

## REFERENCES

- Abd Rahman, A., Asrarhaghghi, E., & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>
- Abou-Youssef, M. M. H., Kortam, W., Abou-Aish, E., & El-Bassiouny, N. (2015). Effects of religiosity on consumer attitudes toward Islamic banking in Egypt. *International Journal of Bank Marketing*, 33(6), 786–807. <https://doi.org/10.1108/IJBM-02-2015-0024>
- Adriani, L., & Ma'ruf. (2020). Pengaruh Islamic Religiosity dan Halal Knowledge terhadap Purchase Intention Kosmetik Halal Dimediasi oleh Attitude terhadap Produk Halal di Indonesia. *AL-MUZARA'AH*, 8(1), 57–72. <https://doi.org/10.29244/jam.8.1.57-72>
- Aghwan, Z., & Regenstein, J. (2019). Slaughter practices of different faiths in different countries. *Journal of Animal Science and Technology*, 61(3), 111–121.
- Ahmed, W., Najmi, A., Faizan, H. M., & Ahmed, S. (2019). Consumer behaviour towards willingness to pay for Halal products: An assessment of demand for Halal certification in a Muslim country. *British Food Journal*, 121(2), 492–504. <https://doi.org/10.1108/BFJ-02-2018-0085>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(1), 179–211.
- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. NJ: Prentice Hall.
- Akın, M. S., & Okumuş, A. (2020). Shaping the consumers' attitudes towards Halal food products in Turkey. *Journal of Islamic Marketing*, 12(6), 1081–1096. <https://doi.org/10.1108/JIMA-08-2019-0167>
- Alfiani, S., & Priantina, A. (2024). Capturing Millennials' Attention: Investigating Influential Factors on Purchase Intention at Halal Restaurants in Bogor, Indonesia. *Airlangga Journal of Innovation Management*, 5(1), 154–169. <https://doi.org/10.20473/ajim.v5i1.55020>
- Alotaibi, A., & Abbas, A. (2022). Islamic religiosity and green purchase intention: a perspective of food selection in millennials. *Journal of Islamic Marketing*.
- Amalia, F. (2019). The Role of Religiosity on Halal Product Purchasing Decision Case Study : Wardah Cosmetics. *Journal of Digital Marketing and Halal Industry*, 1(1), 19–24. <https://doi.org/10.21580/jdmhi.2019.1.1.4774>

- Amalia, F. A., Sosianika, A., & Suhartanto, D. (2020). Indonesian Millennials' Halal food purchasing: merely a habit? *British Food Journal*, 122(4), 1185–1198. <https://doi.org/10.1108/BFJ-10-2019-0748>
- Amberg, N., & Fogarassy, C. (2019). Green consumer behaviour in cosmetic market. *Resources 2019*, 8(137), 1–19.
- Aoun, I., & Turnois, L. (2015). Building holistic brands: an exploratory study of halal cosmetics. *Journal of Islamic Marketing*, 6(1), 109–132.
- Ashraf, S., Hafeez, M. H., Yaseen, A., & Naqvi, A. (2017). Do they care what they believe? Exploring the impact of religiosity on intention to purchase luxury products. *Pakistan Journal of Commerce and Social Sciences*, 11(2), 428–447.
- Aslan, H. (2023). The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey. *International Journal of Gastronomy and Food Science*, 32. <https://doi.org/10.1016/j.ijgfs.2023.100726>
- Astuti, Y., & Asih, D. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. *Journal of Asian Finance, Economics and Business*, 8(4), 0413–0421. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0413>
- Ateke, B., & James, D. (2018). Consumer Knowledge and Purchase Intention of Healthcare Product Consumers in Rivers State. *Journal of Business and Law Research*, 6, 1–7.
- Aufi, F. (2021). Halal cosmetics and behaviour of Muslim women in Indonesia: the study of antecedents and consequences. *Asian Journal of Islamic Management (AJIM)*, 3(1), 11–22. <https://doi.org/http://dx.doi.org/10.20885/ajim.vol3.iss1.art2>
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>
- Azzahra, S. M., Nobelson, N., & Suharyati, S. (2020). Analisis Minat Beli Konsumen pada Produk Kosmetik Makeover Melalui Beauty Vlog. *Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi I*.
- Baran, T. (2020). A literature review and classification of the studies on “halal” in Islamic business journals (2010-2018). *Journal of Islamic Marketing*, 12(5), 1012–1024. <https://doi.org/10.1108/JIMA-10-2019-0206>
- Bhutto, M. Y., Rūtelionė, A., & Vienožindienė, M. (2024). Investigating EWOM and halal product knowledge on gen Z's halal cosmetics purchase intentions

in Pakistan. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2023-0292>

Bian, X., & Moutinho, L. (2011). The role of Brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits". *European Journal of Marketing*, 43, 191–216.

Briliana, V., & Mursito, N. (2017). Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta. *Asia Pacific Management Review*, 22(4), 176–184.

Bucic, T., Harris, J., & Arli, D. (2012). Ethical consumers among the Millennials: a cross-national study. *Journal of Business Ethics*, 110(1), 113–131.

Budiman, J., & Andriani, N. (2021). Analisis Pengaruh Subjective Norms, Perceived Behavioral Control Melalui Attitude Sebagai Intervening Terhadap Purchase Intention Pada Coffee Shop Di Batam. *Proceeding Seminar Nasional & Call For Papers*.

Bukhari, S. N. Z., Isa, S. M., & Yen Nee, G. (2020). Halal vaccination purchase intention: A comparative study between Muslim consumers in Malaysia and Pakistan. *Journal of Islamic Marketing*, 12(4), 670–689. <https://doi.org/10.1108/JIMA-10-2019-0209>

Burgmann, T. (2007). *Growing Muslim Population Pushing Companies to Produce Products They Can Eat*.

Dalziel, R. C., & De Klerk, N. (2020). Media and group influence on Generation Y consumers' attitudes towards beauty products. *Spanish Journal of Marketing - ESIC*, 25(1), 115–136. <https://doi.org/10.1108/SJME-12-2019-0104>

Darley, W., & Lim, J. S. (2018). Mavenism and e-maven propensity: antecedents, mediators and transferability. *Journal of Research in Interactive Marketing*, 12(3), 293–308.

Derda, I., & Szalaty, P. (2020). Revolutionizing beauty industry: co-creation and customer engagement for brand image development: case study research of a crowdsource-driven cosmetics company volition beauty. *International Journal of Marketing, Communication and NewMedia*, 8(14), 45–69.

Dewi, C. K., Pradana, M., Garcia, R. H., Rubiyanti, N., & Syarifuddin. (2022). Developing halal consumer behavior and tourism studies: recommendations for Indonesia and Spain. *Frontiers in Psychology*, 13(5), 1–14. <https://doi.org/https://doi.org/10.3389/fpsyg.2022.863130>

Divianjella, M., Muslichah, I., Hanoum, Z., & Ariff, A. (2020). Do religiosity and knowledge affect the attitude and intention to use halal cosmetic products? evidence from Indonesia. *Asian Journal of Islamic Management (AJIM)*, 2, 71–81. <https://doi.org/10.1108/AJIM.vol2.iss2.art1>

- Elgharbawy, A., Azrini, N., & Azmi, N. (2022). *HOW EATING HALAL AND TOYYIB CONTRIBUTES TO A BALANCED LIFESTYLE* (Vol. 2, Issue 1).
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190.
- Ester, F., & Sudarsana, I. K. S. (2015). Peranan Sertifikasi Halal Bagi Konsumen Dalam Aspek Perlindungan Konsumen. *Kertha Semaya: Journal Ilmu Hukum*.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724–742.
- Fauziah, S., & Al Amin, N. H. (2021). The Influence Of Product Knowledge, Religiosity, Halal Awareness Of Purchasing Decisions On Halal Products With Attitude As A Mediation Variable. *Journal of Management and Islamic Finance*, 1(2), 249–266. <https://doi.org/10.22515/jmif.v1i2.4690>
- Febriandika, N. R., Wijaya, V., & Hakim, L. (2023). Gen-Z Muslims' purchase intention of halal food: Evidence from Indonesia. *Innovative Marketing*, 19(1), 13–25. [https://doi.org/10.21511/im.19\(1\).2023.02](https://doi.org/10.21511/im.19(1).2023.02)
- Fiandari, Y. R., Shanty, B. M., & Nanda, M. D. (2024). The roles of word of mouth, religiosity and behavioral control toward halal cosmetics' purchase intention: attitude as mediation. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-05-2023-0139>
- Fuadi, N. F. Z., Bukhori, B., & Firdiyanti, S. I. (2022). Halal Marketplace: The Influence of Attitude, Subjective Norms, and Perceived Behavior Control on Purchase Intention of Muslim Consumers. *Shirkah: Journal of Economics and Business*, 7(1), 100–112.
- Fytianos, G., Rahdar, A., & Kyzas, G. Z. (2020). Nanomaterials in cosmetics: recent updates”, Nanomaterials. *Nanomaterials*, 10(5), 1–16.
- Gabriella, S. (2021). Anteseden Halal Purchase Behavior. *Benefit: Jurnal Manajemen Dan Bisnis*, 6(2), 25–48. [www.mediaindonesia.com](http://www.mediaindonesia.com).
- Garg, P., & Joshi, R. (2018a). Purchase intention of “Halal” brands in India: the mediating effect of attitude. *Journal of Islamic Marketing*, 9(3), 683–694. <https://doi.org/10.1108/JIMA-11-2017-0125>
- Garg, P., & Joshi, R. (2018b). Purchase intention of ‘halal’ brands in India: the mediating effect of attitude. *Journal of Islamic Marketing*, 9(3), 683–694.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik, Aplikasi Menggunakan Aplikasi Smart PLS 3.0 Untuk Penelitian Empiris* (2nd ed.). Badan Penerbit - Universitas Diponegoro.

- Gundala, R. R., Nawaz, N., R M, H., Boobalan, K., & Gajenderan, V. K. (2022). Does gender moderate the purchase intention of organic foods? Theory of reasoned action. *Heliyon*, 8(9). <https://doi.org/10.1016/j.heliyon.2022.e10478>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (8th ed.). Pearson Education Limited.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*.
- Hair, Joseph E, & Jr et al. (2017). *A premier on Partial Least Square Structural Equation Modeling (PLS-SEM)*. SEAGE Publication, Inc.
- Hajipour, B., Gharache, M., Hamidizadeh, M. R., & Mohammadian, F. (2015). Raising Halal Cosmetic Awareness among the respective Consumers. *International Journal of Academic Research in Business and Social Sciences*, 5(7). <https://doi.org/10.6007/ijarbs/v5-i7/1745>
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295–1315. <https://doi.org/10.1108/JIMA-11-2019-0235>
- Haque, A., Shafiq, A., & Maulan, S. (2017). An approach to Islamic consumerism and its implications on marketing mix. *Intellectual Discourse*, 25(1), 137–154.
- Hartono, T., Mutia, T., & Trisakti, F. A. (2024). Social media and new patterns of religiousness among urban millenial muslim in Indonesia. *Multidisciplinary Science Journal*, 7(6), 2025285. <https://doi.org/10.31893/multiscience.2025285>
- Ibeabuchi, C., Ehido, A., Fawehinmi, O., & Aigbogun, O. (2024). Determinants of purchase intention towards halalcertified cosmetic products among nonMuslims. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2022-0255>
- Iranmanesh, M., Mirzaei, M., Parvin Hosseini, S. M., & Zailani, S. (2019). Muslims' willingness to pay for certified halal food: an extension of the theory of planned behaviour. *Journal of Islamic Marketing*, 11(1), 14–30. <https://doi.org/10.1108/JIMA-03-2018-0049>
- Ishak, S., Che Omar, A. R., Khalid, K., Intan, I. S., & Hussain, M. Y. (2019). Cosmetics Purchase Behavior of Educated Millennial Muslim Females. *Journal of Islamic Marketing*, 11(5), 1055–1071.

- Juliana, Azzahra, A. N., Rosida, R., Mahri, A. J., Alamsyah, F. I., & Saripudin, U. (2022). Halal Cosmetics In The Eyes Of Millennial Muslims: Factor Analysis Of Halal Labels And Celebrity Endorsers . *JEBIS: Jurnal Ekonomi Dan Bisnis Islam*, 8(2), 318–333.
- Kadengkang, J. A., & Linarti, U. (2020). Pengukuran perilaku dan niat beli produk kosmetik halal melalui modifikasi theory of planned behavior (TPB). *Jurnal Ilmiah Psikologi Terapan*, 8(1), 25. <https://doi.org/10.22219/jipt.v8i1.8769>
- Kasri, R. A., Ahsan, A., Widiatmoko, D., & Hati, S. R. H. (2023a). Intention to consume halal pharmaceutical products: Evidence from Indonesia. *Journal of Islamic Marketing*, 14(3), 735–756.
- Kasri, R. A., Ahsan, A., Widiatmoko, D., & Hati, S. R. H. (2023b). Intention to consume halal pharmaceutical products: evidence from Indonesia. *Journal of Islamic Marketing*, 14(3), 735–756. <https://doi.org/10.1108/JIMA-06-2021-0192>
- Kaur, J., Bhardwaj, N., Fernandes, R., Vidya, V., & Farooqui, N. A. (2023). A meta-analytical study on the role of religiosity on purchase intention in the theory of planned behavior. *Journal of Islamic Marketing*, 14(11), 2845–2870. <https://doi.org/10.1108/JIMA-09-2021-0304>
- Kemenag. (2021). *Obat, Kosmetik, dan Barang Gunaan Wajib Bersertifikat Halal*. <https://kemenag.go.id/read/obat-kosmetik-dan-barang-gunaan-wajib-bersertifikat-halal-3qx3z>
- Khalid, N. R., Wel, C. A. C., & Mokhtaruddin, S. A. (2021). Positioning as a moderator for halal cosmetic purchase intention. *Interdisciplinary Journal of Management Studies*, 14(1), 39–60.
- Khan, A., Arafat, M. Y., & Azam, M. K. (2022). Role of halal literacy and religiosity in buying intention of halal branded food products in India. *Journal of Islamic Marketing*, 13(2), 287–308. <https://doi.org/10.1108/JIMA-08-2019-0175>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kizgin, Y., & Ozkan, B. (2014). A study on determining the halal food consumption tendencies of the consumers. *Business and Management Studies: An International Journal*, 2(1), 18–37.
- Koc, F., Ozkan, B., Komodromos, M., Halil Efendioglu, I., & Baran, T. (2024). The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-01-2024-0004>

- Kurniawati, S., Juniarti, R. P., Omar, A., & Ridlwan, A. A. (2023). Revealing well-educated millennials' purchase intention on halal cosmetics: The role of knowledge, religiosity, and attitude. *Al-Uqud : Journal of Islamic Economics*, 7(1), 95–109. <https://doi.org/10.26740/aluqud.v7n1.p95-109>
- Lada, S., Harvey Tanakinjal, G., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, 2(1), 66–76. <https://doi.org/10.1108/17538390910946276>
- Larasati, A., Hari, S. R. H., & Safira, A. (2018). Religiusitas dan Pengetahuan Terhadap Sikap dan Intensi Konsumen Muslim untuk Membeli Produk Kosmetik Halal. *Esensi: Jurnal Bisnis Dan Manajemen*, 8(2), 105–114.
- Laudza, N., & Isa, M. (2024). Pengaruh Religiusitas Dan Sikap Terhadap Niat Beli Busana Pakaian Muslim Di Surakarta. *SEIKO : Journal of Management & Business*, 7(2), 161–173.
- Lavuri, R., Chiappetta Jabbour, C. J., Grebnevych, O., & Roubaud, D. (2021). “Green factors stimulating the purchase intention of innovative luxury organic beauty products: implications for sustainable development.” *Journal of Environmental Management*. <http://dx.doi.org/10.1016/J.JENVMAN.2021.113899>
- Leonardo, T., & Keni. (2020). Prediksi E-WOM dan Subjective Norm... Prediksi E-Wom dan Subjective Norm terhadap Purchase Intention: Brand Attitude Sebagai Variabel Mediasi. *Jurnal Manajerial Dan Kewirausahaan*, 2(3).
- Lestari, N. I., Ramadhani, M., Syrah, A. N., & Anggreini, S. (2023). Peran Beauty Influencer Dalam Meningkatkan Minat Beli Produk Make Up Pada Generasi Z. *Sains Manajemen: Jurnal Manajemen Unsera*, 9.
- Maichum, K., Parichatnon, S., & Peng, K. C. (2017). The influence of attitude, knowledge and quality on purchase intention towards halal food: a case study of young non-Muslim consumers in Thailand”. *IRA-International Journal of Management and Social Sciences*, 6(3), 354.
- Maidah, E., Pratikto, H., & Dhewi, T. S. (2021). The Effect Of Subjective Norm And Religiosity On Purchase Intention Halal Food Through Student Attitude In University. *International Journal of Economy, Education and Entrepreneurship*, 1(3). <https://doi.org/10.53067/ije3.v1i3>
- Mansyuroh, F. A. (2020). The Influence of Perception and Religiosity on the Purchase of Skin Care Without a Halal Label on Generation Z Muslims in Banjarmasin. *Proceedings of the Antasari International Conference*.

- Marmaya, N., Zakaria, Z., & Mohd Desa, M. (2019). Gen Y consumers' intention to purchase Halal food in Malaysia: a PLS-SEM approach. *Journal of Islamic Marketing*, 10(3), 1003–1014.
- Maulani, M. R., Nuryakin, N., & Hidayah, N. (2022). Purchase Intention of Halal Cosmetics: The Mediating Role of Attitude. *ETIKONOMI*, 21(2), 383–398. <https://doi.org/10.15408/etk.v21i2.24131>
- Maulidyah, N. H., Latief, F., & Z, N. (2023). Pengaruh Labelisasi Halal Dan Kualitas Produk Terhadap Minat Beli Kosmetik Wardah Pada Toko Satu Sama Hertasning Makassar. *Nobel Management Review*, 69. <https://ejurnal.nobel.ac.id/index.php/NMaR>
- Meinawati, K., & Ardyansy, F. (2023). Pengaruh Islamic Branding, Religiusitas, Kualitas Produk dan Halal. *Jrime: Jurnal Riset Manajemen Dan Ekonomi*, 1(3), 1–19.
- Mizana, A., & Albari, A. (2024). The Influence of Subjective Norms and Religiosity on the Purchase Intention of Halal Products with the Mediator Variable of Consumer Attitudes. *Journal of Economics, Management and Trade*, 30(1), 9–18. <https://doi.org/10.9734/jemt/2024/v30i11185>
- Mohd Suki, N., & Abang Salleh, A. S. (2018). Mediating effect of Halal image on Muslim consumers' intention to patronize retail stores: Some insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>
- Mohezar, S., Zailani, S., & Zainuddin, Z. (2016). *Halal Cosmetics Adoption Among Young Muslim Consumers in Malaysia: Religiosity Concern*. 6, 47. [www.gjat.my](http://www.gjat.my)
- Mokhlis, S. (2009). Relevancy and Measurement of Religiosity in Consumer Behavior Research. *International Business Research*, 2(3). <https://doi.org/10.5539/ibr.v2n3p75>
- Mortimer, G., Fazal-e-Hasan, S. M., Grimmer, M., & Grimmer, L. (2020). Explaining the impact of consumer religiosity, perceived risk and moral potency on purchase intentions. *Journal of Retailing and Consumer Services*, 55. <https://doi.org/10.1016/j.jretconser.2020.102115>
- Mukhtar, A., & Butt, M. M. (2012). Intention to choose Halal products: The role of religiosity. *Journal of Islamic Marketing*, 3(2), 108–120. <https://doi.org/10.1108/17590831211232519>
- Mustafa, K. A. (2019). Developing Halalan Tayyiban Concept in Malaysia's Food Industry. *Halal Journal*, 3(3), 97–108.

- Ngah, A. H., Gabarre, S., Han, H., Rahi, S., Al-Gasawneh, J. A., & Park, S. H. (2021). Intention to purchase halal cosmetics: Do males and females differ? a multigroup analysis. *Cosmetics*, 8(1), 1–14. <https://doi.org/10.3390/cosmetics8010019>
- Ngah, A. H., Ramayah, T., Iranmanesh, M., & Zailani, S. (2023). *Halal production, services, consumption, and consumer behavior* (Vol. 13, pp. 1–3). <https://doi.org/https://doi.org/10.3389/fpsyg.2022.1104099>
- Ningtyas, M. N., & Istiqomah, D. F. (2021). Perilaku Investasi sebagai penerapan gaya hidup halal masyarakat Indonesia: tinjauan Theory of Planned Behavior. *Jurnal Ekonomi Modernisasi*, 17(2), 158–172.
- Nugrahaeni, F., Wiyati, T., Wulandari, N., Sari, M., & Utami, P. (2023). The level of knowledge, attitude, and community behavior about halal cosmetics in Makasar District, DKI Jakarta Tingkat pengetahuan, sikap, dan perilaku masyarakat terhadap kehalalan kosmetik di Kecamatan Makasar Kota Jakarta Timur, DKI Jakarta. *Jurnal Ilmiah Farmasi (Scientific Journal of Pharmacy)*, 19(2), 97–112. <http://journal.uii.ac.id/index.php/JIF>
- Nur Riswandi, W., Sudarsono, H., Noer Rahmi, A., Hamza, A., Karachi, A., & History, A. (2023a). The intention of the young Muslim generation to purchase halal cosmetics: Do religiosity and halal knowledge matter? Article Info. *Asian Journal of Islamic Management (AJIM)*, 2022(2), 150–162. <https://doi.org/10.20885/AJIM>
- Nur Riswandi, W., Sudarsono, H., Noer Rahmi, A., Hamza, A., Karachi, A., & History, A. (2023b). The intention of the young Muslim generation to purchase halal cosmetics: Do religiosity and halal knowledge matter? Article Info. *Asian Journal of Islamic Management (AJIM)*, 2022(2), 150–162. <https://doi.org/10.20885/AJIM>
- Nurcahyo, A., & Hudrasyah, H. (2017). The influence of halal awareness, halal certification, and personal societal perception toward purchase intention: a study of instant noodle consumption of college student in Bandung. *Journal of Business and Management*, 6(1), 21–31.
- Nurhayati, T., & Hendar, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620.
- Nuryakin, Md Saad, M. S., & Maulani, M. R. (2023). Purchase intention behavior of halal cosmetics. Comparing study between Indonesia and Malaysia millennial generation. *Journal of Islamic Accounting and Business Research*. <https://doi.org/10.1108/JIABR-06-2021-0177>
- Oh, K., & Abraham, L. (2016). Effect of knowledge on decision making in the context of organic cotton clothing. *International Journal of Consumer Studies*, 40(1), 66–74. <https://doi.org/https://doi.org/10.1111/ijcs.12214>

- Osman, O. A., & Sulierman, A. M. E. (2023). *Halal and Kosher Food: Integration of Quality and Safety for Global Market Trends*. Springer Nature.
- Otterbring, T. (2021). Peer presence promotes popular choices: a ‘spicy’ field study on social influence and brand choice. *Journal of Retailing and Consumer Services, Pergamon*, 61, 102594.
- Öztürk, A. (2022). The Effect of Halal Product Knowledge, Halal Awareness, Perceived Psychological Risk and Halal Product Attitude on Purchasing Intention. *Business and Economics Research Journal*, 13(1), 127–141. <https://doi.org/10.20409/berj.2022.365>
- Pang, S. M., Tan, B. C., & Lau, T. C. (2021). Antecedents of consumers' purchase intention towards organic food: integration of theory of planned behavior and protection motivation theory. *Sustainability*, 1–18.
- Pratap, A. (2022). *What role does family play in consumer behavior?* <http://www.notesmatic.com/what-role-does-family-play-in-consumer-behavior/>
- Purani, K., Kumar, D. S., & Sahadev, S. (2019). “e-Loyalty among millennials: personal characteristics and social influences. *Journal of Retailing and Consumer Services*, 48, 215–223.
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*. <https://doi.org/10.1108/PRR-07-2022-0093>
- Rahayu, A., & Isa, M. (2023). Analysis Of The Influence Of Knowledge, Religion, And Subjective Norm On Attitude Of Muslim Youth In Purchasing Intention To Halal Cosmetic Products (Case Study In Solo Raya). In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 4). <http://journal.yrpipku.com/index.php/msej>
- Rahman, A., Asrarhaghghi, A., & Rahman, S. (2015). “Consumers and Halal cosmetic products: knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163.
- Rahman, I. N. A., Saleh, R., Rahman, S. A., & Hashim, D. (2012). A Review on factors of non-compliance of halal standards among restaurant operators in kuala lumpur. *International Business Management*, 6(6), 611–620. <https://doi.org/10.3923/ibm.2012.611.620>
- Rahmi, A. N. (2024). Opportunities and Challenges of Halal Cosmetics and its Contribution to Economic Sector in Indonesia. *IJTIHAD: Jurnal Hukum Dan Ekonomi Islam*, 1. <https://doi.org/10.21111/ijtihad.v1i1.11651>

- Ratnasari, R. T., Prajasari, A. C., & Kassim, S. (2022). Does religious knowledge level affect brand association and purchase intention of luxury cars? Case of the Lexus cars in Indonesia. *Journal of Islamic Marketing*, 14(4), 988–1006. <https://doi.org/10.1108/JIMA-01-2020-0004>
- Refaldy, A., & Rodhiah. (2023). Pengaruh Subjective Norm Dan Religiosity Terhadap Purchase Intention Dari Halal Brands Melalui Attitude. *Jurnal Ilmiah Ekonomi Islam (JIEI)*, 9.
- Reuters, T., & Standard, D. (2017). *State of the Global Islamic Economy Report 2017/18*.
- Rizkitysha, T. L., & Hananto, A. (2020). “Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?” *Journal of Islamic Marketing*, 13(3), 649–670. <https://doi.org/10.1108/JIMA-03-2020-0070>
- Rochmanto, B. A., & Widiyanto, I. (2015). Pengaruh pengetahuan produk dan norma religius terhadap sikap konsumen dalam niat mengkonsumsi produk makanan dan minuman Halal (Studi kasus di Kota Semarang). *Diponegoro Journal of Management*, 4(1), 1–12.
- Rohmatun, K. I., & Dewi, C. K. (2017). Pengaruh Pengetahuan Dan Religiusitas Terhadap Niat Beli Pada Kosmetik Halal Melalui Sikap. *ECODEMICA: Jurnal Ekonomi, Manajemen, Dan Bisnis*, 1(1).
- Sadeeqa, S., Sarriff, A., Masood, I., Saleem, F., & Atif, M. (2013). Knowledge, Attitude and Perception Regarding Halal Pharmaceuticals among General Public in Malaysia. *International Journal of Public Health Science (IJPHS)*, 2(4), 143–150.
- Sadiq, M., Adil, M., & Paul, J. (2021). “An innovation resistance theory perspective on purchase of eco friendly cosmetics. *Journal of Retailing and Consumer Services*, 59, 102369.
- Samad, S., Kashif, M., Wijeneyake, S., & Mingione, M. (2022). Islamic religiosity and ethical intentions of Islamic bank managers: rethinking theory of planned behaviour. *Journal of Islamic Marketing*, 13(11), 2421–2436. <https://doi.org/10.1108/JIMA-02-2020-0042>
- Saputra, A., Alwie, A. F., & Widayatsari, A. (2020). Pengaruh Promosi dan Kualitas Pelayanan terhadap Kepercayaan dan Loyalitas Donatur Dompet Dhuafa Riau (The Effect of Promotion and Quality of Service on the Trust and Loyalty of Dompet Dhuafa Riau). *Jurnal Dakwah Risalah*, 31(1).
- Sari, D. K., Suziana, S., & Games, D. (2020). An evaluation of social media advertising for Muslim millennial parents. *Journal of Islamic Marketing*, 12(9), 1835–1853.

- Sari, Z., Tohari, T., & Anjani, D. L. (2022). Analisis Pengaruh Halal lifestyle dan Islamic Branding Terhadap Keputusan Milenial Muslim Untuk Membeli Produk Fashion. *Jurnal Manajemen Dakwah*, 10, 301–323. <http://journal.uinjkt.ac.id/index.php/jmd>
- Schiffman, L., & Kanuk, L. (2015). *Consumer Behavior* (11th ed.). New Jersey: Pearson Prentice Hall.
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business* (7th ed.). Wiley.
- Septiarini, D. F., Ratnasari, R. T., Salleh, M. C. M., Herianingrum, S., & Sedianingsih. (2022). Drivers of behavioral intention among non-Muslims toward halal cosmetics: evidence from Indonesia, Malaysia, and Singapore. *Journal of Islamic Accounting and Business Research*, 14(2), 230–248. <https://doi.org/10.1108/JIABR-02-2021-0064>
- Shahid, S., Ahmed, F., & Hasan, U. (2018). A qualitative investigation into consumption of halal cosmetic products: the evidence from India. *Journal of Islamic Marketing*, 9(3), 484–503. <https://doi.org/10.1108/JIMA-01-2017-0009>
- Shankar, A., Jebarajakirthy, C., & Ashaduzzaman, M. (2020). How do electronic word of mouth practices contribute to mobile banking adoption? *Journal of Retailing and Consumer Services*, 52(101920).
- Sharmeen, J. B., Mahomoodally, F. M., Zengin, G., & Maggi, F. (2021). Essential oils as natural sources of fragrance compounds for cosmetics and cosmeceuticals. *Molecules*, 26(3).
- Sudarsono, H., Ikawati, R., Kurnia, A., Azizah, S. N., & Kholid, M. N. (2023). Effects of religiosity, halal knowledge and halal certification on the intention of Muslims to use the halal vaccine during Covid-19 pandemic. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-06-2021-0179>
- Sudarsono, H., & Nugrohowati, R. N. I. (2020). Determinants of the Intention to Consume Halal Food, Cosmetics and Pharmaceutical Products. *Journal of Asian Finance, Economics and Business*, 7(10), 831–841. <https://doi.org/10.13106/jafeb.2020.vol7.no10.831>
- Sugibayashi, K., Yusuf, E., Todo, H., Dahlizar, S., Sakdiset, P., Arce, F. J., & See, G. L. (2019). Halal cosmetics: A review on ingredients, production, and testing methods. In *Cosmetics* (Vol. 6, Issue 3). MDPI AG. <https://doi.org/10.3390/cosmetics6030037>
- Sumarliah, E., Khan, S. U., & Khan, I. U. (2021a). Online hijab purchase intention: the influence of the Coronavirus outbreak. *Journal of Islamic Marketing*, 12(3), 598–621.

- Sumarliah, E., Khan, S. U., & Khan, I. U. (2021b). Online hijab purchase intention: the influence of the Coronavirus outbreak. . *Journal of Islamic Marketing*, 12(3), 598–621.
- Sumarwan, U. (2014). *Perilaku Konsumen, Teori dan Penerapannya dalam Pemasaran* (2nd ed.). Ghalia Indonesia.
- Suparno, C. (2020). Online purchase intention of halal cosmetics: S-O-R framework application. *Journal of Islamic Marketing*, 12(9), 1665–1681.
- Suryadi, B., Saepuddin Jahar, A., Fetrina, E., Catur Utami, M., & Arrahmani, S. (2020). An analysis of attitude on intention to purchase online halal cosmetics. *8th International Conference on Cyber and IT Service Management (CITSM)*, IEEE, 1–4.
- Suwaryo, P. A. W., & Yuwono, P. (2017). Faktor-faktor yang mempengaruhi tingkat pengetahuan masyarakat dalam mitigasi bencana alam tanah longsor. *URECOL*, 305–314.
- Taken Smith, K. (2012). “Longitudinal study of digital marketing strategies targeting millennials. *Journal of Consumer Marketing*, 29(2), 86–92.
- Tedjakusuma, A. P., Au Yong, H. N., Andajani, E., & Mohamad, Z. Z. (2023). Intention to purchase halal health supplement online: Lessons learned from the health crisis. *Heliyon*, 9(9). <https://doi.org/10.1016/j.heliyon.2023.e19840>
- Teng, C. C., & Wang, Y. M. (2015). Decisional factors driving organic food consumption: Generation of consumer purchase intentions. *British Food Journal*, 117(3), 1066–1081. <https://doi.org/10.1108/BFJ-12-2013-0361>
- Thomson Reuters. (2018). *State of the Global Islamic Economy Report 2018/19*. <https://www.thomsonreuters.com/en/press-releases/2019/february/thomson-reuters-reports-fourth-quarter-and-full-year-2018-results.html>.
- Tiwari, A., Kumar, A., Kant, R., & Jaiswal, D. (2024). Impact of fashion influencers on consumers' purchase intentions: theory of planned behaviour and mediation of attitude. *Journal of Fashion Marketing and Management*, 28(2), 209–225. <https://doi.org/10.1108/JFMM-11-2022-0253>
- Tuhin, M. K. W., Miraz, M. H., Habib, M. M., & Alam, M. M. (2020). Strengthening consumers' halal buying behaviour: role of attitude, religiosity and personal norm. *Journal of Islamic Marketing*, 13(3), 671–687. <https://doi.org/10.1108/JIMA-07-2020-0220>
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 441–453. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0441>

- Vu, D. M., Ha, N. T., Ngo, T. V. N., Pham, H. T., & Duong, C. D. (2022). Environmental corporate social responsibility initiatives and green purchase intention: an application of the extended theory of planned behavior. *Social Responsibility Journal*, 18(8), 1627–1645. <https://doi.org/10.1108/SRJ-06-2021-0220>
- Wang, E. S. T., & Chou, C. F. (2020). Norms, consumer social responsibility and fair trade product purchase intention. *International Journal of Retail and Distribution Management*.
- Wang, L., & Wong, P. P. (2021). Marketing of environmentally friendly hotels in China through religious segmentation: a theory of planned behaviour approach. . *Tourism Review*, 76(5), 1164–1180.
- Wang, J. V, Albornoz, C. A., Goldbach, H., Mesinkovska, N., Rohrer, T., Zachary, C. B., & Saedi, N. (2020). Experiences With Medical Spas and Associated Complications: A Survey of Aesthetic Practitioners. *Dermatologic Surgery*, 46(12). [https://journals.lww.com/dermatologicsurgery/fulltext/2020/12000/experiences\\_with\\_medical\\_spas\\_and\\_associated.20.aspx](https://journals.lww.com/dermatologicsurgery/fulltext/2020/12000/experiences_with_medical_spas_and_associated.20.aspx)
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in developing countries and the moderating role of knowledge. *Sustainability*, 11(1), 209.
- Widad, S., & Asih, D. (2023). *The Effect of Religiosity, Halal Certificate, Halal Awareness, on Purchasing Intention with Mediated Attitude Variables (Study on Holland Bakery)*. <https://doi.org/10.31933/dijdbm.v5i1>
- Widyanto, H. A., & Sitohang, I. A. T. (2022). Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: the mediating effect of attitude. *Journal of Islamic Marketing*, 13(6), 1373–1394. <https://doi.org/10.1108/JIMA-04-2020-0117>
- Wiganda, S., & Barqiah, S. (2023). Subjective norm, religiosity, and attitude affect purchase intention for emina products in surabaya. *Jurnal Ekonomi*, 12(2), 921–928.
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>
- Wirakurnia, A. B., Nuanmark, P., Sudarsono, H., & Ramadhana, A. (2022). Do religiosity, halal knowledge, and halal certification affect Muslim students' intention to purchase halal packaged food? *Asian Journal of Islamic Management (AJIM)*, 97–110. <https://doi.org/10.20885/ajim.vol3.iss2.art3>

Xuan, E. Y. H., Razak, N. F. A., Ali, A. M., & Said, M. M. (2022). Evaluation of knowledge, attitudes, and perceptions on halal pharmaceuticals among pharmacy students from Malaysian private universities. *Journal of Advanced Pharmacy Education and Research*, 12(1), 84–90. <https://doi.org/10.51847/D3bNfyJZ6t>

Zahara, M. N., Wildan, D., & Komariah, S. (2020). Gerakan Hijrah: Pencarian Identitas Untuk Muslim Milenial di Era Digital. *Indonesian Journal of Sociology, Education, and Development*, 2(1), 58–70.

Zumrotun Nisa, K., & Ajib Ridlwan, A. (2022). The Influence of Halal Knowledge and Religiosity with Mediation of Attitude toward Purchase Intention Halal Cosmetics Ms.Glow. *Indonesian Journal of Halal Research*, 4, 0–0. <https://doi.org/10.15575/ijhar.v4i2.0>

