays an important role in shaping the purchasing intentions of millennial Muslim consumers towards halal-certified cosmetic and pharmaceutical products.(Widyanto & Sitohang, 2022). Other studies have shown that halal awareness can mediate the relationship between halal marketing and consumer purchase intentions.(Hussain et al., 2024).Halal awareness and halal logo also significantly influence non-Muslim consumers' awareness of halal food products in South Africa, indicating that halal awareness is not only important to Muslim consumers but also attractive to non-Muslim consumers, thus there is a need to expand the reach of halal marketing.(Hasan et al., 2024).

The results of hypothesis 8 mean that Brand Image influences Attitude, which then influences consumer interest in halal cosmetics with an estimate value of 0.267. This finding is supported by several relevant scientific journals, a positive brand image can improve consumer attitudes, which is in line with the results of this study which shows a significant coefficient between Brand Image and Consumer Attitude(Hussain et al., 2024).Their research shows that consumer attitudes towards halal cosmetics significantly influence consumer intentions to purchase products.(Handriana et al., 2020). ImageHalal brands influence consumer purchasing intentions through positive consumer attitudes towards halal products.(Septiarini et al., 2023).This finding is consistent with the results of the study which showed that Attitude has a fairly strong influence on the intention to buy halal cosmetics. Furthermore, in the mediation concept, it is known that the VAF value is between 20% and 80%, meaning that the mediation variable partially influences the relationship between the independent variable and the dependent variable. In this study, the direct influence of the independent variable on the dependent variable remains significant, but decreases so that it is grouped as Partial mediation(Domenek et al., 2022). In this study, the VAF valueFor both hypotheses H7 and H8, the VAF values are around 50%, indicating partial mediation.

CONCLUSION AND SUGGESTIONS

This study found that all independent variables have a significant influence on halal awareness and attitude, which then affects consumer intention to purchase halal cosmetics. In addition, this study confirms that effective marketing, especially in increasing halal awareness, can play an important role in forming positive attitudes and consumer purchase intentions towards halal cosmetics. A strong and positive brand image not only increases positive attitudes but also reduces risk perception and increases consumer trust in halal products, thereby encouraging greater purchase intentions.

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