

PREDICTION OF HALAL COSMETICS PURCHASING BY COMBINING THEORY OF PLANNED BEHAVIOR AND RELIGIOSITY

Huda Luthfiyah¹, and Safira Salwa²

¹Bogor Agriculture University, Indonesia

²University of Indonesia, Indonesia

Abstract. The cosmetic market in Indonesia continued to increase by 9.67 percent from 2010 to 2015 is expected to continue to increase by 8.5 percent until 2021; however, the number of cosmetic products guaranteed to be halal is only 0.59 percent of the number of cosmetics registered at BPOM (the National Agency of Drug and Food Control). However, Muslims are required to consume halal cosmetics but only 6.9 percent women in Indonesia pay attention to the halal quality of products when they buy cosmetics. The research objective was to analyze the purchasing behavior of halal cosmetics in Bumi Serpong Damai (BSD) City by using The Theory of Planned Behavior and combining it with Stark and Glock religiosity theory. The study was conducted from January to November 2018, with 200 respondents. The methods of the analyses of the data were the partial least square-structural equation model (PLS-SEM) and descriptive analysis. Factors that influence people's behavior on buying halal cosmetics include intention, perceived behavior control, religiosity, subjective norms, and attitude. The dominating factor that indirectly affects cosmetics purchasing behavior is perceived behavior control because people tend to have more resource to purchase halal cosmetics. The mentioned resource means the financial ability that meets the requirement to purchase halal cosmetics in their given price.

Keywords: halal cosmetic, partial least square-structural equation model, purchase behavior control, religiosity, theory of planned behavior

1. Introduction

Indonesia is a country with the largest Muslim population in the world. The total estimation of the Muslim community is 233.91 million people or 87.2 percent by September 5¹. The Muslim population in Indonesia is expected to continue to grow as many as 238.83 million people by 2030².

¹ Country Meters. (2018). Live Indonesia Population 2018. Retrieved from <https://countrymeters.info/en/Indonesia>

² Paw Research Center. (2011). The Future of The Global Muslim Population Projection for 2010-2030. Retrieved from <http://www.pewforum.org/>

Everything that is permissible in Islamic Shari'a is called halal, while what is not permissible is called haram. In Islam, there is an order for its people to consume halal goods, and the order is regulated in the Al-Quran surah Al-Baqarah verse 168 and surah Al-Maidah verses 87-88 in which halal is permissible or acceptable whereas (Al-Qaradawi, 1995), halal means that a Muslim is permissible to consume something. The order is also confirmed by the Law of the Republic of Indonesia Number 33 of 2014 concerning guarantee of halal products that is all products that enter, circulate, and are traded in Indonesian territory must be certified as halal products. The regulation is carried out to protect Muslims in consuming halal products, one of which is cosmetic products.

The law on the use of cosmetics for Muslims is found in surah Al A'raf verse 32, which explains that Allah SWT allows humans to consume all good things like jewelry in their life. The use of cosmetics in Muslims is pious or tertiary, so if you do not use cosmetics, they will not threaten the existence of your soul and not cause disability to individuals³.

The use of cosmetics among Muslims requires a special condition that they must be halal. The halal cosmetics according to LPPOM of the Fatwa of the Indonesian Ulema Council Number 26 of 2013 are cosmetic products that must be free from pork and alcohol. In cosmetics derived from microbial substances, the media used may not come from pigs. In addition, according to the Fatwa of the Indonesian Ulema Council No.2/MunasVI/MUI / 2000, cosmetic products must be free from substances containing and originating from parts of the human body.

The development of the cosmetics market in Indonesia continued to increase by an average of 9.67 percent from 2010 to 2015⁴ and is expected to continue to increase by 8.5 percent until 2021⁵. Based on these data, Indonesia is a country that has the potential in growing cosmetic market. However, the growth of this market in Indonesia is not in line with the existing regulations regarding the guarantee of halal cosmetic products. It can be seen that imported products dominate cosmetic products circulating in Indonesia by 70 percent, originating from countries that do not implement product halal guarantee⁶. In addition, based on the BPOM report, cosmetic products officially registered in Indonesia amounted to 153.159 from 2010 to 2015⁷, while there were 907 cosmetic products that had halal certificates in the same period⁸. Therefore, it can be seen that only 0.59 percent of the products are guaranteed halal. In terms

³ Fatwa of the Indonesian Ulema Council. (2013). Retrieved from <https://mui.or.id/>

⁴ Sigma Research. (2017). Tren dan Perilaku Pasar Kosmetik Indonesia Tahun 2017. Retrieved from: <http://sigmaresearch.co.id/>

⁵ Statista. (2018). Cosmetics : Indonesia. Retrieved from <https://www.statista.com/>

⁶ Australian Trade and Investment Commission. (2017). Beauty Product Opportunities in Asia 2017. Retrieved from <https://www.austrade.gov.au/>

⁷ BPOM 2015

⁸ LPPOM MUI 2016

of consumers, only 6.9 percent of women in Indonesia pay attention to the halal quality of products when they buy cosmetics⁹.

With the availability of varieties of choices of cosmetics circulating in Indonesia and lack of public awareness concerning halal cosmetic products, it is feared that people use cosmetic products that are not guaranteed halal. Therefore, it is necessary to analyze the purchasing behavior of halal cosmetics of the consumers especially in Bumi Serpong Damai (BSD) City area using the theory of planned behavior and combining it with the Stark and Glock religiosity theory.

The questions raised in this study include: 1) What are the characteristics of Muslim women choosing cosmetics in Bumi Serpong Damai? 2) What factors influence the purchasing behavior of halal cosmetics for women in Bumi Serpong Damai? This research aimed at identifying Muslim women in Bumi Serpong Damai who buy cosmetics and analyzing the effects of halal labels on cosmetics purchased by Muslim women in this city.

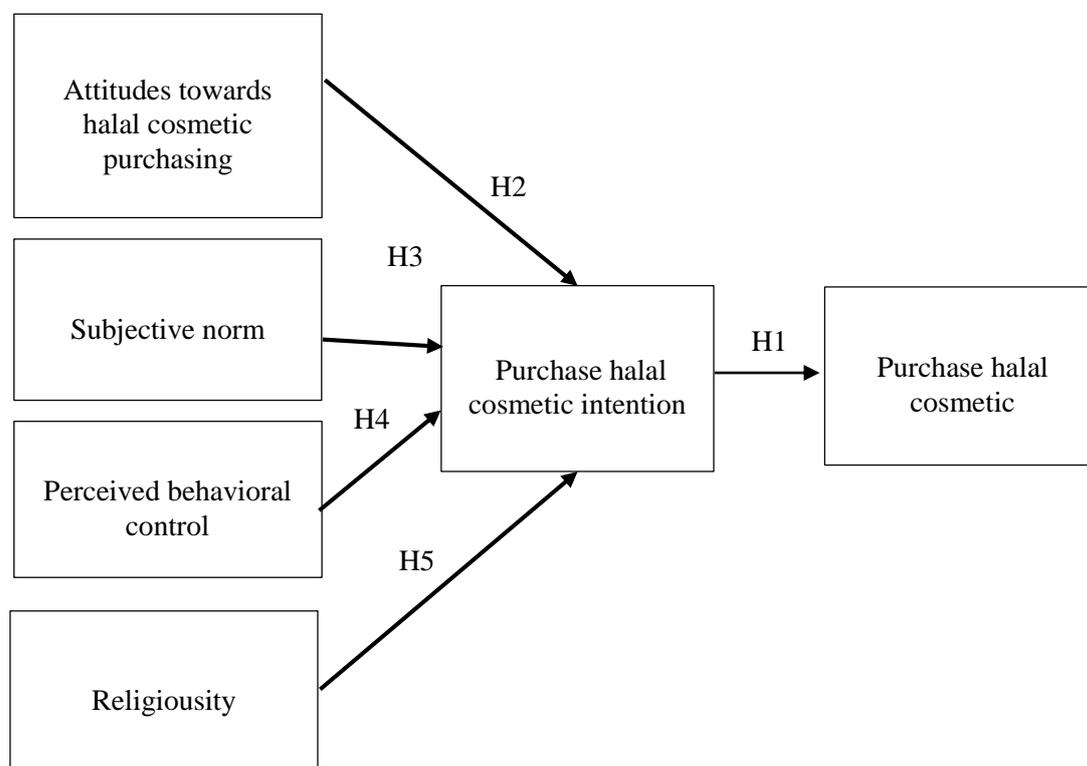
2. Hypothesis

The basic theory used in this study is the Theory of Planned Behavior. The theory is specifically used to evaluate overall interest in consumer behavior. Based on the theory of planned behavior, individual behavior can be described from someone's intention. This intention is influenced by factors of attitude toward behavior, subject norm, and perceived behavioral control. Interest in consumer behavior is that consumers purchase a product in a specific manner with a specific condition. Therefore, the purchasing behavior of halal cosmetics can be applied to the theory of planned behavior (Ajzen, 2015).

This study did not only analyze the intention of someone to buy halal cosmetics but also analyze the behavior of purchasing halal cosmetics. There is a relationship between attitude towards purchasing halal cosmetics, subjective norms, perceived behavior control, intention, and purchasing behavior of halal cosmetics. This study also added one other factor beyond the theory of planned behavior i.e. religiosity. Religiosity factor can directly influence the intention to buy halal cosmetics. All of these factors have a significant and positive relationship with each other in accordance with the hypotheses. The relationships among the factors designed in this study are presented in Figure 1.

Figure 1 : Scheme of the hypothesis representation

⁹ Zap Clinic. (2018). Zap Beauty Index. Retrieved from <https://zapclinic.com/>



2.1 The Relationship of Intention Halal Cosmetic Purchase Behavior

Buying intention is the desire of someone to do an action continuously (Ramdhani, 2011), and intention can describe a person's behavior in life. In addition, it can be assumed as a description of motivation so that it can influence individual habits (Ajzen, 1991). Buying intention can indirectly affect the purchase of halal cosmetics (Aisyah, 2017). The intention to buy halal cosmetics is not only limited to price influences but also from other influences. Other influences that can influence purchasing behavior in accordance with the theory of planned behavior are attitude toward behavior, subjective norm, and perceived behavior control (Ajzen, 2015). For individuals who are religious, especially Muslims, there is a tendency to have the intention to do a behavior that is in accordance with their religion. This is in accordance with the research conducted by Endah (2014) stating that intention can influence the purchasing behavior of halal cosmetics.

H1: There is a significant and positive relationship between the intention to buy halal cosmetics and the purchasing behavior of halal cosmetics

2.2 The Relationship of Attitude toward Halal Cosmetic Purchase Behavior

Attitude comes from beliefs in the consequences of a behavior. This belief can link a behavior to the benefits or losses obtained. If the result of an individual evaluation of a behavior give benefits, that belief can strengthen the individual's attitude towards the behavior (Ajzen, 2005).

In Islam, Muslim's attitude should be in accordance with the commands in Al Quran and Hadith. One of the commands is to consume halal products. The attitude towards halal cosmetics purchasing act is one of the factors that forms the behavior of purchasing halal cosmetics as in accordance with the theory of planned behavior. The strong effect of attitude will lead to the strong intention in purchasing halal cosmetics (Aisyah, 2017). In the study that was done by Aziz and Wahab (2013), an attitude towards halal cosmetic purchasing act had a positive impact on the intention and behavior in purchasing halal cosmetics.

H2: There is a significant and positive relationship between attitude and intensity of buying halal cosmetics

2.3 The Relationship of Subjective Norm toward Halal Cosmetic Purchase Behavior

Subjective norm can come from the expectations of other individuals that influence individual or consumer decisions. The decision to buy is not only from the internal factor of individuals but also influenced by external factors such as their closest environment. Hope that comes from the environment of the closest people will provide formation of other perceptions. This perception will encourage someone to do a behavior (Ramdhani, 2011). The formation of subjective norm is based on the accumulation of normative beliefs and individual motivation to meet the demands of the environment.

Subjective norm directly influences buying intention because people from the closest environment will provide references and motivations to do something (Venkatesh and Davis, 2000). This can also happen to Muslim consumers in determining their chosen behavior. For them, buying and consuming halal products can come from the closest environmental influences. The more people who are important to consumers recommend them buying halal cosmetics, the more likely for them to have more intention to buy halal cosmetics (Endah, 2014).

H3: There is a significant and positive relationship between subjective norm and intensity of buying halal cosmetics

2.4 The Relationship of Perceived Behavior Control toward Halal Cosmetic Purchase behavior

In the theory of planned behavior control, there are factors that influence the perceived behavior control. Perceived control behavior itself is an individual's perception of the ease or difficulty in realizing a behavior (Ajzen, 2005). Perceived behavior control can change according to the situation and type of behavior that will be carried out. In addition, perceived behavior control has a relatively stable relationship with individual beliefs. Individual beliefs on the availability of resources in the form of tools, compatibility, competence, and opportunity (Control Believed Strength) can support or inhibit individual behavior to predict and support the magnitude of the role of these resources (Power of Control Factor) in realizing a behavior. Based on the explanation, there is a strong relationship between perceived behavior control and the intention of purchasing halal cosmetics (Ajzen, 2005). The research conducted by Endah

(2014) stated that the perceived behavior of control of Muslim women has an effect on purchasing intention of halal cosmetics.

H4: The significant and positive relationship between behavioral control and intensity of buying halal cosmetics.

2.5 The relationship of religiosity toward halal cosmetic purchase behavior

Legal religiosity is the overall form of a legal entity that identifies characteristics and attributes of practical rules so that they can be used as a way of worshiping something higher (God) (Al-Qaradawi, 1995). Behavior of religiosity is a person's attitude towards his religion as a whole, not only in one aspect but also in his or her intensity and way to become someone who follows his or her religion practices (Magill, 1993). Religiosity behavior can affect human relations with various aspects that are in accordance with Islamic provisions including consuming halal products. The division of dimensions of religiosity according to Stark and Glock (1968) which has been adapted to Islam according to Ilyas (1992) include ideology (aqi'dah), ritualistic ('charity), intellectual (ma'rifah), experimental (ihسان), and consequential (natijah). Based on the research of Newaz (2014), religiosity has a positive and significant effect on attitude towards the purchase of Islamic financial products and has a significant and positive effect on the intention to buy Islamic financial products.

H5: There is a significant and positive relationship between religiosity and intensity of buying halal cosmetics.

3. Methodology

3.1 Sample and Procedures

Sampling was determined purposively, and the criteria of the samples were women, Muslim, aged 17 to 55 years, residents of Bumi Serpong Damai City, Indonesians and cosmetic users. Data sampling was conducted twice periodically i.e. from February to October 2018. The accidental sampling technique was applied to 200. This research was conducted from January to November 2018. The accidental sampling technique was applied to 200 from 226 respondent. There were 26 questionnaires that were not used since these questionnaires were not completely filled. This research was conducted from January to November 2018.

3.2 Measures

This study used a quantitative method so that the questionnaire was used as a measuring instrument. The questionnaire was designed by using 1 to 5 likert scale (1=strongly disagree; 5= strongly agree) for each question. Each part of the statement in the questionnaire came from the theoretical construct of indicators in other studies adopted differently. The indicators of buying intention, attitude, subjective norm, perceived behavior control and behavior were adopted from Venkatesh and Davis (2000), Ajzen and Fishbein (2010), Tarkiainen (2005), and Aziz *et al* (2010). Meanwhile, the Religiosity variable was adopted from the indicator of Newaz (2014).

3.3 Data Analysis

There were two analyses used: descriptive analysis and PLS SEM analysis, and the software used were SPSS 22 and smartPLS 3.0. Descriptive analysis was used to represent social demographic variables while PLS SEM analysis was used to test the direct and indirect effects of the hypotheses.

4. Results

All the respondents are women in Bumi Serpong Damai have an age of 36-45 years (44 %). As many as 41 % of respondents are others (housewives and retirement) with and income of <3,500,000 (51 %). These results can be seen in Table 1.

Table 1: Description of the Identity of Respondents

Characteristic		Quantity (n)	Frequency (%)
Age	18-25	32	16
	26-35	38	19
	36-45	88	44
	46-45	42	21
Employment	Working	70	35
	Student	48	24
	Others	82	41
Income	< Rp 3.500.000,00	102	51
	Rp 3.500.000,00-Rp 7.000.000,00	10	5
	Rp 7.000.001,00-Rp 10.500.000,00	28	14
	Rp 10.500.001,00-Rp14.000.000,00	22	11
	> Rp 14.000.000,00	38	19

After the descriptive analysis was conducted, the validity and reliability of the questionnaire data were then tested. Two results must be considered, namely, convergent validity and reliability analysis. The results of convergent validity consist of the values of outer loading (>.6) and average variance extracted (AVE) (>.5) while the results of reliability analysis consist values of composite reliability (>.7) and cronbach's α (>.6). The results can be seen in Table 2.

Table 2: Convergent Validity and Composite Reliability

Variabel	Convergent validity		Reliability analysis	
	Outer Loading	AVE	Composite Reliability	Cronbach's α
ATP		0.847	0.943	0.909
ATP1	0.936			
ATP2	0.950			
ATP3	0.872			
B		0.674	0.891	0.837
B1	0.858			
B2	0.884			
B3	0.852			
B4	0.675			
PBC		0.604	0.856	0.786
PBC 1	0.894			
PBC 2	0.844			
PBC 3	0.774			
PBC 4	0.533			
PI		0.819	0.948	0.926
PI 1	0.936			
PI 2	0.912			
PI 3	0.903			
PI 4	0.866			
R		0.504	0.826	0.727
R1	0.357			
R 2	0.753			
R 3	0.850			
R 4	0.848			
R5	0.621			
SN		0.523	0.813	0.710
SN 1	0.690			

SN 2	0.810			
SN 3	0.751			
SN 4	0.628			

Based on the results of the analysis of the outer model, three indicators had values not in accordance with the minimum limit i.e. PBC4, and R1. The two indicators were removed from the modeling so that the new modeling can be re-analyzed. After the re-analysis was conducted, all indicators and variables have values above $>.6$ for outer loading, $>.5$ for AVE value, $>.7$ for composite reliability, and $>.6$ for cronbach's α .

Table 3: Formell-Larcker Criterion

	ATP	B	PI	PBC	R	SN
ATP	0.920					
B	0.588	0.821				
PI	0.546	0.707	0.905			
PBC	0.535	0.448	0.518	0.777		
R	0.473	0.494	0.557	0.419	0.710	
SN	0.369	0.492	0.448	0.318	0.334	0.723

Based on Table 3, the value of fornell-larcker criterion describes the good of fit in the new model. The indicator values of square roots of AVE ATP, B, PI, PBC, R, and SN are 0.920, 0.821, 0.905, 0.777, 0.710, and 0.723 respectively. These values are greater than the values of the correlations among constructs. The amount of Goodness-of-fit which obtained chi-square's value 518.684 and SRMR is 0.098.

Another indicator that must be considered is the value of R^2 obtained from the study on the factor of behavior of 0.5, and intention of purchase of halal cosmetic of 0.484. Based on these results, the value of R^2 on behavior and intention of purchase of halal cosmetic is classified as moderate. Modeling on behavioral variables on the variables of intention, attitude toward halal purchase, subject norm, perceived behavior control, and religiosity can be explained by 50 percent. Meanwhile, the modeling of the intention variable of purchase of halal cosmetics on the variables of attitude toward halal purchase, subject norm, perceived behavior control, and religiosity can be explained as much as 48.4 percent.

The next analysis was a test analysis of direct and indirect effects on the hypotheses. In the analysis, the t-statistic and p-value used were > 1.96 and $<.05$. The direct and indirect effects on each factor can be seen in Table 4.

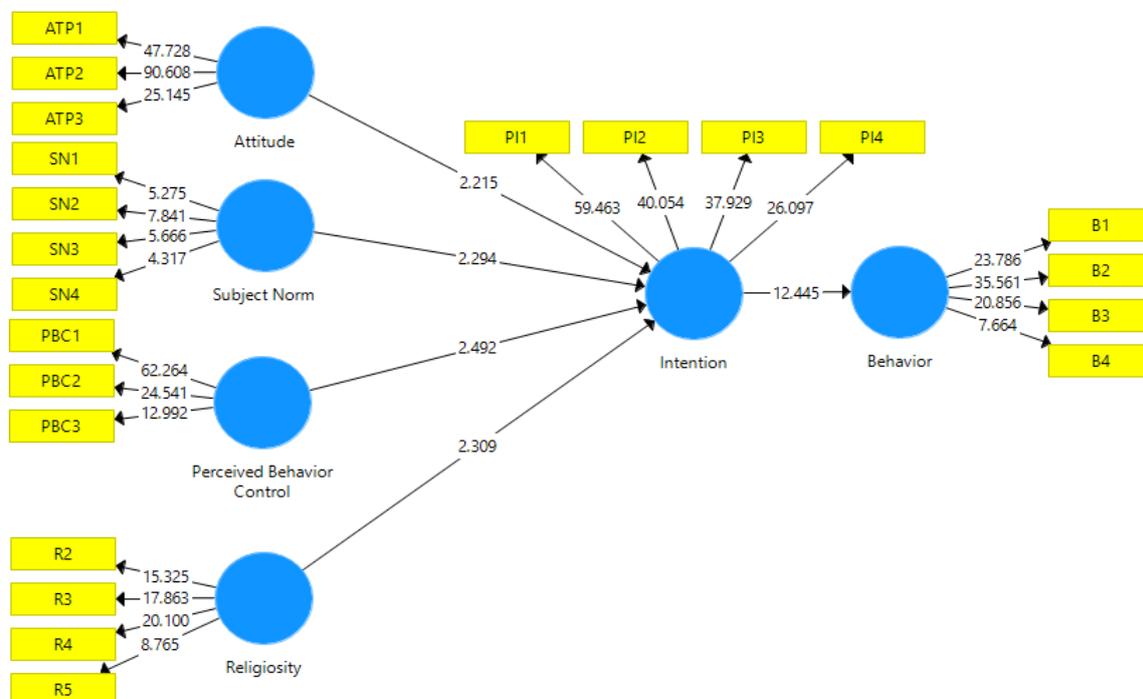
Table 4: Total of direct and indirect effects on purchase halal cosmetic behavior

Variabel Idependent	Total effect		Direct effect		Indirect effect	
	PI	B	PI	B	PI	B

Attitude	0.214*	0.151*	0.214*			0.151*
Intention		0.707*		0.707*		
Perceived behavior control	0.230*	0.163*	0.230*			0.163*
Religiosity	0.292*	0.207*	0.292*			0.207*
Subjective norm	0.194*	0.137*	0.194*			0.137*
* p-value <.05; t-statistic >1.96						

Based on Table 4, Variabel the purchasing behavior of halal cosmetics has a direct, significant positive effect and dominates the intention to buy halal cosmetics ($\beta = .214$; p-value <.05; t-statistic >1.96). In regards with the factors that affect halal cosmetics purchasing acts, several of them were considered having an indirect, significant, and positive effect, they were perceived behavioral control ($\beta = .163$), religious obedience ($\beta = .207$), subjective norm ($\beta = .137$), and attitude ($\beta = .151$) towards halal cosmetics purchasing act (p-value <.05; t-statistic >1.96). Among those factors, the factor of perceived behavioral control was the most dominant factor that affects the intention and behavior towards halal cosmetics purchasing act (p-value <.05; t-statistic >1.96). The path diagram of these factors is shown in Figure 2.

Figure 2: Results of path diagram analysis for buying halal cosmetics



5. Discussion

Based on the results of the research conducted, from the seven hypotheses, five hypotheses were accepted (p -value $<.05$; t -statistic >1.96). The accepted hypotheses included numbers 1, 2, 3, 4, and 5. Based on Table 4, perceived behavior control, religiosity factors, subjective norms, and attitude towards purchasing halal cosmetics directly influence the intention of buying halal cosmetics. These factors also indirectly affect people's behavior in purchasing halal cosmetics.

Intention factor is a factor that originates from the theory of planned behavior as a picture of someone to do a behavior. In this study, the intention to buy halal cosmetics is a single factor that influences the purchasing behavior of halal cosmetics, and it has a significantly positive effect (p -value $<.05$; t -statistic >1.96) and directly influences the purchasing behavior of halal cosmetics. This is because the respondents have the intention to consume halal cosmetics when the product will expire in the next three months. This is in accordance with the research conducted by De Cannière et al (2009) which states that the intention factor can predict the actual behavior of a person, and the results given in modeling purchasing behavior show stronger results.

The factor of attitude toward purchasing halal cosmetics is one factor forming the intention to buy halal cosmetics, and this factor has a direct and significant positive effect (p -value $<.05$; t -statistic >1.96). In general, the Muslim community in BSD is sure to use cosmetics that are guaranteed halal. This is in accordance with the research conducted by Elseidi (2018) that public attitudes are influenced by perception of security and health in halal products. In addition, according to Jonathan (2010), up to now, the halal-guaranteed products have strict supervision on the materials and management processes. The factor also has an indirect, positive, significant effect on cosmetic purchasing behavior (p -value $<.05$; t -statistic >1.96). This is in accordance with the theory of planned behavior and also proved by research conducted by De Cannière et al (2009) stating that antecedent attitude can describe unique variants of buying decisions that are not described in previous buying behavior.

The subjective norm factor has a significant, direct, positive effect on the intention to buy halal cosmetics (p -value $<.05$; t -statistic >1.96). Based on this, the factor can describe the influence of the social environment on the people of BSD in buying halal cosmetics. The friendship environment has the most effect on the purchasing behavior of halal cosmetics. This is consistent with the research conducted by Alam and Sayuti (2011) stating that the culture of the western region and the east one is different. In the eastern culture, especially in Muslim culture, people tend to strive to achieve the goals of the social environmental groups rather than their personal goals. In addition, based on the research conducted by Endah (2014) stated that the community would have a strong intention or motivation to buy halal cosmetics if the social environment also used halal cosmetics.

The factor dominating and directly influencing buying intention is perceived behavior control (p -value $<.05$; t -statistic >1.96). This is in accordance with the theory of planned behavior, which explains that perceived control behavior is a factor that greatly influences

buying intention and purchasing behavior of halal cosmetics. The community has the desire to buy halal cosmetics because the price of halal cosmetics offered is in accordance with its financial capability (affordable). The community will adjust its income to buy their cosmetics and has an understanding that the labeling of halal label requires more costs on the products so that their selling values become higher.

This is in accordance with the research conducted by Aisyah (2017) stating that the factor of perceived behavior control has a direct effect on buying intention, because the price of halal cosmetics offered is cheaper so that it is affordable for the people. In addition, this factor is also significantly positive and indirectly influenced the halal cosmetic purchasing behavior (p-value $<.05$; t-statistic >1.96). This is consistent with the research conducted by Ajzen (2015) which states that there is a linear effect on the factors of perceived control behavior, intention of purchase, and behavior. Intention effects on behavior are moderated by perceived behavior control. There is evidence that perceived control behavior can have an effect on a society to predict behavior. The community will take behavioral control measures to achieve an intention. If the behavioral control given to the community is getting better or higher, the intention given is far better or stronger so that it forms a behavior.

The religiosity factor has a direct, significant and positive effect on intention of purchase halal cosmetic. In addition, the religiosity factor has an indirect and significant positive behavior purchase of halal cosmetic (p-value $<.05$; t-statistic >1.96). These results are consistent with the research conducted by Newaz (2014), which states that communities that are more religious will have more interest in the intention of buying halal cosmetics. By increasing awareness of the principles of Islamic basic knowledge, people will have more intention to buy halal cosmetics as a fulfillment of their needs. In addition, the community will also feel guilty if it violates the rules in Islam, which only allows the consumption of halal goods so that this can indirectly affect its behavior in buying cosmetics.

6. Conclusion

The purchasing behavior of halal cosmetics can be applied into the theory of planned behavior by adding the theory of religiosity revealed by Stark and Glock (1968). Based on the results of research, the intention of the community can predict the purchasing behavior of halal cosmetics in real terms. The factor that has a dominating effect on these predictions is that the perceived behavior control of the people of Bumi Serpong Damai.

7. Limitation and Future Research

This study has several limitations that need to be further discussed. First, this study only discussed the behavior of purchasing halal cosmetics in a psychological context and described the theory of religious obedience with the structure of planned behavior theory without further analyzing the correlation between religious obedience and attitude and perceived behavioral control. Second, this study only analyzed direct and indirect effect without the involvement of respondent's social and demographic factor, so that the study was considered less specific

especially regarding the matter of gender and spending allocation for cosmetics. It is expected that future studies include social demographic factors into PLS SEM analysis to produce research that is more specific. Besides that, the aspect of respondents' knowledge regarding halal cosmetics is encouraged to be added. Meanwhile, further analysis regarding the correlation between religious obedience and the attitude towards the act of purchasing halal cosmetics.

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