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ARTICLE

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Moderator Effect of Halal Certification Awareness on Millennials' and Generation Z's Purchasing Decisions of Non-Halal Beauty Products

Juliana Juliana[1]*, Mardiatunnisa Mardiatunnisa[2], Rida Rosida,[3] Arim Nasim,[4] Neti Budiwati,[5] Mohammad Azim,[6] Aam Slamet Rusydiana[7]

Abstract: *This study examines the impact of beauty influencers, brand image, and awareness of halal certification on Muslim women's purchasing decisions regarding non-halal certified beauty products, using the Stimulus–Organism–Response (SOR) framework. Data were collected from 290 respondents and analyzed using Partial Least Squares-Structural Equation Modeling (PLS-SEM). The model explains 74.4% of the variance in purchase decisions and 62.7% of the variance in attitude, indicating strong explanatory power. The results reveal that beauty influencers have a significant impact on brand image ($\beta = 0.146$, $p < 0.01$) and attitude ($\beta = 0.072$, $p < 0.05$), while brand image has a strong influence on attitude ($\beta = 0.778$, $p < 0.001$). Attitude has a substantial positive effect on purchase decisions ($\beta = 0.677$, $p < 0.001$) and mediates the impact of beauty influencers on purchasing behavior. In contrast, brand image does not directly influence purchase decisions. Furthermore, awareness of halal certification negatively affects purchasing decisions ($\beta = –0.235$, $p < 0.001$) and weakens the relationship between attitude and purchasing decisions ($\beta = –0.076$, $p < 0.01$). These findings underscore the pivotal role of consumer attitudes in shaping purchase intentions, while highlighting the significance of halal awareness in the beauty industry. The study suggests that strengthening halal literacy and implementing strategic marketing are essential for enhancing consumer trust and supporting the growth of halal-certified beauty products.*

Keywords: *Beauty influencer, brand image, beauty products, halal certified awareness, purchasing decisions*.

e-mail: julian@upi.edu*[1], mardiatunnisa@upi.edu[2], rida.rosida@upi.edu[3], arim.nasim@upi.edu,[4] netibudiwati@upi.edu,[5] miazim75@yahoo.com,[6] aamrusydiana@sakarya.edu.tr[7]
*Corresponding Author

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[1,2,3]Department of Islamic Economics anf Finance, Faculty Economics and Business Education, Universitas Pendidikan Indonesia, Jl. Dr. Setiabudi no 229, Bandung, 40154, Indonesia. [4]Department of Accounting, Faculty Economics and Business Education, Universitas Pendidikan Indonesia, Jl. Dr. Setiabudi no 229, Bandung, 40154, Indonesia. [5]Department of Economics Education, Faculty Economics and Business Education, Universitas Pendidikan Indonesia, Jl. Dr. Setiabudi no 229, Bandung, 40154, Indonesia. [6]Department of Financial Accounting, College of Business, Law and Governance, James Cook Univesity, James Cook Dr, Douglas QLD 4814, Australia. [7]Department of Islamic Economics anf Finance, Faculty Economics and Business, Sakarya University, 54050 Serdivan/Sakarya, Türkiye

1. Introduction

The halal lifestyle has become a growing trend in many countries, including Indonesia, with the cosmetics sector being one of its most dynamic manifestations (Juliana et al., 2022; Marlina et al., 2025; Maulana et al., 2025; Menne et al., 2024; Ngah, Ramayah, et al., 2019; Shahid et al., 2023; Sugibayashi et al., 2019). Halal cosmetics are increasingly attracting scholarly attention because of the many factors that influence consumer purchase behavior (Khan et al., 2021; Mahri et al., 2024). However, despite this growing interest, the number of beauty products registered with the Food and Drug Supervisory Agency (BPOM) in Indonesia is significantly higher than those certified by the Indonesian Ulema Council's Food, Drug and Cosmetics Research Institute (LPPOM MUI), with only 75,385 out of 452,915 products having halal certification. According to the Global Islamic Economic Report, in 2020, Muslim spending on halal cosmetics reached US$4.19 billion, compared to a total cosmetic market value of US$7.095 billion, indicating limited market penetration of halal-certified products. The situation is further highlighted by the fact that several top-selling imported brands in e-commerce, such as L.M.L., O., B., and S., still have relatively few products registered with the Halal Product Guarantee Agency (BPJPH) compared to their BPOM registrations. For instance, O. has 54 halal-certified products out of 80 registered with BPOM, B. has 179 out of 455, and S. has 133 out of 309. In West Java, which is the largest province in terms of e-commerce businesses with 818,077 enterprises, the proportion of halal-certified beauty products remains below 10% of the total products circulating in Indonesia (Widyanto & Sitohang, 2022).

These facts illustrate a significant gap: the availability of halal-certified cosmetics remains limited compared to non-certified products, and further research should compare average sales of halal-certified products with those of non-certified products to provide a clearer picture of consumer preferences in the halal cosmetics sector. Through Law No. 33 of 2014, the Indonesian government mandated that all products entering, circulating, and traded in Indonesia must be halal certified. Nevertheless, many raw materials for beauty products are imported, creating uncertainty in verifying their halal status. It is reflected in the fact that some beauty brands, including the top 10 best-selling products in 2021–2023, have as few as 3% or even 0% of their products halal-certified. Surprisingly, these uncertified beauty products remain popular among Muslim consumers (Khoirunnisa et al., 2025; Ngah et al., 2023; Ngah, Thurasamy, et al., 2019), which indicates that purchasing decisions are not always aligned with halal certification. The persistence of this phenomenon is primarily influenced by low levels of halal literacy and an uneven perception of the urgency of halal labeling across different consumer groups, which continue to hinder the development and broader acceptance of halal-certified beauty products (Mohd Shelahudin et al., 2024; Wisudanto et al., 2024). In fact, 89% of brands whose products have not been halal certified use beauty influencers such as TF, JB, and NA, and experienced an increase in sales compared to those using alternative marketing techniques. The marketing strategy of using large numbers of beauty influencers aims to enhance the positive brand image of products that are not yet halal certified, as 80% of social media users buy products based on influencer recommendations (Nordin et al., 2021; Rutter et al., 2021).

However, Muslims continue to consume products that they merely *believe* to be halal, even though these products are not officially certified (Anubha, 2021; Monoarfa et al., 2023). This condition reflects a fundamental gap between halal awareness and halal certification awareness, where many people assume a product is halal simply because of its image or brand reputation, without verifying its certification status (Al-Banna & Jannah, 2023; Usman et al., 2023). Surveys show the Muslim community already has high halal awareness, yet awareness regarding the importance of halal certification remains relatively low (Aziz & Chok, 2013; Kurniawati & Savitri, 2019). Alarmingly, only 32% of the Muslim community understands that not all products under a brand are necessarily halal certified (Wisudanto et al., 2024). It indicates that, while Muslims conceptually recognize the halal's importance, many lack critical awareness that halal certification is the formal guarantee of compliance. Among the Millennial generation, for instance, a significant portion still pays little attention to certification status and even feels no guilt when consuming non-certified products (Bhutto et al., 2022; Handriana et al., 2021; Juliana et al., 2022).

Meanwhile, Generation Z, which is highly technologically literate and exhibits strong consumer behavior patterns, has the potential to drive higher halal literacy and demand for halal certification if their awareness is strengthened (Suhud et al., 2024; Yuniasanti & Nurwahyuni, 2023). A review of the cosmetics industry in Indonesia for 2024 shows rapid growth, driven by Generation Z consumers, digital trends, and e-commerce. The beauty and personal care market is projected to reach US$9.74 billion in 2025, with the personal care segment accounting for the largest share.

This research is needed, considering that, for Muslims, some items are prohibited by their religion. Apart from that, Indonesia has a large Muslim population, comprising 238 million people out of the country's total population of 274 million, or 13% of the world's Muslim population. Furthermore, the Ministry of Industry relies on the cosmetics industry, focusing its efforts on strengthening the halal value chain in 2019–2024. The halal value chain in the production process can encourage sustainability and social welfare practices that are in line with the UN's world Sustainable Development Goals; for example, halal provides guidelines regarding the production, management and handling of products with a strong emphasis on environmental friendliness, welfare of life, as well as fair business practices (P. S. R. P. H. Idris et al., 2022).

This research draws on the Stimulus–Organism–Response (SOR) theory from environmental psychology to understand the complexity of human behavior (Pérez-Fernández et al., 2022). This theory explains that, in making a decision, several triggers originate from environmental stimuli, such as social norms and mass media (Wei et al., 2020). Halal literacy in West Java is important, especially given that West Java has the most halal-certified products in Indonesia (Nazmudin et al., 2024). It demonstrates a strong commitment to halal product standards across sectors, from food and beverages to fashion. Increasing halal literacy is also important to support the growth of the sharia economy and financial inclusion in West Java. The five provinces with the most extensive distribution of halal-certified products in Indonesia: 1. West Java (694,684); 2. Central Java (535,624); 3. East Java (483,568); 4. Lampung (156,574); and 5. Special Region of Yogyakarta (99,414). Therefore, this research aims to identify the factors that influence the decision to purchase beauty products that are not halal certified among Muslim women of the Millennial and Z generations in West Java.

2. Materials and Methods

2.1. Research Design

The method used was quantitative, with respondents from the Millennial and Z generations of Muslim women who had purchased beauty products without halal certification. The Central Bureau of Statistics classifies Millennials as born between 1981 and 1996, while Generation Z was born between 1997 and 2012.

To understand this consumer behavior, this study uses the SOR theory. According to Sabat et al. (2022), organizational behavior is not always directly influenced by environmental stimuli but can be influenced through internal processes triggered by various organizational partners. The flexible SOR theory allows for the development of a model consisting of stimulus, organism, and response, making it an appropriate framework for this research (Ngah et al., 2023; Sabat & Bhattacharyya, 2024; Tuan Mansor et al., 2022).

A stimulus is an external factor that influences an organism's, namely an individual's, internal processes, including cognition and emotion (Pandita et al., 2021). This response can be positive, such as a desire to purchase a product, or negative, such as dissatisfaction and avoidance of a product (Lin et al., 2023).

In the context of this research, beauty influencers serve as stimuli that shape brand image and consumer attitudes, thereby influencing purchase decisions for non-halal beauty products. Brand image and attitude also function as mediators of the relationship between stimulus and response. Further, awareness of halal certification is included as a moderating variable influencing the relationship between attitude and purchase decision. This conceptual framework is supported by previous studies that confirm the roles of beauty influencers, brand image, attitude, and halal awareness in determining purchase decisions for non-halal-certified beauty products. The complete hypothetical model for this research is visualized in Figure 1.

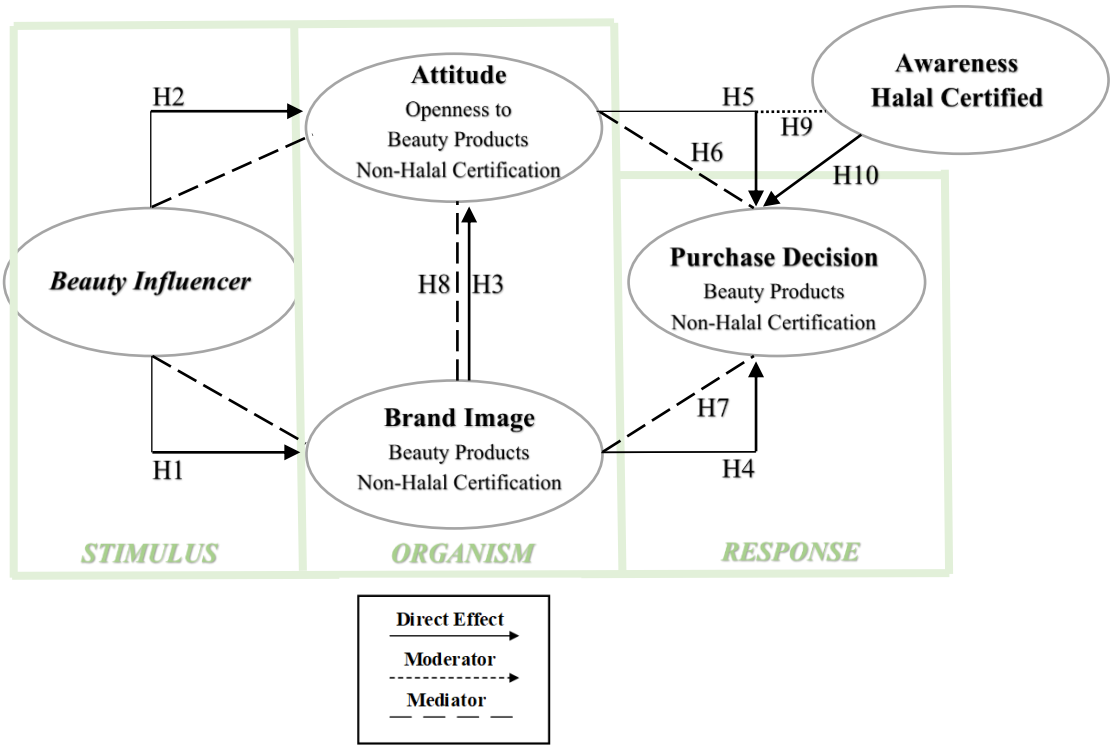


Figure 1. Theoretical Framework. Based on the theoretical framework presented above, the hypotheses in this study are: H1: Beauty influencers have a positive influence on the brand image of non-halal-certified beauty products; H2: Beauty influencers have a positive influence on the attitudes of Millennial and Generation Z Muslim women in West Java; H3: Brand image has a positive influence on the attitudes of Millennial and Generation Z Muslim women; H4: Brand image has a positive influence on the purchase decision for non-halal-certified beauty products; H5: Attitude has a positive influence on the purchase decision for non-halal-certified beauty products; H6: Attitude mediates the relationship between beauty influencers and the purchase decision for non-halal-certified beauty products; H7: Brand image mediates the relationship between beauty influencers and the purchase decision for non-halal-certified beauty products; H8: Attitude and brand image mediate the relationship between beauty influencers and the purchase decision for non-halal-certified beauty products; H9: Halal certification awareness weakens the relationship between attitude and the purchase decision for non-halal-certified beauty products; H10: Halal certified awareness has a positive influence on purchase decisions.

2.2. Data Collection

This study uses a non-probability sampling technique, specifically quota sampling, because the sample is homogeneous and the quota was set to represent the population adequately. To ensure the validity of respondents, filter questions included: "I am aware of the availability of halal beauty products on the market" and "I am currently using all or some beauty products that are not halal certified or do not have a halal label. The questionnaire was distributed from June to July 2024, and successfully collected responses from 290 participants. The criteria for respondents were: Muslim women residing in West Java, with experience purchasing beauty products without halal certification, and who were Millennials (1981–1996) or members of Generation Z (1997–2012). The study instrument (questionnaire) was created in Google Forms and distributed via social media platforms such as Instagram, WhatsApp, Twitter, and Telegram. It was sent to communities such as the Independent Entrepreneurial Community, Kalam Student Activity Unit, West Java Muslim Women's Activists, and BAQI Student Activity Unit, and through direct messages to various regions. This research uses a numerical scale that accommodates data from the two extreme poles, positive and negative, on a scale of 1 to 7 (Sekaran & Bougie, 2016).

2.3. Method of Analysis

The analytical method used is Structural Equation Modeling (SEM) with Smart Partial Least Squares (PLS). The use of PLS-SEM is a strong analysis method of identifying predictive linear relationships among variables. PLS-SEM is not based on many assumptions: the data do not have to be multivariate

normal, and the sample does not have to be large. Apart from that, this method is used to avoid the problems of inadmissible solutions and indeterminacy factors. PLS-SEM can also analyze both reflective and formative indicators (Ghozali, 2014).

3. Results and Discussion

3.1. Respondent Demography

This research used data from 290 Muslim female respondents from the Millennial and Z generations in West Java who have bought beauty products that were not certified halal. Table 1 details the respondents' characteristics. The results of the study show that the consumption level of non-halal products is lower in region I than in region IV. In region II, where halal literacy is at a medium level, consumption of non-halal products is present but not dominant. Region III is classified as semi-rural and holds many traditional values and local religiosity. In addition, the consumption level of non-halal products is not as high as in region IV. In region IV, respondents buy the most non-halal products, even though halal certification is most often issued in West Java. It is likely due to several factors. First, the overconfidence factor in local market labels that are not verified as halal. Second, the large number of local products and Micro, Small, and Medium Enterprises (MSMEs) that do not yet have halal certification, even though they come from regions known for their halal programs. Third, the lack of consumer education regarding the importance of checking legality and halal labels. Fourth, younger consumers (Millennials and Generation Z) tend to focus more on trends, price, or aesthetics than halalness. Fifth, region IV has a higher female population than the other regions (34%). Region IV also has the largest percentage of Generation Z among other regions (26%), followed by region I (23%), region II (14%) and region III (13%).

In Indonesia, Generation Z is the most targeted by beauty brands and is particularly susceptible to beauty influencers because they share many similar preferences. In addition, digital technology, which is a medium for beauty influencers as a marketing strategy, is dominated by Generation Z. In fact, 89% of beauty product brands use beauty influencers to increase sales compared to alternative marketing techniques. This is because 80% of social media users buy products based on influencer recommendations (Rutter et al., 2021). Based on this data, the majority of respondents know and follow one of the most famous beauty influencers in Indonesia, TF. However, TF does not focus on information about halal certification, so the beauty products recommended and followed by consumers are not likely to be halal-certified. It is unlike NK and DS, who focus on this information, but they are not followed by many consumers of beauty products in West Java.

High school or equivalent is the highest level of education that most consumers have in West Java (26%), followed by region I (21%), region III (13%) and region II (12%). Based on a survey conducted by the Halal Product Guarantee Agency in 2020, Indonesian people generally understand the principles of halal, but there is a gap in specific knowledge, especially among teenagers. Moreover, in research by Nazmudin et al. (2024), the halal literacy of high school students in West Java province is still in the moderate category, meaning that halal literacy in West Java needs to be improved, such as the importance of halal certificates in purchasing a product. Based on these data, although region IV has the most halal certificate applications in West Java, if an increase in halal literacy does not balance this, it may still lead to the potential use of non-halal-certified beauty products in this area.

Table1. Respondents' Characteristics

Demography	Frequency	Percentage (%)
Age		
15-21	98	34
22-28	132	46
29-35	43	14
36-43	18	6
Highest Education		
Junior high school	4	1
Senior high school	206	71
Diploma	5	2
Bachelor	72	25
Masters	3	1
Work		
Government employee	5	2

Table1. Respondents' Characteristics

Demography	Frequency	Percentage (%)
Employees of state-owned enterprises	10	4
Private employees	59	20
Businessman	27	9
Housewife	23	8
Academic	3	1
Other	2	56
Monthly Income		
Less than IDR 1,000,000	105	36
IDR 1,001,000 – IDR 2,500,000	93	32
IDR 2,501,000 – IDR 5,000,000	56	20
IDR 5,001,000 – IDR 7,500,000	24	8
More than IDR 7,501,000	12	4
Beauty Product Purchasing Month		
Less than IDR 250,000	145	50
IDR 251,000 – IDR 500,000	124	43
IDR 501,000 – IDR 750,000	16	5
More than IDR 751,000	5	2
Domicile		
Region I (Bogor Regency, Bogor City, Depok City, Sukabumi Regency, Sukabumi City, and Cianjur Regency)	83	29
Region II (Purwakarta Regency, Subang Regency, Karawang Regency, Bekasi Regency, and Bekasi City)	52	18
Region III (Cirebon Regency, Cirebon City, Indramayu Regency, Majalengka Regency, and Brass Regency)	53	18
Region IV (Bandung Regency, Bandung City, Cimahi City, West Bandung Regency, Sumedang Regency, Garut Regency, Tasikmalaya Regency, Tasikmalaya City, Ciamis Regency, Banjar City, and Pangandaran Regency)	102	35

3.2. Measurement Models

This research has an outer loading value of more than 0.60 and an Average Variance Extracted (AVE) value of more than 0.5 for each required latent variable, as shown in Table 2. Therefore, the conclusions regarding the latent-variable indicators in this study are valid and robust. Then, the latent variables in this study have composite reliability (CR) and Cronbach's alpha values > 0.70, indicating that all the research latent variables are reliable or have a good level of reliability. In addition, the researcher analyzed the Heteroit-Monotrait Ratio (HTMT) value in discriminant validity testing, where the HTMT value was no greater than 0.9 so all constructs in the model tested met the discriminant validity criteria (Table 3).

Table 2. Loading Factors

Variables	Loading Factors	CR	AVE	Description
Beauty Influencers (X)		0.934	0.640	
My tastes are similar to beauty influencers in terms of style of using beauty products, for example makeup.	0.817			Valid
I follow beauty influencers' recommendations for beauty products.	0.847			Valid
The beauty influencers are honest in their reviews and recommendations of beauty products.	0.773			Valid
The information I get from beauty influencers regarding beauty products is reliable.	0.849			Valid
I am confident that beauty influencers have knowledge in the field of beauty and care.	0.789			Valid
I am confident that beauty influencers know the field of beauty and care.	0.819			Valid
My perception is that beauty influencers are attractive.	0.671			Valid

Table 2. Loading Factors

Variables	Loading Factors	CR	AVE	Description
I am interested in content about beauty products delivered by beauty influencers.	0.819			Valid
Brand Image (Y1)		0.969	0.796	
I believe in the good reputation of companies that still have beauty products that are not halal certified.	0.857			Valid
I need the sales network for non-halal-certified beauty products in various locations, expanded to make purchasing easier.	0.862			Valid
I am interested in innovative and trendy packaging for beauty products that are not halal certified.	0.897			Valid
I am interested in non-halal certified beauty products that have effective qualities for caring for the skin or body.	0.915			Valid
I am interested in non-halal-certified beauty products with an attractive, elegant, and modern appearance.	0.914			Valid
I am interested in product accessories, such as brushes, beauty blenders, and other applicators, for beauty products that are not halal certified.	0.870			Valid
I am interested in the characteristics and unique services of a brand that has beauty products that are not halal certified.	0.915			Valid
I choose beauty products that are not halal certified which have a variety of products with price options that suit my needs.	0.904			Valid
Attitude (Y2)		0.933	0.730	
I believe that beauty products that are not halal certified are produced with good technology and product ingredients.	0.849			Valid
I am enthusiastic about exploring the quality and benefits found in beauty products that are not halal certified for the skin or body.	0.888			Valid
I tend to participate in activities (events) organized by beauty product brands that are not halal certified, such as beauty workshops.	0.816			Valid
I believe that every beauty product I choose remains halal, even though it does not have an official halal certificate.	0.838			Valid
I believe that all products of a beauty brand are halal even if they only have one or a few products that are halal certified.	0.829			Valid
Halal certified awareness (Z)		0.969	0.794	
I read Islamic books or participate in Islamic religious activities as part of my religious commitment.	0.793			Valid
I carry out all commands and stay away from prohibitions in the Islamic religion, especially the obligation to use or buy halal products.	0.872			Valid
I understand the criteria for halal beauty products in Islam.	0.902			Valid
I am aware of the importance of buying halal beauty products and always prioritize halal products when shopping.	0.933			Valid
I know the importance of checking the halal logo on beauty product packaging before purchasing.	0.928			Valid
I understand the purpose of having a halal certificate on beauty products and always pay attention to this when shopping.	0.930			Valid
I get information regarding halal certified beauty products on various social media or campaign activities and events in my surrounding area.	0.878			Valid
I know how to identify which beauty products have a halal certificate and which do not.	0.885			Valid
Purchase decision (Y3)		0.965	0.789	
I am interested in buying non-halal certified beauty products that can solve my skin or beauty problems.	0.895			Valid

Table 2. Loading Factors

Variables	Loading Factors	CR	AVE	Description
I buy halal-certified beauty products because their quality matches the benefits I need.	0.909			Valid
I tend to purchase beauty products that are not halal certified due to the high popularity of a brand.	0.913			Valid
I tend to buy more than one beauty product that is not halal certified.	0.922			Valid
I tend to purchase a package of care and beauty products that are not halal certified.	0.885			Valid
I can easily access various e-commerce platforms (Shopee, Tokopedia, Lazada, etc.) to purchase beauty products that are not halal certified.	0.748			Valid
I am comfortable buying beauty products that are not halal certified directly in the store.	0.866			Valid
I tend to buy beauty products that were not halal certified when they went viral and were widely reviewed by beauty influencers.	0.880			Valid

Table 3. HTMT Discriminant Validity

	Beauty Influencers	Brand Image	Purchase decision	Halal Certified Awareness	Moderate	Attitude
Beauty influencers						
Brand image	0.143					
Purchase decision	0.189	0.731				
Halal certified awareness	0.153	0.726	0.748			
Moderate	0.136	0.138	0.162	0.322		
Attitude	0.188	0.840	0.896	0.733	0.047	

Table 4 shows that the adjusted R-squared for the brand image variable is 0.01,8 or 1.8%. It means the beauty influencer variable has a weak ability to explain the brand image variable for beauty products that are not halal certified, because the value is only 1.8%, while 98.2% is influenced or explained by other variables that are not included in this research mode.

Table 4. R-Square

	R Square	R Square Adjusted
Brand image	0.021	0.018
Purchase decision	0.744	0.741
Attitude	0.627	0.624

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Then, the adjusted R-square for the attitude variable is 0.624, or 62.4%. This means the beauty influencer and brand image variables have a moderate ability to explain attitudes towards beauty products that are not halal certified, accounting for 62.4%. In comparison, 37.6% is explained by other variables not included in this research model.

Apart from that, the adjusted R-Square value for the purchasing decision variable is 0.741 or 74.1%. This means the variables beauty influencer, brand image, attitude and awareness of halal certification have a strong ability to explain purchasing decision variables for beauty products that are not halal certified, because the value is 74.1%, while 25.9% is influenced or explained by other variables that are not included in this research model

Table 5. Bootstrapping Report Results

	Original Sample (O)	T-stats	P-value	Description
Beauty Influencer > Brand Image	0.146	2.637	0.004	H1 accepted
Beauty Influencer > Attitude	0.072	1.704	0.044	H2 accepted
Brand Image > Attitude	0.778	23.749	0.000	H3 accepted
Brand Image > Purchase Decision	-0.004	0.065	0.474	H4 rejected
Attitude > Purchase Decision	0.677	10.545	0.000	H5 accepted
Beauty Influencer > Brand Image > Purchase Decision	-0.001	0.056	0.478	H6 rejected
Beauty Influencer > Attitude > Purchase Decision	0.048	1.657	0.049	H7 accepted
Beauty Influencer > Brand Image > Attitude > Purchase Decision	0.077	2.600	0.005	H8 accepted
Halal Certified Awareness X Attitude > Purchase Decision	-0.076	2.450	0.007	H9 accepted
Halal Certified Awareness > Purchase Decision	-0.235	4.049	0.000	H10 accepted

Note: Significant at $p < 0.05$

Based on the results of data processing in Table 5, this study made several findings. First, beauty influencers impact the brand image of beauty products that are not yet halal certified. So, the higher the popularity of the beauty influencer, the better the brand image of beauty products that are not yet halal certified. However, this study shows the need for efforts to improve the brand image of halal-certified beauty products through beauty influencers who focus on creating halal product information content. Influencers are one part of the marketing mix proposed by McCarthy (1968); namely, the promotion element. Influencer marketing is considered an effective way to increase consumer interest, product attention, brand awareness and loyalty (Dinh & Lee, 2022).

The beauty influencer variable with the highest value in the age range category is 22-28 years. So, it can be concluded that Generation Z (aged 22-27 years) has more similarities in beliefs and interests with beauty influencers, which makes them the consumers who are most likely to follow beauty influencers' advice and recommendations. Generation Z uses a lot of technology, as beauty influencers use social media such as YouTube to disseminate information about beauty products.

These results are in line with the findings by Rutter et al. (2021) and Jiménez-Castillo and Sánchez-Fernández (2019), which explain that influencers can improve brand image to be more effective. In addition, research by Wiedmann and Mettenheim (2020), Chandra & Indrawati, (2023) and Markiones et al. (2023) states that beauty influencers can have a strong and significant influence on brand image

Second, beauty influencers significantly influence the attitudes of Millennial and Generation Z Muslim women in West Java toward accepting beauty products that are not certified halal. The greater the popularity of the beauty influencer, the more open the attitude of Muslim women to accepting beauty products that are not certified halal. However, this research shows a need to increase self-branding of beauty influencers who focus on halal certified beauty products. It can be done through building distinctive characteristics, such as only creating halal-certified beauty product information content, understanding the tastes and styles of using beauty products from the target audience, building positive content creativity by always providing honest information, and increasing knowledge and experience in the field of beauty and care products.

This research is in line with research by Yan et al. (2023), which suggests that the influencer's trustworthiness affects the attitudes of young consumers in China. In addition, influencer expertise shapes students' consumer attitudes in Asia and America (Kim & Yoon, 2024). Taillon et al. (2020) found influencers shape the attitudes of Millennial students in the southeastern region of the United States. Then, research in Indonesia by Candra (2023) found that influencers affect attitudes, which was also the case in Poland in the study by Gwiaździński and Olejniczak (2023).

Third, brand image has a positive and significant influence on the openness attitudes towards beauty products that are not halal certified. The higher the brand image, the more open Muslim women are in accepting beauty products that are not certified halal. Nevertheless, this research shows the need for efforts to improve the brand image of halal-certified beauty products, then influencing Muslim women's attitudes towards these beauty products. Improving brand image can be done by building a good company reputation, expanding the sales network, especially in region II Purwakarta, region I Bogor and region IV Priangan, while for region III Cirebon, efforts need to be made to increase strong product branding considering this region values the brand image of beauty products that are not highly certified halal. After this, create innovative packaging, improve product quality, and create an attractive,

elegant and modern appearance. Apart from that, increase the completeness of beauty products and build product characteristics.

The results of this study are in line with Handriana et al.'s (2021) findings that brand image has a significant influence on consumer attitudes in the Millennial generation in Indonesia. Then research by Y. Liu et al. (2023) uncovered that brand image uniqueness can increase the positive attitudes of consumers from various generations in Spain. In addition, research by Fan (2019) and Yan et al. (2023) found that brand image influences consumer attitudes in South Korea.

Fourth, brand image does not influence the decision to purchase beauty products that are not halal certified. Based on the research survey results, Muslim female consumers do not have high confidence in companies if they offer not halal certified beauty products. This is because Muslim female consumers are sufficiently aware of halal certification that they do not really need an improved brand image, such as expanding the sales network for beauty products that are not halal certified. Apart from that, they do not have high interest in the appearance of beauty products, the quality and variety of product choices, or the brand prices.

Currently, 1,010 beauty companies operate in Indonesia. Moreover, each beauty company sells several product brands in the market. Therefore, the lack of influence of brand image on the decision to purchase beauty products that are not halal certified is also due to the large number of beauty brands being sold, so consumers have many purchase options. Meanwhile, each brand continues to develop and offer advantages.

The current results are consistent with research indicating that brand image does not affect product purchasing decisions (A. P. Wijaya & Annisa, 2020). Other findings state that brand image has a negative and insignificant influence on purchasing decisions (Wowor et al., 2021). However, this is not in line with research that shows that brand image can influence purchasing behavior towards a product (Fan, 2019; N. A. Idris et al., 2020; Ngah et al., 2023; Patel & Tatum, 2023; Utami & Ellyawati, 2021).

Fifth, attitude has a significant influence on the decision to purchase beauty products that are not halal certified. The higher the attitude level, the more likely the consumer will purchase beauty products that are not certified halal. However, this research shows a need to strengthen the understanding of halal certification among Muslim women to change their attitudes towards beauty products that are halal certified, considering that attitude in the research refers to openness and prejudice that not everything that is not certified halal is a haram beauty product. In this study, researchers measured attitude variables using combined indicators, including cognitive, affective, connotative, and positive impression components (Juliana et al., 2024).

Increasing understanding can be done by convincing Muslim women in West Java, especially region III Cirebon, that there are risks to be considered in beauty products that are not certified halal. First, beauty products that are not halal certified do not necessarily come from good product ingredients. Second, they do not have confidence that a product that is not certified is possibly halal because checking halal status is not only on the ingredients but also on product management, product location, equipment, production space, storage, distribution, presentation and even the marketing process. Beauty has many halal criteria, and the inspection process must be conducted by a Halal Auditor, unlike food, which can go through self-declaration. Third, not all products in the same brand are halal certified because the halal certificate applies to a specific product, not the brand.

The results of this research support the SOR theory, where attitudes as an organism are influenced by stimulus or environmental factors such as beauty influencers. The results of this study are in line with the research findings of Ngah et al. (2023), who explain that attitude is a factor that influences purchasing behavior. Likewise, Zuhri et al. (2023) state that attitudes can influence purchasing behavior. In fact, consumer attitudes were found to have a positive influence on purchasing decisions for pharmaceutical products (Sudirjo et al., 2023). In addition, Yucha et al. (2022) found that attitudes influence purchasing decisions. However, the results of this study are not in line with Syahada (Syahada et al., 2023), who found that consumer attitudes do not have a positive influence on purchasing decisions for beauty products (Macheka et al. 2023).

Sixth, attitude positively and significantly moderates the relationship between beauty influencers and the decision to purchase beauty products that are not halal certified. The results of this research are in line with research by Candra (2023), that the attitudes of the Millennial and Z generations in Indonesia can mediate the relationship between beauty influencers and purchasing behavior. Likewise, research by Cho and Kim (2022) shows that attitude mediates the relationship between attractiveness and similarity of beauty influencers on product purchases. Apart from that, attitudes towards influencers have also been found to affect the decision to purchase a cosmetic product (Q. Liu, 2023).

Seventh, brand image does not mediate the relationship between beauty influencers and the decision to purchase beauty products that are not halal certified. Based on this research, although the suggestions and recommendations conveyed by beauty influencers in marketing strategy efforts can influence consumer perceptions regarding a brand, the high brand image of beauty products that are not halal certified cannot mediate the impact of beauty influencer relationships on purchasing decisions or, even though brand image can be formed through beauty influencers, this does not directly contribute to increasing purchasing decisions.

These results are in line with findings that state brand image cannot mediate the relationship between the influence of social media marketing, such as the example of beauty influencers as a form of brand communication (Tamindael & Ruslim, 2021; B. M. A. Wijaya & Junaedi, 2021). This explains that the relationship formed with an influencer regarding a product fis not enough to mediate the influencer's relationship with the purchase (Koay et al., 2023). In addition, research by Saidi et al. (2023) states that brand image as a mediator has no influence on digital marketing strategies, such as beauty influencers, on product purchasing decisions. However, this research is not in accordance with research findings that state the impact of influencers on consumer purchases will be more strongly affected by brand image (Macheka et al., 2024; Ngah et al., 2023; Tseng & Wang, 2023).

Eighth, attitude and brand image mediate the relationship between beauty influencers and the decision to purchase beauty products that are not certified halal. However, this research emphasizes the need to increase local products that are certified halal, considering the results of this research survey describe that respondents buy many beauty products from abroad (imported), especially from China, so many producers use beauty influencers as a marketing strategy to develop their image. A positive and strong attitude towards the brand influences purchasing decisions on beauty products that are not halal certified. The results of this study are in line with Ngah et al.'s (2023) work regarding beauty products that are not certified halal in Malaysia: that attitude and brand image sequentially mediate the relationship to product purchasing decisions. Meanwhile, other research found that attitude and brand image can respectively mediate the relationship between influencers and purchases (Macheka et al., 2024; Tseng & Wang, 2023).

Ninth, awareness of halal certification moderates the relationship between attitudes towards the decision to purchase beauty products that are not halal certified. The higher the level of awareness of Muslim women's halal certification, the weaker the attitude towards the decision to purchase beauty products that are not certified halal. Therefore, even though beauty products are not certified halal, one marketing strategy is to use beauty influencers to influence the openness of Muslim female consumers towards these products. This can be overcome by increasing awareness of halal certified products. Therefore, this research emphasizes the need for efforts to increase awareness of halal certification for Muslim women from the Millennial and Z generations in West Java, especially in the age range 36-43 years (Millennial generation), in region III Cirebon among housewives. The education provided should not be only through social media but can be carried out directly through halal certified product bazaars or other activities. Generation Z needs to be the next target because their certification awareness is still in the moderate category.

The results of this research are in line with research by Farichah and Yasin (2023), which found the higher the level of halal awareness of consumers buying products that are halal certified, the more likely the decision to purchase cosmetics. Apart from that, Handriana et al. (2021) and Shahid et al. (2018) have found that halal awareness influences halal certificates. Likewise, Handriana et al. (2021) and Maichum et al. (2017) show that the higher the awareness of halal products, the greater the relationship between buying interest and product purchasing behavior (Soebahar et al., 2021). Also, Amarul and Supriatna's (2023) research explains that public awareness regarding the halal label can influence consumer purchasing interest. However, the results of this research are not in line with the findings, which state that higher knowledge regarding halal product literacy or Islamic knowledge will not make Muslims decide to buy beauty products that are halal or halal certified (Achmad & Fikriyah, 2021).

Tenth, awareness of halal certification has a negative influence on purchasing decisions for beauty products that are not halal certified. The higher the level of awareness of halal certification, the lower the likelihood of purchasing beauty products that are not halal certified. Therefore, companies that produce beauty products need to carry out a halal certification process, because the results of this research show that Muslim female consumers have very high halal awareness. In addition, awareness of halal certification is not only a variable that moderates the relationship between attitudes towards

purchasing decisions for halal certified beauty products but also as a direct variable that can influence purchasing decision variables.

The results of this study align with those of Farichah and Yasin (2023), who found that halal awareness and halal certification can influence Muslim consumers' purchase decisions for halal cosmetics. In addition, research by Usman et al. (2021) explains that halal awareness and halal labels will positively influence the purchase of halal certified food. Then, Hanifasari et al. (2024) found that the halal certificate has a positive effect on purchasing halal products. Likewise, halal awareness influences purchasing decisions on halal products (Hasan et al., 2024; Muslichah et al., 2020).

This research also provides implications that attitude can directly influence purchasing decisions for beauty products that are not halal certified or mediate the relationship between beauty influencers and purchasing decisions. This happens because many Muslims still do not pay attention to halal certificates on beauty products, such as the cosmetics they buy; in fact, they are willing to spend more to buy the beauty products they want, considering that, based on this research survey, spending on halal certified beauty products is in the range of IDR 500,000 – IDR 750,000 per month. Based on the results of the research data, as much as 53% of Generation Z allocate less than IDR 250,000 to buying cosmetic products every month, while the Millennial generation's percentage is slightly lower at 45%. On the other hand, a spending allocation greater than IDR 250,000 to buy cosmetic products is 55% for the Millennial generation, while for Generation Z it is 47%. This shows the Millennial generation is more likely to allocate a larger spend on cosmetic products than Generation Z.

This is because the way of thinking or subjective assessment of Muslim female consumers of the Millennial and Z generations in West Java is influenced by the environment, which gives rise to the assumption that buying beauty products that are not certified halal is not necessarily a haram product even though they are not certified halal.

In addition, respondents are dominated by the age of 22-28 years. Referring to the 2020 Indonesian Population Census by the BPS-Statistics Indonesia, the Millennial generation was born between 1981 and 1996 or calculated in 2024 to be aged 28-43 years and Generation Z was born between 1997 and 2012 or aged 12-27 years, so 75% of respondents are from Generation Z while 25% are from the Millennials. This is because the Millennial group has fewer product choices, as evidenced of a survey on skincare or beauty product purchases in the United States, which, it turns out, is dominated by Generation Z. In Indonesia, Generation Z is the most targeted by beauty brands because in West Java it is the most dominant generation.

In Islam, you are required to abandon doubtful things, including beauty products that are not certified halal because they have risks or unclear halal status, especially products that have a high risk of containing or being mixed with non-halal ingredients. Thus, awareness of halal certification among Muslim female consumers can be increased by conducting outreach, education and campaigns on various social media through beauty influencers or others as well as in direct activities regarding the importance of buying beauty products that have been certified halal.

This research has limitations, mainly that it was only conducted on Millennial and Z generations of Muslim women in West Java. In the future, researchers can expand the research scope of increasing the number of respondents, examining gender, age, and region. Apart from that, this research only uses one exogenous variable: the role of beauty influencers in purchasing decisions. Consequently, the researchers can add factors such as exogenous variables that can influence purchasing decisions for beauty products that are not certified halal. Because brand image in this study did not have a positive influence on the decision to purchase beauty products that were not halal certified, further research can look for other factors that can influence the decision to purchase these products. In addition, this research uses Muslim women's open attitudes towards beauty products that are not certified as halal, which positively influences the decision to purchase beauty products that are not certified as halal (Figure 2). In the future, researchers could use Muslim women's positive attitudes towards halal-certified beauty products to influence purchasing decisions for non-halal-certified beauty products negatively. Future researchers can look for factors that negatively influence or weaken Muslim women's purchasing decisions for beauty products that are not halal certified or look for other factors that can influence Muslim consumers to buy beauty products that are not halal certified using other relevant theories.

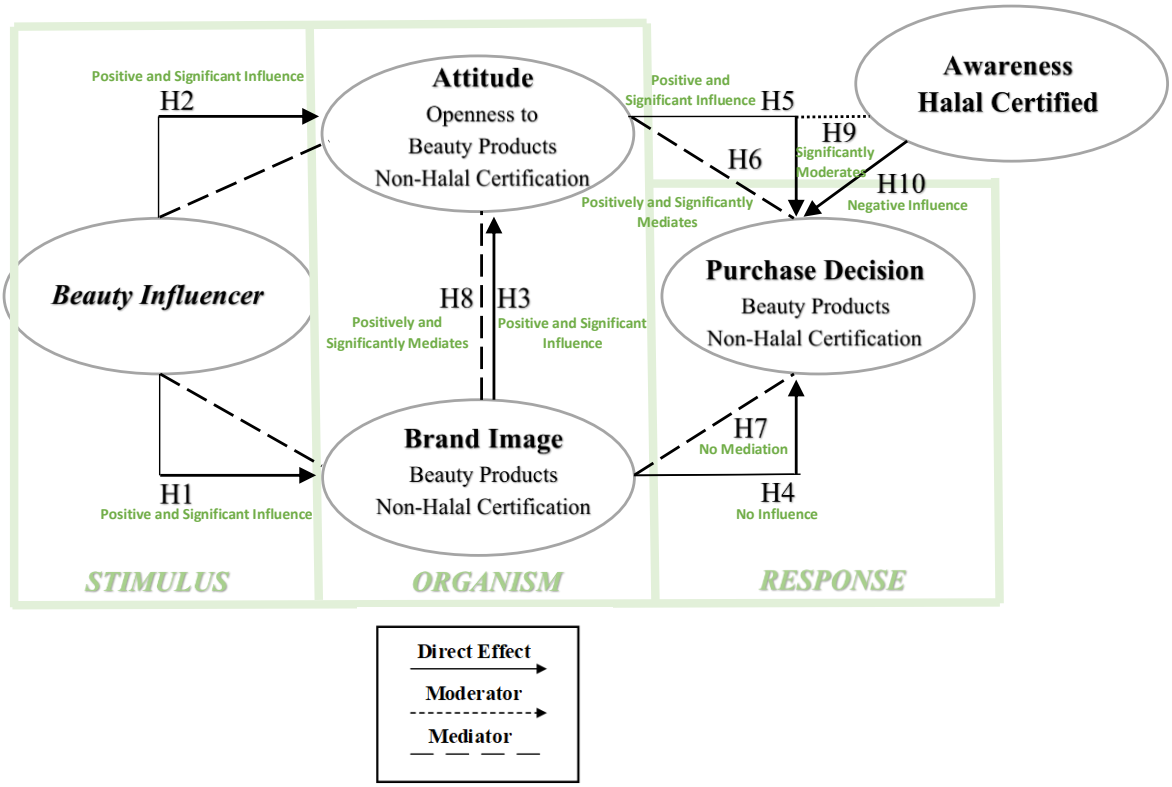


Figure 2. Theoretical Framework Result

4. Conclusion

The factors that affect Muslim women's decision to purchase non-halal-certified beauty products are influenced by both stimulus and organismic factors. Thus, beauty influencers have a significant influence on brand image and attitudes. Likewise, brand image significantly influences attitudes. So, attitude has a significant influence on the decision to purchase beauty products that are not halal certified. Meanwhile, brand image does not significantly influence purchasing decisions. Furthermore, from the results of this research, it is known that attitude mediates the relationship with the beauty influencers on purchasing decisions, while brand image does not mediate this influence. However, brand image and attitude can mediate the influence of beauty influencers on purchasing decisions. In addition, awareness of halal certification (Generation Z) can weaken the relationship between attitudes and purchasing decisions for beauty products that are not certified halal. Not only as a mediator, awareness of halal certification can also directly negatively influence the decision to purchase beauty products that are not halal certified.

The strongest indicator of the beauty influencer variable is the attractive appearance of the beauty influencer. Therefore, one strategy to improve the self-branding of beauty influencers who focus on creating halal product content is that they need to have an attractive appearance not only from a physical perspective but also from the appearance of the content provided. The weakest indicator of the brand image variable is the level of need for expanding the sales network for beauty products that are not halal certified to make purchasing easier. Therefore, halal certified beauty products need to expand their sales network online on various e-commerce platforms and offline by creating shops that are easy to reach for Muslim female consumers. This is reinforced by the strongest indicator in the decision variable to purchase beauty products that are not halal certified, where Muslim women like the ease of accessing various e-commerce platforms (SP, TP, LZ etc.) in purchasing beauty products. Then, the highest category in the attitude variable is the belief that all products of a beauty brand are halal even though they only have one or a few products that are halal certified.

This is based on the high consumer demand for imported cosmetic products that are not yet halal certified, such as The Originote, Skintific, and Bioaqua. In fact, most beauty products in Indonesia are still imported, while some foreign countries do not have halal certification regulations.

The province with the largest number of cosmetic industries in Indonesia, reaching 342 industries with 818,077 e-commerce businesses, is West Java. This proves that West Java has a high demand for cosmetic products compared to other provinces. However, West Java also has the largest circulation of non-halal certified and even illegal cosmetics, reaching IDR 4.59 billion. While these cosmetics are

widely distributed through e-commerce platforms, one of which is a product from the La Mei La brand, none of its products have been halal certified.

Therefore, it is necessary to emphasize that not all beauty products in the same brand have a halal certificate because certification is only valid for one product, not a brand. Apart from that, the weakest category in the halal certification awareness variable is religious commitment as indicated by reading Islamic books or participating in Islamic religious activities. Therefore, there is a need to increase religious commitment for Muslim women through reading Islamic books and participating in activities related to halal certified beauty products.

CRediT Authorship Contribution Statement

Juliana Juliana: Writing – Original Draft, Formal Analysis. **Mardiatunnisa Mardiatunnisa:** Writing – Review & Editing, Writing – Original Draft, Formal Analysis, Methodology. **Rida Rosida:** Writing – Review & Editing, Writing – Original Draft, Formal Analysis, Methodology. **Arim Nasim:** Writing – Review & Editing, Methodology. **Neti Budiwati:** Writing – Review & Editing, **Mohammad Azim:** Literature Review, Methodology. **Aam Slamet Rusydiana**: Formal Analysis, Methodology.

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