

# ATTITUDE TOWARD HALAL PRODUCTS AS A MEDIATOR BETWEEN HALAL KNOWLEDGE, AWARENESS, AND PURCHASE INTENTION OF HALAL SKINCARE

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## Abstract

*This research seeks to examine the influence of knowledge regarding halal products and awareness of halal standards on consumers' attitudes toward halal skincare items, as well as their intentions to purchase such products, specifically among Generation Z residents in Padang City. The approach employed is quantitative in nature, relying on questionnaires to gather primary data. The target population consists of Gen Z individuals in Padang City, from which samples were drawn via non-probability sampling methods. Sample size was determined using the Hair formula. Data were analyzed through Structural Equation Modeling with Partial Least Squares (SEM-PLS). Findings reveal that both halal product knowledge and halal awareness exert a significant and positive impact on attitudes toward halal skincare products, along with purchase intentions, in this demographic. Specifically, halal product knowledge directly enhances positive attitudes toward these items and, in turn, boosts purchase intentions indirectly via those attitudes. In contrast, while halal awareness positively influences attitudes toward halal products, it does not demonstrate a significant effect on the purchase intentions for halal skincare among Gen Z in Padang City.*

*Keywords: Purchase Intention, Halal Product Knowledge, Halal Awareness, Attitude Towards Halal Products.*

## INTRODUCTION

In the era of globalization and rapid development of information technology, public awareness of the importance of products that are in accordance with religious values is increasing. One aspect that is of primary concern is halal products, especially in the beauty and skincare industry. One of the halal beauty industry products that is widely in demand by consumers is *halal skincare beauty products*. Skincare is a skin care product, especially for the face, which functions to protect, hydrate, regenerate the skin, and provide a brightening effect on the skin. (Pratiwi et al., 2023).

The issue of *halal skincare* has begun to emerge along with the rapid development of the food and financial industries that comply with sharia principles. The rapid growth of *halal skincare* is now attracting the interest of both women and men. Trust and security towards this product arise because the ingredients and production methods are in accordance with Islamic rules. This triggers the potential for increased interest among Muslim consumers in purchasing *halal skincare products* (Maharani & Silvia, 2019).

Skincare industry has grown rapidly in recent times. According to the Jakpat survey in 2023 in figure 1, halal claims of products are the main factor for many *skincare consumers* in Indonesia. Where as many as 78% of consumers feel that whether a product is halal or not will affect their purchasing interest. The halalness of a product is very important for the majority of Muslim consumers because it is related to religious rules. In addition, the alcohol-free claim of 61% and dermatological testing of 49% are also major considerations. The use of parabens of 32% is also a concern because it can cause skin reactions. Meanwhile, the claim of 31% fragrance-free is considered important by some consumers (Jauhari, 2024) .

One of the consumers of *halal skincare* is Generation Z, namely those born between 1997 and 2012 with the youngest generation being 12 years old and the oldest generation being 27 years old in 2024. Generation Z is a generation born in the digital era, when social media and technology are the center of attention in their daily lives (Anjani & Simamora, 2022) . Before deciding to buy a product, consumers initially show interest in the product. Purchase intention is consumer behavior that arises in response to a product that shows a desire to make a purchase of halal skincare products. The level of consumer desire to buy is higher even though it is not certain that they will actually make a purchase (Sanita et al., 2019) .

Key elements affecting the intent to purchase halal skincare products include understanding of halal products, awareness of halal principles, and overall attitudes toward such items. Knowledge of halal products plays a role in shaping consumer buying interest, as details on a product's halal certification hold significant value for Muslim buyers. Halal awareness reflects the extent to which consumers actively pursue and use products that align with Islamic guidelines. Meanwhile, attitudes toward halal products represent individuals' perceptions and reactions to items perceived as compliant with Sharia standards in Islam (Zumrotun Nisa & Ajib Ridlwan, 2022).

This research focuses on halal product knowledge and halal awareness influencing the purchase intention of halal skincare products, attitude toward halal products as a mediating variable. The sample is Generation Z in Padang city aged 12 to 27 years and has the intention to purchase halal skincare products.

## **LITERATURE REVIEW**

### **Purchase Intention**

The theory used in this study is the Theory of Reasoned Action (TRA), developed by Icek Ajzen and Martin Fishbein. According to the theory of reasoned action, attitudes lead to concrete behavior through a psychological process called intention. Thus, intention is considered a psychological process that connects attitudes to behavior. Many studies in the social field have shown that the Theory of Reasoned Action (TRA) is effective in predicting human behavior (Ajzen, 1980). Purchase intention is the drive that a person has to obtain a good or service. According to Kotler and Keller, it is a consumer action that arises in response to an object that indicates the consumer's desire to make a purchase (Kotler & Keller, 2009).

### **Halal Product Knowledge**

Product knowledge is the knowledge possessed by consumers about a product. Vristiyana explains that halal product knowledge includes individual understanding, both as consumers and marketers, about the suitability of a product to halal principles in Islam (Vristiyana, 2019). Hanifah and Albari argue that halal product knowledge is a collection of complete information about halal products that includes product types, brands, terms used, features, prices, how to use, beliefs, places and times of sale (Hanifah & Albari, 2023). Based on these definitions, it can be concluded that halal product knowledge is complete information that consumers have regarding all things about the product and the rules and benefits of using halal products, as well as the negative impacts of using haram products that affect individual behavior.

### **Halal Awareness**

Halal awareness encompasses Muslims' comprehension of the halal concept, the certification processes, and the core principles of halal compliance, leading them to prefer and select halal-certified products for their daily consumption (Setyaningsih & Marwansyah, 2019). According to Juniwati, halal awareness means that individuals understand and internalize the principles of halal in all aspects of life, including in food selection, business practices, and daily actions (Juniwati, 2019). From the preceding definition, it follows that halal awareness represents the degree of understanding and value that Muslim consumers place on products aligned with Sharia principles.

Attitude towards a product is a positive or negative assessment of consumers towards a

product (Balques et al., 2017) . According to Frideswidi Aufer, attitude towards halal products is a consumer assessment of halal products (Aufer, 2021) . According to Ahmadova, the better the attitude towards a behavior, the stronger the individual's intention to do it, thus, a positive attitude towards a product greatly influences consumers' desire to buy the product, this positive attitude is an important requirement in choosing halal products (Ahmadova & Aliyev, 2021) . From several opinions, it can be concluded that *attitude towards halal products* is a positive attitude that has a major influence on consumers' desire to buy halal products, because a positive attitude will influence consumers' decisions in choosing the products they buy.

### **Hyphotesis Development**

Knowledge is related to attitude because knowledge is part of the cognitive aspect of attitude. If consumers have a deeper understanding of halal products, this will affect consumers' overall view of the product. The knowledge that consumers have can increase trust, which in turn will affect consumers' attitudes towards halal products.

**H1: It is suspected that there is a significant influence of *Halal product knowledge* on *Attitude towards halal products*. *Halal skincare in Padang City*.**

Halal awareness is also related to consumer attitudes or behavior. Where when someone has high halal awareness, it tends to influence their attitude towards halal products. Therefore, Muslim consumers tend to prefer to choose products that have been certified halal legally issued by the relevant authorities, both in the country of origin and the recipient country.

**H2: It is suspected that there is a significant influence of *Halal awareness* on *Attitude towards halal products*. *Halal skincare in Padang City*.**

The relationship between knowledge about halal products and intention to buy halal products can be very significant. The higher a person's knowledge about the halalness of a product, the more likely they are to have a strong intention to buy the product. Knowledge about the halalness of a product can provide consumers with confidence that the product is safe, in accordance with religious values, and of good quality.

**H3: It is suspected that there is a significant influence of *Halal product knowledge* on *purchase intention*. *Halal skincare in Padang City*.**

The relationship between halal awareness and intention to buy halal products is also very important. The higher a person's level of awareness of a product's halalness, the more likely they are to have a strong intention to buy the product.

**H4: It is suspected that there is a significant influence of *Halal awareness* on *Purchase intention*. *Halal skincare in Padang City*.**

A person's attitude towards halal products can have a big impact on their intention to buy the product. If a person has a positive attitude towards halal products, then they are likely to have a strong intention to buy the halal product.

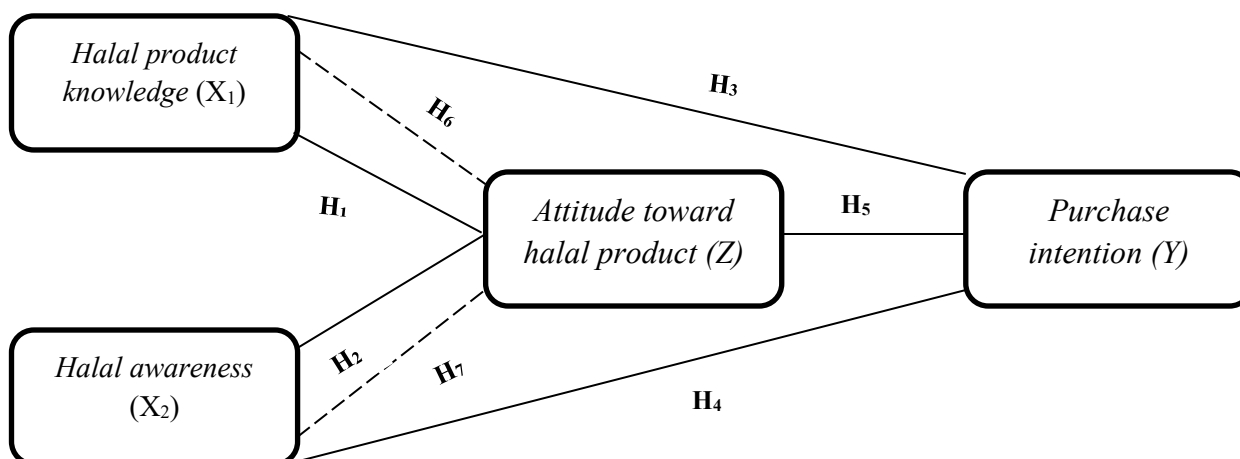
**H5: It is suspected that there is a significant influence of *Attitude towards halal products* on *Purchase intention*. *Halal skincare in Padang City*.**

The role of attitude towards halal products as a mediator between knowledge about halal products and intention to purchase halal products is an important element in understanding the relationship between the two variables. In this context, knowledge about the halalness of products can influence consumer attitudes towards halal products. A good attitude towards halal products can be a link that influences consumer purchasing intentions.

**H6: It is suspected that *attitude toward halal products* has a mediating effect between *halal product knowledge* and *purchase intention*. *Halal skincare in Padang City*.**

Attitude towards halal products serves as a mediator between awareness of halalness and intention to purchase halal products, it is an important factor that can influence the relationship between the two variables. In this context, the level of consumer awareness of the halalness of products can influence their attitudes towards halal products. A positive attitude towards halal products can then act as a mediator in influencing consumer purchasing intentions.

**H7: It is suspected that *attitude towards halal products* has a mediating effect between *halal awareness* and *purchase intention*. *Halal skincare in Padang City*.**



**Figure 1 Conceptual Framework**

## RESEARCH METHODS

This research is *using* a quantitative approach. The quantitative approach is a research method that uses empirical data in the form of numbers to test the truth of the researcher's hypothesis on the problems studied (Sarwono, 2006) . This research was conducted in Padang and implemented from June 2024 to July 2024. The population in this study was Generation Z in the city of Padang. Determination of the number of samples is based on the hair calculation method. With the calculation  $17 \times 10 = 170$  respondents. This study uses a data analysis method using SmartPLS software version 4.0.

## RESULTS AND DISCUSSION

### Respondent Data Description

Respondent descriptive data consisting of gender and age.

**Table 1 Characteristics of Research Respondents**

| No                    | Category | Number of Respondents | Percentage |
|-----------------------|----------|-----------------------|------------|
| <b>By gender</b>      |          |                       |            |
| 1                     | Man      | 32                    | 18.8%      |
| 2                     | Woman    | 138                   | 81.2%      |
| <b>By age (years)</b> |          |                       |            |
| 1                     | 12-16    | 5                     | 2.9%       |
| 2                     | 17-21    | 84                    | 49.4%      |
| 3                     | 22-27    | 81                    | 47.6%      |

*Source: Processed Data (2024)*

Based on table 1, it shows that of the 170 respondents, the majority of respondents were Generation Z, female, namely 81.2%, and respondents aged 17-21 years with a percentage of 49.4%.

### Description of Research Variables

Presentation of data in the form of a frequency distribution that provides an assessment according to the actual situation. The results of this study are based on the responses of 170 respondents.

**Table 2 Results of Research Variable Scores**

| Indicator | Response Distribution | F | Mean |
|-----------|-----------------------|---|------|
|-----------|-----------------------|---|------|

|                                              | STS | TS | KS | S  | SS |     |      |
|----------------------------------------------|-----|----|----|----|----|-----|------|
| <b>Halal product knowledge variable (X1)</b> |     |    |    |    |    |     |      |
| <b>X1.1</b>                                  | 3   | 7  | 29 | 96 | 35 | 170 | 3.9  |
| <b>X1.2</b>                                  | 4   | 5  | 34 | 76 | 51 | 170 | 3.97 |
| <b>X1.3</b>                                  | 3   | 6  | 27 | 84 | 50 | 170 | 4.01 |
| <b>X1.4</b>                                  | 5   | 1  | 5  | 80 | 79 | 170 | 4.33 |
| <b>Halal awareness variable (X2)</b>         |     |    |    |    |    |     |      |
| <b>X2.1</b>                                  | 3   | 2  | 18 | 92 | 55 | 170 | 4.14 |
| <b>X2.2</b>                                  | 4   | 1  | 12 | 90 | 63 | 170 | 4.21 |
| <b>X2.3</b>                                  | 2   | 6  | 25 | 83 | 54 | 170 | 4.06 |
| <b>X2.4</b>                                  | 2   | 3  | 8  | 79 | 78 | 170 | 4.34 |
| <b>variable toward halal product (Z)</b>     |     |    |    |    |    |     |      |
| <b>Z1.1</b>                                  | 4   | 3  | 9  | 89 | 65 | 170 | 4.22 |
| <b>Z1.2</b>                                  | 3   | 3  | 24 | 72 | 68 | 170 | 4.17 |
| <b>Z1.3</b>                                  | 4   | 2  | 19 | 79 | 66 | 170 | 4.18 |
| <b>Z1.4</b>                                  | 4   | 1  | 9  | 88 | 68 | 170 | 4.26 |
| <b>Z1.5</b>                                  | 2   | 3  | 13 | 92 | 60 | 70  | 4.20 |
| <b>Purchase intention variable (Y)</b>       |     |    |    |    |    |     |      |
| <b>Y1.1</b>                                  | 2   | 7  | 12 | 93 | 56 | 170 | 4.14 |
| <b>Y1.2</b>                                  | 2   | 6  | 19 | 87 | 56 | 170 | 4.11 |
| <b>Y1.3</b>                                  | 3   | 4  | 28 | 88 | 47 | 170 | 4.01 |
| <b>Y1.4</b>                                  | 2   | 5  | 28 | 69 | 66 | 170 | 4.12 |

Source: Processed Data (2024)

Based on table 2, it can be described that the research variables show that the highest mean for the *halal product knowledge* variable is 4.33. The highest *halal awareness* mean is 4.34. The highest *attitude toward halal product* variable is 4.26. The highest *purchase intention* variable mean is 4.14.

## Research Data Analysis Results

### 1. Measurement Model Analysis (Outer Model)

#### 1) Validity Test

Validity testing is a process to measure the extent to which a measurement instrument actually measures what it is supposed to measure. Validity testing is often used to check the extent to which a proposed statistical model is in accordance with the hypothesis to be tested. The following is a validity test for this study:

#### a. Convergent Validity

Convergent validity in a reflective indicator-based measurement model is

assessed through the correlation between indicator scores (or component scores) and the underlying construct scores, as computed via Partial Least Squares (PLS). The threshold for acceptable factor loadings is typically set at greater than 0.7.

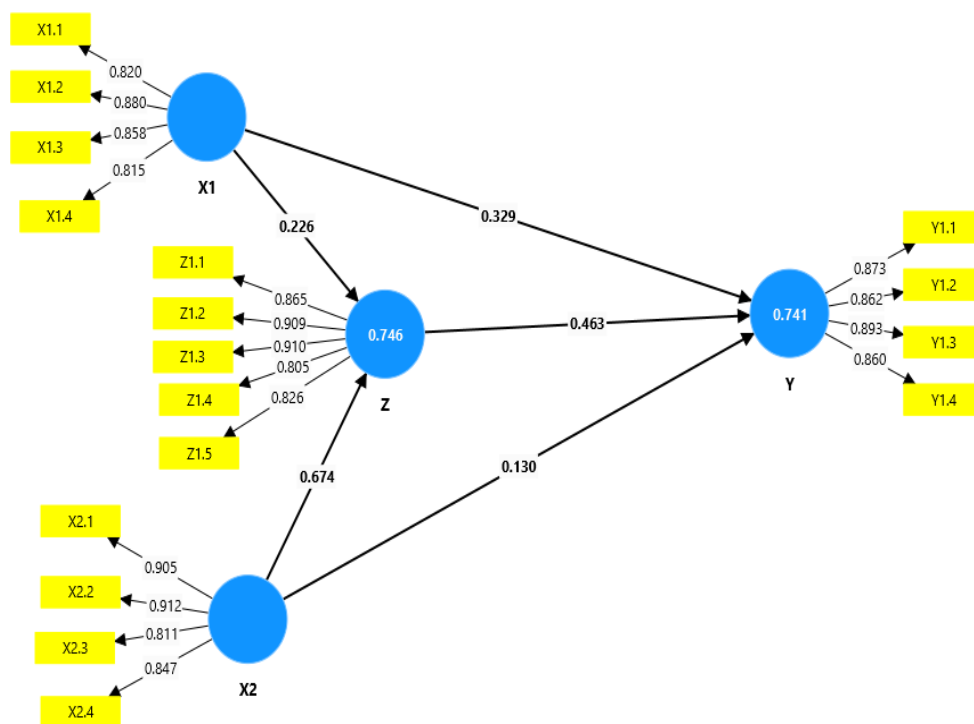


Figure 2 Convergent Validity

Table 3 Outer Loading Convergent Validity Values

| Variables                                     | Indicator | Outer Loading |
|-----------------------------------------------|-----------|---------------|
| <i>Halal product knowledge</i><br>(X1)        | X1.1      | 0.820         |
|                                               | X1.2      | 0.880         |
|                                               | X1.3      | 0.858         |
|                                               | X1.4      | 0.815         |
| <i>Halal awareness</i><br>(X2)                | X2.1      | 0.905         |
|                                               | X2.2      | 0.912         |
|                                               | X2.3      | 0.811         |
|                                               | X2.4      | 0.847         |
| <i>Purchase intention</i><br>(Y)              | Y1.1      | 0.873         |
|                                               | Y1.2      | 0.862         |
|                                               | Y1.3      | 0.893         |
|                                               | Y1.4      | 0.860         |
| <i>Attitude towards halal products</i><br>(Z) | Z1.1      | 0.865         |
|                                               | Z1.2      | 0.909         |
|                                               | Z1.3      | 0.910         |



|             |       |
|-------------|-------|
| <b>Z1.4</b> | 0.805 |
| <b>Z1.5</b> | 0.826 |

Source : Processed Data (2024)

Based on the figure and table above, it can be seen that each outer loading value of each question item is  $> 0.70$ , which means that each question item is valid and can proceed to the next stage.

#### b. Discriminant Validity

Discriminant validity can be determined by looking at the cross-loading value. A pointer is declared valid for the separation of cross-loading indicator values on a variable higher than other variables. This measure has a validity value  $> 0.6$  which means that the latent variable has become a good reference model for the model and otherwise.

**Table 4 Cross Loading Discriminant Validity**

| <b>Indicator</b> | <b>X1</b>    | <b>X2</b>    | <b>Y</b>     | <b>Z</b>     |
|------------------|--------------|--------------|--------------|--------------|
| <b>X1.1</b>      | <b>0.820</b> | 0.666        | 0.672        | 0.625        |
| <b>X1.2</b>      | <b>0.880</b> | 0.650        | 0.677        | 0.629        |
| <b>X1.3</b>      | <b>0.858</b> | 0.639        | 0.604        | 0.552        |
| <b>X1.4</b>      | <b>0.815</b> | 0.693        | 0.675        | 0.727        |
| <b>X2.1</b>      | 0.706        | <b>0.905</b> | 0.746        | 0.789        |
| <b>X2.2</b>      | 0.730        | <b>0.912</b> | 0.729        | 0.810        |
| <b>X2.3</b>      | 0.633        | <b>0.811</b> | 0.621        | 0.612        |
| <b>X2.4</b>      | 0.665        | <b>0.847</b> | 0.621        | 0.736        |
| <b>Y1.1</b>      | 0.682        | 0.688        | <b>0.873</b> | 0.762        |
| <b>Y1.2</b>      | 0.659        | 0.682        | <b>0.862</b> | 0.674        |
| <b>Y1.3</b>      | 0.690        | 0.689        | <b>0.893</b> | 0.684        |
| <b>Y1.4</b>      | 0.696        | 0.676        | <b>0.860</b> | 0.746        |
| <b>Z1.1</b>      | 0.668        | 0.708        | 0.671        | <b>0.865</b> |
| <b>Z1.2</b>      | 0.709        | 0.790        | 0.757        | <b>0.909</b> |
| <b>Z1.3</b>      | 0.657        | 0.763        | 0.765        | <b>0.910</b> |
| <b>Z1.4</b>      | 0.563        | 0.610        | 0.671        | <b>0.805</b> |
| <b>Z1.5</b>      | 0.663        | 0.794        | 0.686        | <b>0.826</b> |

Source: Processed Data (2024)

Based on table 4, the cross loading value for each question item is greater than the others. So it can be concluded that the discriminant validity based on cross loading has been fulfilled and can be continued to the next stage.

### c. Average variance extracted (AVE)

Discriminant validity can be evaluated not only by examining cross-loading values but also through alternative approaches, such as assessing the Average Variance Extracted (AVE). For a robust model, the AVE value for each indicator should exceed 0.5.

**Table 5 Average Variance Extracted**

| Variables | Average Variance Extracted (AVE) |
|-----------|----------------------------------|
| X1        | 0.712                            |
| X2        | 0.757                            |
| Y         | 0.761                            |
| Z         | 0.746                            |

*Source: Processed Data (2024)*

Based on table 4.9, it is known that the AVE value of each variable, *Halal product knowledge* (X1), *Halal awareness* (X2), *Purchase intention* (Y), *Attitude toward halal product* (Z) > 0.50, so it can be said that each variable is valid and therefore sufficient.

## 2) Reliability Test

*Composite reliability* measures the actual reliability value of a variable while Cronbach alpha measures the lowest value of a variable's reliability so that the *composite reliability value* is > 0.70 and the *Cronbach Alpha value* is > 0.70.

**Table 6 Reliability Test**

| Variables | Cronbach's Alpha | Composite Reliability |
|-----------|------------------|-----------------------|
| X1        | 0.865            | 0.908                 |
| X2        | 0.892            | 0.925                 |
| Y         | 0.895            | 0.927                 |
| Z         | 0.914            | 0.936                 |

*Source: Processed Data (2024)*

Based on table 6, it can be seen that the construct reliability value through the Cronbach's alpha value and *composite reliability* on each variable is > 0.70, which means that the reliability testing on each variable *Halal product knowledge* (X1), *Halal awareness* (X2), *Purchase intention* (Y), *Attitude toward halal product* (Z) has been fulfilled and is reliable so that it can be continued to the structural model testing stage (Inner Model).

## 2. Structural Model Evaluation (Inner Model)

The inner model delineates the relationships among latent variables, grounded in

established theoretical frameworks. Within Partial Least Squares (PLS) analysis, the structural model is assessed via  $R^2$  values for endogenous constructs, the Stone-Geisser  $Q^2$  criterion to gauge predictive relevance, and bootstrapping procedures to evaluate the t-values and statistical significance of path coefficients. For inner model evaluation, key assessments include R-Square ( $R^2$ ) and  $Q^2$  predictive relevance, detailed as follows:

**a. R-Square ( $R^2$ )**

R-Square ( $R^2$ ) represents the proportion of variance in the dependent (endogenous) variable explained by the independent (exogenous) variables. It ranges from 0 - 1, with values approaching 1 indicating a stronger explanatory power of the model. The following are the R-Square ( $R^2$ ) values for testing the inner model as in table 7 below:

**Table 7 R-Square Values**

| Variables | R-square | Adjusted R-square |
|-----------|----------|-------------------|
| Y         | 0.741    | 0.736             |
| Z         | 0.746    | 0.742             |

*Source: Processed Data (2024)*

Based on the data listed in table 4.11, it can be seen that the R-Square ( $R^2$ ) correlation on the Purchase Intention (Y) variable is 0.741. This indicates that 74.1% of the variation in the Purchase Intention (Y) variable can be explained by the independent variable, while the remaining 25.9% is influenced by other variable factors. On the other hand, the R-Square ( $R^2$ ) correlation on the Attitude Towards Halal Products (Z) variable is 0.746, indicating that 74.6% of the variation in the Attitude Towards Halal Products (Z) variable can be explained by the independent variable, while the remaining 25.4% is influenced by other variable factors.

**b.  $Q^2$  Predictive Relevance**

A value  $> 0$  indicates that the model has predictive relevance, while a value  $< 0$  indicates that the model does not have predictive relevance.

$$Q^2 = 1 - (1 - R_1^2) * (1 - R_2^2)$$

$$Q^2 = 1 - (1 - 0.741) * (1 - 0.746)$$

$$Q^2 = 1 - (0.259) * (0.254)$$

$$Q^2 = 1 - 0.065786$$

$$Q^2 = 0.934214$$

From the results above, it can be seen that the  $Q^2$  Predictive Relvance value of the

Purchase Intention variable (Y) is  $0.934 > 0$ . This means that this model has Predictive relevance and the independent variables are able to predict around 93 % of the variation in the Purchase Intention variable (Y).

### c. Hypothesis Testing

In assessing the significant influence between variables. Hypothesis testing uses the t-test with one-way test rejection  $H_0$  if  $t \text{ count} > t \text{ table}$  or  $p\text{value} < \alpha$ . This study uses  $\alpha = 0.050$ . The results of the hypothesis test can be seen in table 8 as follows:

**Table 8 Hypothesis Test Results**

| Variables    | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T-statistic ( O/STDEV ) | P Value (P values) |
|--------------|---------------------|-----------------|----------------------------|-------------------------|--------------------|
| X1 -> Z      | 0.226               | 0.225           | 0.068                      | 3.312                   | 0.001              |
| X2 -> Z      | 0.674               | 0.673           | 0.065                      | 10,396                  | 0.000              |
| X1 -> Y      | 0.329               | 0.330           | 0.082                      | 4.014                   | 0.000              |
| X2 -> Y      | 0.130               | 0.132           | 0.102                      | 1.276                   | 0.202              |
| Z -> Y       | 0.463               | 0.460           | 0.108                      | 4.291                   | 0.000              |
| X1 -> Z -> Y | 0.105               | 0.104           | 0.041                      | 2,530                   | 0.011              |
| X2 -> Z -> Y | 0.312               | 0.309           | 0.076                      | 4.123                   | 0.000              |

*Source: Processed Data (2024)*

## DISCUSSION

### The influence of Halal product knowledge (X1) on Attitude toward halal products (Z)

The findings from this research demonstrate that Halal Product Knowledge (X1) has a significant positive influence on Attitudes Towards Halal Products (Z) among Gen Z consumers in Padang City regarding halal skincare products, underscoring a robust correlation between product knowledge and attitudinal formation. This relationship can be attributed to the critical role that information on product halal compliance plays for Gen Z, who increasingly prioritize halal standards, sustainability, and quality in their consumption choices. In the skincare domain, such knowledge enhances consumer trust and assurance that the products are safe, high-quality, and aligned with religious values, thereby fostering positive attitudes and a greater propensity to select halal-certified options.

These results robustly affirm the pivotal role of halal product knowledge in shaping favorable attitudes toward halal skincare among Gen Z in Padang City, consistent with prior evidence from Azmawani Abdul Rahman's study, which similarly establishes a significant

impact of knowledge on attitudes toward halal products (Abd Rahman et al., 2015).

### **The influence of halal awareness (X2) on attitude towards halal products (Z)**

Based on the research that has been conducted, it shows that Halal Awareness (X2) has a significant influence on Attitudes Towards Halal Products (Z) *halal skincare products* among Gen Z in Padang City. There are several reasons why halal awareness has a significant influence on attitudes towards *halal skincare products* among Generation Z in Padang City. First, halal awareness encourages individuals to pay attention to and choose products that comply with halal principles, which then provides a sense of security and confidence in the halalness of the products used.

It is important for halal skincare manufacturers to continue to maintain the quality of their halal products and increase consumer awareness of the halalness of these products, in order to strengthen positive attitudes and consumer loyalty towards halal skincare products in an increasingly competitive market. This finding is in line with the results of Nataya Sekarwangi's research, which states that halal awareness has a significant effect on attitudes towards halal products (Sekarwangi & Hendayani, 2022) .

### **The influence of Halal product knowledge (X1) on purchase intention (Y)**

Based on the research that has been conducted, it shows that Halal Product Knowledge (X1) has a significant influence on Purchase Intention (Y) of halal skincare products in Gen Z in Padang City. This is because generation Z has knowledge and tends to care about aspects of diversity, health, and ethics in product consumption. With adequate knowledge about the halalness of the product, Gen Z consumers are likely to exhibit greater confidence in the quality and legitimacy of the product.

This finding is in line with the results of Visca Mirza Vristiyana's research, which states that knowledge of halal products has a significant effect on the interest in purchasing halal products. In addition, other research that has the same results as this finding is research by Aprilia Saniatuzzahroh, which states that knowledge of halal products has a positive and significant effect on the intention to purchase halal cosmetic products (Vristiyana, 2019).

### **The influence of halal awareness (X2) on purchase intention (Y) of halal skincare products**

Based on the research that has been conducted, it shows that Halal Awareness (X2) on Purchase Intention (Y) of halal skincare products in Gen Z in Padang City. The results show

that Halal Awareness has a significance value higher than the specified significance level ( $0.202 > 0.050$ ) and a T-statistic value that is also less than the critical value ( $1.276 < 1.96$ ). Thus, the hypothesis (H4) that Halal Awareness influences Purchase Intention is rejected in this study.

This finding is in line with the theory put forward by Gilbert, which states that halal awareness does not affect customer intentions to use sharia-based banks in countries in the Asian region (Arsy Lucyano Vergian & Purbo Jadmiko, 2024) . This finding is contrary to the results of Siti Khodijah Sara's research, which states that halal awareness has a positive and significant effect on the interest in purchasing halal cosmetics (Sara et al., 2022) .

#### **The influence of Attitude toward halal product (Z) on Purchase intention (Y)**

Based on the research that has been conducted, it shows that Attitude Towards Halal Products (Z) has a significant influence on Purchase Intention (Y) of halal skincare products among Gen Z in Padang City. There are several factors that can explain why the results of this study are significant and acceptable. Halal products have a high level of importance for Generation Z, who tend to care more about the halal aspect of a product. Given this tendency, positive attitudes towards halal products can greatly influence their purchasing intentions.

Supporting halal economic initiatives and providing positive experiences when shopping for halal products will also strengthen positive attitudes and consumer purchasing intentions. This finding is in line with the results of research by Karina Indah Rohmatun, which states that attitudes have a positive and significant effect on purchasing intentions for halal cosmetic products (Rohmatun & Dewi, 2017) .

#### **The Influence of Halal Product Knowledge (X1) through Attitude Towards Halal Products (Z) on Purchase Intention (Y)**

Based on the research that has been conducted, it shows that Halal Product Knowledge (X1) has a significant effect on Purchase Intention (Y) through the mediation of Attitude Towards Halal Products (Z) on halal skincare products for Gen Z in Padang City. The significant and acceptable research results indicate that the Halal Product Knowledge variable (X1) directly not only influences Purchase Intention (Y), but also through its influence on Attitude Towards Halal Products (Z). This shows the importance of education and information regarding product halalness in influencing consumer perceptions and behavior, especially among Gen Z who are increasingly concerned about the halal aspect in product consumption.

These findings provide an important contribution to understanding the factors that

influence the intention to purchase halal products, especially among the Gen Z group in Padang City. The Importance of Attitude Towards Halal Products as a Mediator between Halal Product Knowledge and Purchase Intention emphasizes the importance of halal value-based marketing in attracting consumer interest in purchasing halal skincare products. This result is in line with the findings of Adriani and Ma'ruf's research, which shows that attitude significantly mediates the positive influence of halal knowledge on purchase intention of halal cosmetics (Adriani & Ma'ruf, 2020) .

### **The Influence of Halal Awareness (X2) through Attitude Towards Halal Products (Z) on Purchase Intention (Y)**

Based on the research that has been conducted, it shows that Halal Awareness (X2) has a significant effect on Purchase Intention (Y) through the mediation of Attitude Towards Halal Products (Z) on halal skincare products for Gen Z in Padang City. The results of this study are acceptable and significant because of the increasing awareness in society, especially among Generation Z, regarding the halalness of the products consumed. Positive responses to halal skincare products may be due to strong attitudes towards halal products, which may be influenced by religious, belief, health, or environmental awareness factors.

The attitude aspect towards the product must be encouraged so that the purchase intention is truly realized. Therefore, awareness of the halalness of the product is an important factor that through the mediation of attitudes towards halal products influences the purchase intention of halal skincare products in Generation Z in Padang City. This finding is in line with the results of a study by Rektiansyah which stated that the attitude variable mediates well the relationship between halal awareness and respondents' purchase intentions (Rektiansyah & Ilmiawan Auwalin, 2022).

## **CONCLUSION**

Based on the research results, it can be concluded that Halal Product Knowledge (X1) has a positive and significant effect on Attitudes Towards Halal Products (Z) for halal skincare. Gen Z in Padang City. Halal Awareness (X2) has a positive and significant effect on Attitudes Towards Halal Products (Z) skincare halal on Gen Z in Padang City. Halal Product Knowledge (X1) has a positive and significant effect on Purchase Intention (Y) of halal skincare in Gen Z in

Padang City. Halal awareness (X2) has a negative influence and does not have a significant influence on the intention to purchase (Y) halal skincare on Gen Z in Padang City. Attitude Towards Halal Products (Z) has a positive and significant influence on Purchase Intention (Y) of halal skincare among Gen Z in Padang City. Halal Product Knowledge (X1) has a positive and significant influence through Attitude Towards Halal Products (Z) on Purchase Intention (Y) of halal skincare on Gen Z in Padang City. Halal awareness (X2) has a positive and significant influence through attitude towards halal products (Z) on purchase intention (Y) of halal skincare on Gen Z in Padang City.

The implications of this study are the development of halal product knowledge, companies can increase efforts to educate consumers, especially generation Z in Padang City, about the halalness of skincare products, having good knowledge about halal products will increase the tendency to purchase and consumer trust in the product. Furthermore, halal awareness counseling is important for skincare companies to increase consumer awareness of the importance of halal skincare products. Companies can create marketing campaigns that focus on the halal certification of their products and how it can attract generation Z in Padang City.

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