

DETERMINANTS OF HALAL COSMETICS PURCHASE INTENTION IN GEN-Z: AN EMPIRICAL STUDY IN JAVA ISLAND

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ABSTRACT

This study aims to analyze the influence of halal marketing, halal labeling, knowledge, brand image, and product quality on the interest in buying halal cosmetics in the Zilenial generation. The method used in this study is a quantitative survey approach through a questionnaire with a sample of 211 Gen-Z respondents who were selected by purposive sampling based on birth criteria between 1997-2012, domiciled on the island of Java and had bought halal cosmetic products. Data analysis was carried out using Structural Equation Modeling (SEM) technique. This study shows that halal marketing, halal labeling, halal knowledge, brand image, and product quality have a significant influence on buying interest. The implications of this research can be used by halal cosmetics industry players as a basis for formulating marketing strategies that are more effective and in accordance with the characteristics of Gen Z. By utilizing the right strategy, companies can help the country's economic growth.

Keywords: *Halal Marketing, Halal Labeling, Knowledge, Brand Image, Product Quality, Buying Interest, Halal Cosmetics, Zilenial Generation*

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I. INTRODUCTION

I.1. Background

Along with the changing times, technological developments are increasingly sophisticated and renewable so that it can make it easier for people to get information about halal products that can meet their needs. Halal products are a necessity for the Muslim community (Bhutto et al., 2023). Furthermore, Nurhayati and Hendar in the research (Kasri et al., 2023) Halal products originally came from the obligation of the Muslim community to consume products that are halal and tayyib (clean and good for consumption) according to Islamic teachings. For the Muslim community, halal products are products that meet sharia rules and meet quality, safety, and health requirements for consumers and producers (Wisudanto et al., 2024). In addition, halal products not only include ingredients that are permitted by Islam but are also produced using processes that are permitted in Islam (Widyanto & Sitohang, 2022).

Indonesia is one of the developing countries that has the largest Muslim population in the world. By *World Population Rivew* The country with the largest number of Muslims overall is Indonesia, which is home to more than 242 million Muslims. This is about 87% of Indonesia's population and 11.7% of the world's total Muslim population (*Organization of Islamic Cooperation Countries* 2025, n.d.). Faiza and Chan in research (Widyanto & Sitohang, 2022) With the increase in Muslims, of course, it will have an impact on increasing demand for industrial halal products.

According to Islam and Chandrasekaran in the research (Anubha, 2023) The term halal is not only limited to food issues but is also applied to a variety of other products and services such as cosmetics, toiletries, pharmaceuticals, and tourism. From this service product, halal cosmetics are a mixture of various substances that are applied to the outside of the human body, such as skin, hair, and other parts of the body that aim to beautify the appearance for the better (Fiandari et al., 2024). The United States Food and Drug Administration (FDA) states that cosmetics are products used on human limbs to clean, beautify, enhance attractiveness, and change appearance without compromising the structure and function of the body (Isa et al., 2023). Furthermore, that halal cosmetic products should not contain mixtures with ingredients that are prohibited by Sharia (Hati et al., 2025), such as ingredients containing elements of pig, blood, carcasses and alcohol (Abd Rahman et al., 2015; Isa et al., 2023; Liew & Karia, 2024). According to Mohezar in (Suhartanto et al., 2021) Halal cosmetics have been considered hygienic and safer products and can increase consumer appeal.

In the cosmetics sector, Indonesia is the second country with the largest amount of cosmetic consumption after India. The value of market share and sales performance of cosmetics in Indonesia experienced a fluctuating growth trend, in the period 2013-2017, the largest increase in market share value occurred in 2014 with an addition of Rp. 6,664.8 billion. In the same year sales performance reached the highest figure (Komite Nasional Keuangan Syariah, 2018). In addition, in the State of the Global Islamic Economic Report 2019/2020, Muslim spending on halal cosmetic products continues to increase to reach US\$64 billion in 2018 and is expected to reach US\$95 billion by 2024 (Ngah et al., 2023). Thus halal products have achieved significant consideration among marketers around the world (Shahid et al., 2023), and consumers view halal cosmetics as cosmetic products that do not contain ingredients that are prohibited in Islam and are made and processed in accordance with Islamic law (Handriana et al., 2020).

Along with the increasing interest of the younger generation in cosmetics, the demand for halal cosmetic products with their various variants is also increasing (Riswandi et al., 2023). The increasing demand for halal cosmetic products is influenced by the increasing awareness of halal cosmetics (Handriana et al., 2020), halal marketing (Hasan et al., 2024; Supriani et al., 2024; Stuart et al., 2024), halal knowledge (Kasri et al., 2023; Shahid et al., 2023; Widyanto & Sitohang, 2022), halal label, brand image (Nghah et al., 2023; Wisudanto et al., 2024) and product quality (Hussain et al., 2024).

Based on previous studies that discuss the interest in buying halal cosmetics among Generation Z, most of them are carried out in limited geographical areas, such as big cities or certain provinces (Kasri et al., 2023; Manajemen et al., 2024; Renza Fahlevi, Valeska Lilya Kevin, 2024; Widyanto & Sitohang, 2022). This creates limitations in the generalization of findings and does not take into account socio-economic and cultural variations found in other regions, especially Java Island, which is the demographic and economic center of Indonesia. Therefore, this study aims to fill this gap by investigating the buying interest of halal cosmetics of Generation Z as a whole throughout the island of Java, in order to produce a more comprehensive, representative, and relevant understanding for the development of the national halal industry.

1.2. Research Objectives

This study seeks to complement previous research on the interest in buying halal cosmetics. This research develops the theory of reasoned action (TRA) put forward by Fishbein and Ajzen (1975) making subjective attitudes and norms the main variables that influence an individual's intention to buy something. However, in this study, halal marketing, halal labels, halal knowledge, brand image and product quality are the main variables that affect a person's interest in buying cosmetics, but also affect the attitude and assessment of individual subjective norms. The object of this research is Gen Z Indonesian Muslims who use halal cosmetic products.

II. LITERATURE REVIEW

2.1. Theoretical Foundation

1. Marketing

In research (Entaresmen, 2016) Marketing aims to meet the needs of individuals or organizations which include the process of planning, concepts, pricing, distribution of ideas, goods and services. According to Kotler and Keller, marketing is a managerial process in which individuals or organizations get their needs and wants by creating, offering, and exchanging something of value to each other (Sumakul Christien Grace, Opod riane Chrisna, 2023). Companies can use social media platforms to introduce and publicize their products to attract new consumers and increase customer loyalty or sales (Wisudanto et al., 2024). Some of the commonly used social media are Facebook, Instagram, Twitter, line, WhatsApp and others. With careful planning, companies can capitalize on this growing market and create a successful halal marketing strategy for their business (Hasan et al., 2024).

Regarding the relevance of the purchase decision, some experts like the research (Hasan et al., 2024) shows that halal marketing positively affects intentions towards halal cosmetics. This is in line with research (Hidayati & Yuliandani, 2020; Supriani et al., 2024).

H1: PH significantly affects Buy Intent

2. Halal Labeling

Halal labeling is a sign that the goods produced do not contain ingredients that contain elements of haram in Islamic law. (Khofifah & Supriyanto, 2022) Halal labeling refers to the product packaging writing that states whether the product is halal or not. According to Azam in the research (Shahid et al., 2023) A halal logo or certification is the inclusion of a halal label or product packaging statement indicating that the product is licensed and approved as halal or "Halal". The halalness of a product will be difficult to verify if there is no halal logo. Halal certified products with halal logos provide a sense of calm because it is the main sign to distinguish halal products from non-halal products (Handriana et al., 2020).

Regarding the relevance of the purchase decision, some experts like the research (Hati et al., 2025) shows that the perception of halal quality and logo has a significant and positive impact on the attitudes and purchase intentions of both male and female Muslim consumers, with a much stronger effect observed among women. Similar things in research (Maison et al., 2019; Muizzudin & Kisty, 2020; Utami, 2019).

H2: LH significantly affects Buy Intent

3. Halal Knowledge

Knowledge can be defined as awareness, alertness, or familiarity gained through experience or learning (Abd Rahman et al., 2015). Knowledge is a form of awareness, understanding, and experience by individuals or groups. According to Ahmad in the research (Widyanto & Sitohang, 2022) More precisely, knowledge means the expertise and skills acquired by a person or a group of people through a theoretical or practical understanding of a subject. Zumrotun Nisa & Ajib Ridlwan (2022) Knowledge is a form of awareness or familiarity based on experience or learning.

Regarding the relevance of the purchase decision, some experts like the research (Shahid et al., 2023) The findings of this study reveal that religious knowledge influences consumers' purchasing behavior towards halal cosmetics, which in turn drives their repurchase intent. This is in line with research (Kasri et al., 2023; Riswandi et al., 2023; Sudarsono et al., 2024).

H3: PH significantly affects Buy Intent

4. Brand Image

According to Simamora in the study (Zukhrufani & Zakiy, 2019) A brand has an image to make it easier for consumers to remember a brand. (Baqai et al., 2021) Brand image can be defined as a consumer's perception of a particular brand, that is, the image that he has in his mind about the brand. Brands are an important asset for companies, so they must be well maintained, even if brands are intangible, their existence can affect consumer attitudes and behaviors (Simbolon et al., 2020). A brand that is perceived positively can provide pride for consumers in using their products.

Regarding the relevance of the purchase decision, some experts like the research (Nurul Magfirah & Kartini Aprianti, 2023) Brand image has a positive and significant effect on repurchase intention, this is similar to research (Ismaulina et al., 2020; Yulianto et al., 2022).

H4: BI Significantly affects Buying Intent

5. Product Quality

Product quality can be seen, among other things, from the most important and owned product characteristics (Riswandi et al., 2023). According to Kotler and Keller in the study (Purnapardi & Indarwati, 2022) Product quality is the ability of goods to provide performance or results that are in line with or even more than what consumers expect. (Peter & Olson, 2013) Consumers who are satisfied with a product, service, or brand are more likely to continue to buy it and tell others about the pleasant experiences they have had with the product, service or brand.

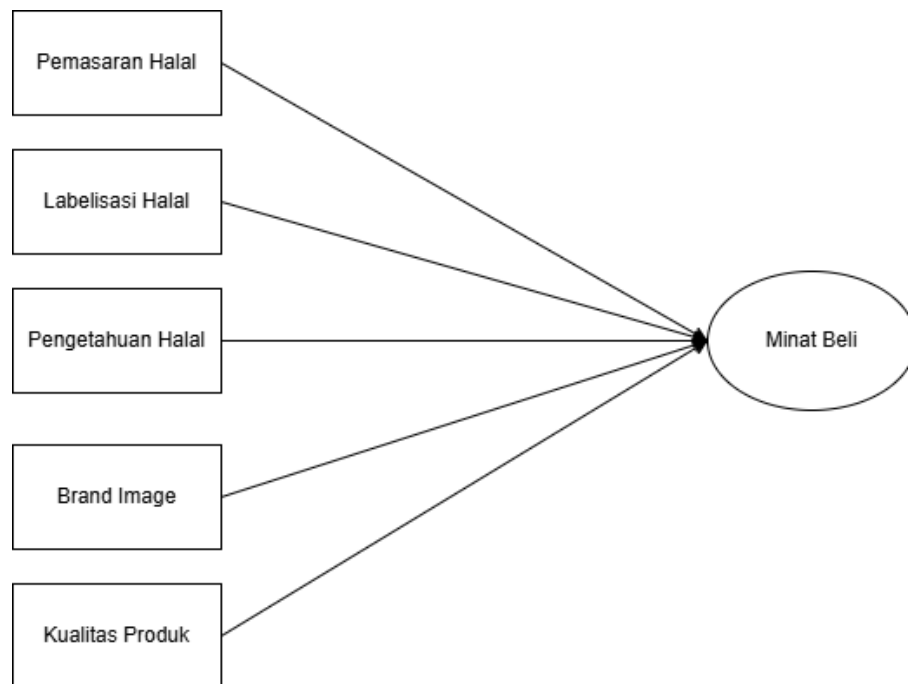
Regarding the relevance of the purchase decision, some experts like the research (Hussain et al., 2024) The results of the study support product quality, halal cosmetics as a predictor of consumer attitudes towards halal cosmetics which further develops consumer repurchase intentions. This is in line with research (Sari & Giantari, 2020).

H5: KP significantly affects Buy Intent

2.2. Kerangka Teoretis

This research is based on the variables used in previous research (Handriana et al., 2020; Hasan et al., 2024; Hati et al., 2025; Hussain et al., 2024; Kasri et al., 2023; Khofifah & Supriyanto, 2022) with the aim of enriching findings and expanding knowledge in this field. Based on the five hypotheses above, the research model can be described as follows:

Figure 1: Research Model



This research model is based on theory of reasoned action (TRA) put forward by Fishbein and Ajzen (1975) making subjective attitudes and norms the main variables that influence an individual's intention to buy something.

III. METHODOLOGY

3.1. Samples and Data Sources

This type of research is quantitative in nature with the distribution of questionnaires to respondents through social media such as WhatsApp and Instagram. Respondents gave answers using a Likert scale of 1-5. The Likert scale is designed to check how strongly the subject agrees or disagrees with a statement on a five-point scale (Bougie, 2016). The sampling method uses purposive non-probability sampling. Researchers will directly select samples based on the criteria of Generation Z men and women between 17-28 years old and live on the island of Java.

3.2. Definisi Operasional Variabel

Table. 1 measurement item

Variable		Statement	Source
Halal Marketing	PH1	The content in the halal cosmetics advertisement convinced me to use halal cosmetic products	(Alalwan, 2018; Waqas et al., 2023)
	PH2	The content in halal cosmetic advertisements is enough to provide information about the halalness of cosmetic products.	
	PH3	Halal cosmetics ads help me get up-to-date information about the products/services available in the market	
	PH4	Halal cosmetics ads tell me which brands have the benefits I'm looking for	
	PH5	The content in the halal cosmetics ad influenced my decision and reminded me to use halal cosmetics.	
Halal Labeling	LH1	I believe that the halal logo used has a convincing power for consumers.	(Awan et al., 2015; Handriana et al., 2021)
	LH2	The presence of a valid halal logo is very important to me.	
	LH3	I strongly believe that halal certification can improve the capabilities of products in the market.	
	LH4	I feel that halal logos have higher appeal compared to products without logos	
	LH5	I feel that the halal logo influenced my decision to use halal cosmetics	
Knowledge	P1	I understand Islamic law on halal and haram.	(Ahmad et al., 2015; Ateeq-ur-Rehman & Shabbir, 2010)

	P2	I know the impact of the consumption of haram products on spiritual and social life.	
	P3	I have enough knowledge to distinguish between what is halal and what is haram according to religion.	
	P4	I am aware of the latest issues regarding ingredients such as cosmetics.	
	P5	Know the terms of ingredients on product labels that may come from haram elements.	
Brand Image	BI1	Cosmetic brands have a different image compared to unbranded cosmetics.	(Aziz & and Chok, 2013)
	BI2	Cosmetic brands have a clean image.	
	BI3	Established cosmetic brands	
	BI4	I feel good when I use branded products	
	BI5	I consider branded products to be of high quality	
Product Quality	KP1	Halal cosmetics have excellent quality.	(Ali et al., 2021)
	KP2	Halal cosmetics are very reliable	
	KP3	Halal cosmetics have consistent quality	
	KP4	The ingredients have excellent halal cosmetic quality	
	FP5	The likelihood that halal cosmetics will work is very high	
Buying Interest	MB1	I intend to buy halal cosmetics	(Handriana et al., 2021; Suhartanto et al., 2021)
	MB2	I am interested in trying cosmetics that have a halal label	
	MB3	I feel comfortable using halal cosmetic products	

3.3. Data Analysis

In this study, the researcher used SmartPLS 3.0 software to assist in data processing. The data analysis method of this study uses *Structural Equation Modeling* (SEM) analysis with *Partial Least Square* (PLS). This technique is an alternative technique to *Structural Equation Modeling* (SEM) analysis, where the data used do not have to be a multivariate normal distribution. Partial Least Square (PLS) analysis used aims to test five hypotheses that have been proposed.

IV. RESULT AND DISCUSSION

4.1. Result

1. Respondent Characteristics

Table. 2 Characteristics of respondents

Respondent Criteria		Frequency	Percentage
Gender	Woman	112	52,8%
	Man	100	47,2%
Age	17-22	119	56,1%
	23-28	93	43,9%
Province	West Java	68	32,1%
	East Java	26	12,3%
	Central Java	25	11,8%
	DIY	40	18,9%
	Banten	25	11,8%
	Jakarta	28	13,2%
Final Education	High School/Equivalent	56	26,4%
	Diploma	31	14,6%
	S1	87	41%
	S2	38	17,9%
Work	Student	27	12,7%
	Student	79	37%
	Self employed	18	8,5%
	PNS	28	13,2%
	Other	60	28,3%

Table 1 shows the number of female respondents as many as 112 people (52.8%), more than 100 men (47.2%). Based on age, the number of respondents aged 17 -22 years was 119 people (56.1%), and 23-28 years old were around 93 people or 43.9%. Judging from the province, most of the respondents came from the province of West Java, which was 68 people (32.1%), followed by respondents in the province of Yogyakarta as many as 40 people (18.9%). The last education of respondents was mostly S1 with a total of 87 people (41%), followed by high school/equivalent, S2, and Diploma. Meanwhile, judging from their work, respondents are still working as students as many as 79 people (37%).

2. Outer Model

In Figure 2, all question items have a loading factor greater than 0.7, and the AVE value for each variable is greater than 0.5, so no items are excluded (see Table 3)—the test results show that all items from the instrument pass the convergent validity test.

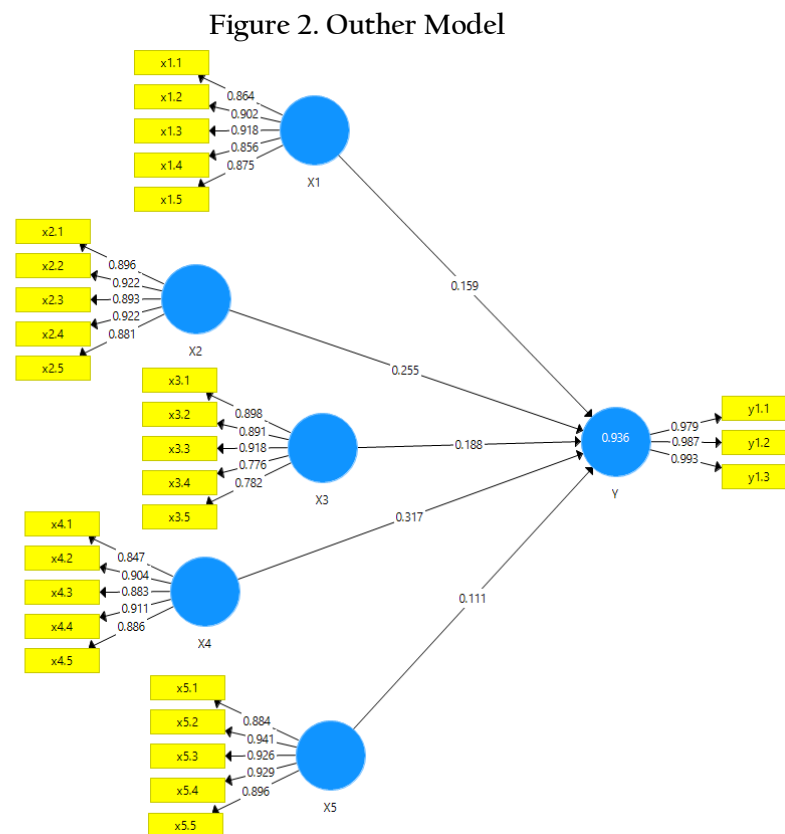


Table 3. showed that the value of all variables in the reliability test using the reliability composite method or Cronbach's Alpha had a value of > 0.70 , while the validity test using Average Variance Extracted (AVE) had a value of > 0.50 . Therefore, it can be concluded that the variables tested are valid and reliable so that they can be continued to test structural models.

Table 3. Outer Loading Value

Variable	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
X1	0.929	0.947	0.780
X2	0.943	0.957	0.815
X3	0.907	0.931	0.731
X4	0.932	0.948	0.786

X4	0.952	0.963	0.838
Y	0.986	0.991	0.973

3. Discriminatory Validation

Table 4 shows that the correlation of the cross loading value for each item has a > value of 0.70. In addition, each item has the greatest value when associated with its latent variable compared to when associated with its latent variable. This relates to other latent variables. This shows that each manifest variable in this study correctly describes its latent variable and proves that the discriminant validity meets the test requirements and that all items are declared valid.

Table 4. Cross Loading Result

	X1	X2	X3	X4	X5	Y
x1.1	0,864	0,730	0,674	0,671	0,676	0,755
x1.2	0,902	0,754	0,760	0,757	0,782	0,817
x1.3	0,918	0,794	0,747	0,765	0,766	0,812
x1.4	0,856	0,740	0,671	0,700	0,703	0,740
x1.5	0,875	0,826	0,764	0,754	0,686	0,796
x2.1	0,785	0,896	0,798	0,797	0,734	0,851
x2.2	0,775	0,922	0,826	0,807	0,707	0,844
x2.3	0,776	0,893	0,790	0,777	0,732	0,824
x2.4	0,809	0,922	0,802	0,781	0,751	0,847
x2.5	0,787	0,881	0,791	0,745	0,681	0,804
x3.1	0,712	0,814	0,898	0,779	0,703	0,819
x3.2	0,722	0,825	0,891	0,775	0,680	0,812
x3.3	0,738	0,841	0,918	0,795	0,720	0,844
x3.4	0,676	0,661	0,776	0,665	0,647	0,689
x3.5	0,658	0,628	0,782	0,641	0,708	0,698
x4.1	0,722	0,794	0,787	0,847	0,665	0,806
x4.2	0,753	0,759	0,750	0,904	0,735	0,824
x4.3	0,731	0,711	0,725	0,883	0,775	0,790
x4.4	0,735	0,800	0,787	0,911	0,793	0,848
x4.5	0,723	0,773	0,754	0,886	0,766	0,828
x5.1	0,755	0,739	0,740	0,730	0,884	0,766
x5.2	0,780	0,733	0,753	0,785	0,941	0,819
x5.3	0,732	0,711	0,720	0,788	0,926	0,785

x5.4	0,751	0,762	0,770	0,805	0,929	0,833
x5.5	0,731	0,709	0,711	0,746	0,896	0,747
Y1.1	0,884	0,889	0,901	0,912	0,872	0,979
y1.2	0,861	0,924	0,892	0,911	0,834	0,987
y1.3	0,883	0,919	0,890	0,911	0,850	0,993

4. Goodness of Fit (GoF) or Model Fit

The Goodness of Fit (GoF) or Fit Model criteria consist of RMS Theta or Root Mean Square Theta value < 0.102 , SRMR or Standardized Root Mean Square Value < 0.10 , and NFI value > 0.9 . Based on the results of data processing, the SRMR or Standardized Root Mean Square Value was $0.042 < 0.10$, and the NFI value was $0.872 < 0.9$. So based on the two model assessments, it meets the appropriate model criteria. So it can be concluded that the fit model is suitable for testing the research hypothesis.

Table 6. Model Fit

	Saturated Model	Estimated Model
SRMR	0,042	0,042
d_ULS	0,729	0,729
d_G	0,874	0,874
Chi-Square	1065,948	1065,948
NFI	0,872	0,872

5. Hypothesis Testing

Based on the results presented in table 7, which shows that the hypothesis test results are considered acceptable if the T-statistic is greater than 1.96 and the P-value is less than 0.05, which shows a significant influence. The test results revealed that the following hypotheses were accepted: H1,H2,H3,H4,H5 which states that X1, X2, X3, X4, X5 affects Y.

Table 7. Path Coefficient and Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1 -> Y	0,159	0,161	0,047	3,407	0,001
X2 -> Y	0,255	0,255	0,052	4,868	0,000
X3 -> Y	0,188	0,187	0,048	3,941	0,000
X4 -> Y	0,317	0,314	0,048	6,619	0,000

X5 -> Y	0,111	0,113	0,047	2,363	0,018
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4.2. Discussion

This study found that Halal Marketing had a positive effect of 0.161 on Buying Interest which shows that individuals with a level of interest in buying halal cosmetics tend to express an intention to buy halal cosmetic products. This relationship is statistically significant, as indicated by a T-statistic of 3.407 and a P-value of 0.001, both of which are well below the generally accepted threshold of significance. These findings show that Halal Marketing plays an important role in shaping halal cosmetics purchase intentions. These results are in line with previous studies (Supriani et al., 2024), (Hasan et al., 2024), (Hati et al., 2025), all of whom have found that halal marketing significantly affects buying interest. Therefore, the hypothesis that halal marketing influences buying interest.

Halal labeling had a positive relationship of 0.255 to buying interest, which shows that individuals who feel confident in halal labeling make decisions about buying halal cosmetics that tend to this attitude. This effect is statistically significant, as evidenced by a T-statistic of 4.868 and a P-value of 0.000 which both cross the significance threshold. These results show that the attitude felt by individuals towards halal labeling encourages the attitude of decision makers interested in buying halal cosmetics which plays an important role in determining their buying interest in halal cosmetics. This supports the findings (Ibeabuchi et al., 2024), (Hati et al., 2025), (Septiana et al., 2024), (Fitriyah, 2023), all of whom found that halal labeling significantly affected buying interest. Therefore, the hypothesis that halal labeling affects buying interest.

Halal Knowledge has a positive effect of 0.187 against buying interest, which means that the individual feels confident in the halal knowledge that makes him decide to buy halal cosmetic products that tend to be far from the threshold of significance. This effect is statistically significant, as evidenced by a T-statistic of 3.941 and a P-value of 0.000. These findings show that halal knowledge shows an individual's buying interest attitude towards halal cosmetic products, which plays an important role in determining their buying interest in halal cosmetics. This supports the findings (Shahid et al., 2023), (Handriana et al., 2020), (Kasri et al., 2023), (Riswandi et al., 2023), (Sudarsono et al., 2024), All of whom found that halal knowledge significantly influenced buying interest. Therefore, the hypothesis that halal knowledge affects buying interest.

Brand image has a positive relationship of 0.314 to beli's interest, which means that individuals show a decision of buying interest attitude based on brand image that tends to express buying interest. This relationship is statistically significant, as evidenced by a T-statistic of 6.619 and a P-value of 0.000. These findings show that brand image shows the attitude of individuals' buying interest in halal cosmetics which has an important role in determining their buying interest in halal cosmetics. This supports the findings (Khofifah & Supriyanto, 2022), (Simbolon et al., 2020), (Zukhrufani & Zakiy, 2019), (Wisudanto et al., 2024), All of which found that brand image significantly influenced buying interest. Therefore, the hypothesis that brand image influences buying interest.

Product Quality has a positive relationship of 0.113 to buying interest, which means that individuals show purchasing interest decisions based on product quality that tend to express buying interest. This relationship is statistically significant, as explained by the T-statistic of 2.363 and the P-value of 0.018. These results show that product quality shows the attitude of

individuals' buying interest towards halal cosmetics which has an important role in determining their buying interest in halal cosmetics. This supports research (Hussain et al., 2024), (Fitriyah, 2023), all of whom found that product quality significantly affected buying interest. Therefore, the hypothesis that the quality of the product affects buying interest.

V. Conclusion

This study examines how Generation Z's behavior towards buying cosmetics is addressed with halal marketing, halal labeling, halal knowledge, brand image and product quality. From the results of the research, the results of 5 hypotheses were accepted. The findings of this study show the following conclusions: (1) halal marketing positively affects the intention to buy halal cosmetics, (2) halal labeling shows that it has a positive effect on the intention to buy halal cosmetics, (3) halal knowledge is positively related to the intention to buy halal cosmetics, (4) brand image has a positive influence on the interest in buying halal cosmetics, and (5) product quality is positively related to the interest in buying halal cosmetics.

The implications of this research can be used by halal cosmetics industry players as a basis for formulating marketing strategies that are more effective and in accordance with the characteristics of Gen Z. Companies need to emphasize the importance of halal marketing that is not only informative, but also communicative and relevant to the values upheld by the younger generation, such as authenticity, sustainability, and social awareness. In addition, clear and easily recognizable halal labeling on product packaging should be taken seriously, considering that halal labels are one of the most important trust signals for young Muslim consumers in considering purchase decisions.

Furthermore, consumer knowledge about the halalness of a product has also been proven to affect buying interest, so continuous education about halal cosmetics is crucial. This education can be done through social media, public campaigns, or collaborations with influencers who have a strong influence among Gen Z. On the other hand, a positive and strong brand image, which depicts Islamic values, modernity, and quality, can increase consumer perception of the credibility and attractiveness of the product. In addition, product quality remains a fundamental aspect that cannot be ignored. Generation Z consumers continue to consider performance, safety, and comfort aspects in the use of cosmetics, even though the product already has a halal label.

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