



Determinants of Purchase Intention for Halal Skincare Products Among Generation Z Consumers

Dian Amanda Putri^{1*)}; Edwin Zusrony²⁾; Myra Andriana³⁾

^{1,2,3)} Faculty of Academic Studies, Universitas Sains dan Teknologi Komputer

*Correspondent Author: edwin.zusrony@stekom.ac.id

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ABSTRACT

Purpose: This study aims to analyze the influence of halal awareness, BPOM labels, and e-WOM on the interest in purchasing skincare products on e-commerce among Generation Z. **Methodology:** This study employed a quantitative approach with multiple linear regression analysis. Data were obtained through a questionnaire distributed to Generation Z in Semarang Regency who were interested in purchasing skincare products through e-commerce. **Results:** The results of the study showed that all independent variables, namely: halal awareness, BPOM label and e-WOM had a positive and significant impact on purchase intention ($P\text{-Value} < 0.05$). **Findings:** Based on the F test, the results of the halal awareness, BPOM label, and e-WOM variables simultaneously impacted the purchase intention of skincare products among Gen Z in Semarang Regency with a $P\text{-Value}$ of 0.000. **Novelty:** The insights generated through this research approach have not been widely explored previously in the literature, particularly in the context of young religious consumers. This geographic focus on Semarang Regency may help provide important contextual contributions. **Originality:** This study provides new insights by showing that spiritual leadership does not contribute to OCB, in contrast to job satisfaction, as well as highlighting the role of spirituality as a mediator which has not been extensively studied before. **Conclusion:** The study concluded that to increase interest in purchasing skincare products among Gen Z, the main focus should be on increasing halal awareness, BPOM labels, and e-WOM. **Type of Paper:** Empirical research type.

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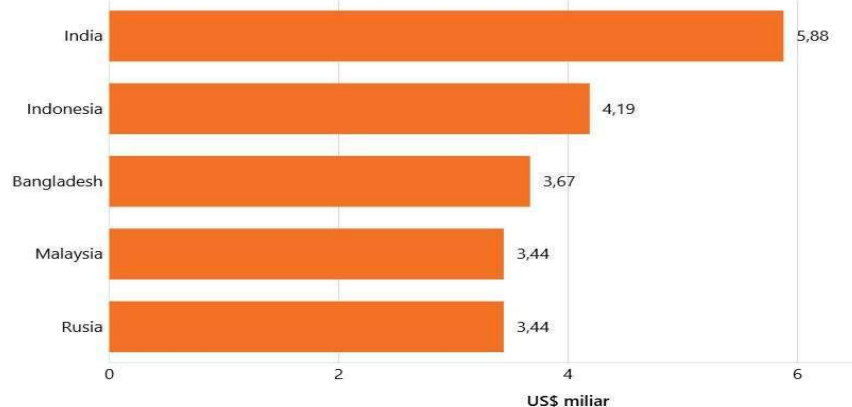


INTRODUCTION

Generation Z, people typically born from 1997-2012, is a powerful consumer base that contributes to the market bubble and skincare industry overall. It is important for sellers to know and comprehend these factors, especially when it comes to halal skincare products. Value-based, religious and marketing reasons are among the most cited drivers of their halal purchases. Indonesia Happily, is the world's biggest consumer of halal products such as cosmetics and food. Dinar Standard reports that Indonesians spent US\$4.19 billion on halal cosmetics in 2020. This has resulted in the expansion of numerous well known local cosmetics companies within

Indonesia. This is encapsulated in Figure 1 on the World Largest Halal Cosmetics Consumers Categories (Pahlevi, 2022).

Figure 1. Countries with the Largest Halal Cosmetic Consumers in the World



Source: databoks.katadata.co.id (2022)

Another crucial factor in developing purchase intention for halal skincare products is knowledge and awareness of the label. Generation Z is known to be increasingly critical of product choices, not only regarding quality standards but also regarding Sharia principles. Furthermore, research by Wahyudi & Mulyono (2024) demonstrated that effective marketing influences purchasing decisions in diverse communities, such as Semarang Regency, which is characterized by diverse preferences and shopping behaviors.

Furthermore, research by Azzumi et al. (2023), revealed that Generation Z has a relatively high level of research consciousness regarding halal product attributes. Research consciousness, defined as a person's awareness of halal products, is not only driven by increased self-confidence and belief, but also by easy access to information through digital platforms or gadgets. Generation Z is highly familiar with digital technology, making halal information readily available to them. The use of digital platforms plays a crucial role in building the brand image and reputation of halal products, thus influencing buyer behavioral intentions.

When it comes to skincare products, there is strong evidence that Generation Z is likely more likely to choose skincare products that are not only halal but also high-quality and sustainable. Research by Chin et al. (2018), inspired by increased environmental awareness has helped drive demand for sustainable and non-halal-certified skincare products, which are difficult to source but generally include halal screening. The success of these two factors may play a role in attracting more environmentally conscious Generation Z consumers; however, the skin health and hygiene they aspire to and meet precisely through their inextricable connection to what they eat.

Marketing communication strategy also has a significant impact. Research conducted by Ananda et al. (2024), concluded that effective online marketing communication methods, particularly using social media and influencers, can help create visibility and guide consumer preferences regarding halal skincare products. Generation Z is the next generation, more easily influenced by what influencers tell them to choose and purchase products.

However, despite increasing positive attitudes toward halal products, some consumers still distrust the authority of the halal label. There is also the issue of greenwashing, which concerns the lack of transparency surrounding the origin of ingredients and the issue of greenwashing, which makes consumers hesitant and skeptical (Adil et al., 2024). In a context where consumers maintain a high level of awareness about their products due to halal and sustainability factors, product authority becomes a key consideration in these consumers' purchase intentions (Adil et al., 2024). However, identified identities and personality motivations also play a significant role in

Generation Z's halal skincare product purchasing decisions. As in the case of the APJII study conducted by Andriansyah et al. (2024), strong brand image and celebrity affiliation influence brand loyalty, which in turn influences product purchasing decisions. It has been proven that modern lifestyles will lead people to their own interest trends.

Furthermore, personal and economic motivations play a significant role in purchasing decisions. Generation Z is reported to be most concerned about short-term financial issues and prefers greater value in the products they purchase. Tessy & Setiasih (2024), conducted research showing that impulse buying behavior is influenced by the price and income rankings of relevant products and is a key consideration in purchasing halal skincare.

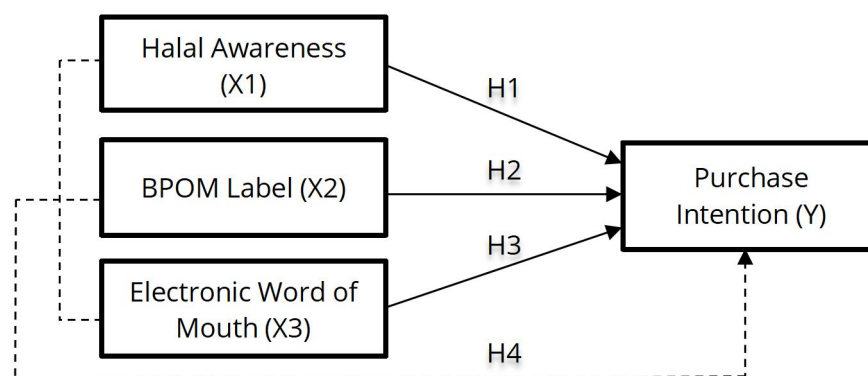
On the other hand, the advantages of halal skincare which are not only safe from a spiritual but also physical perspective, based on skin health, are increasingly becoming a strong argument for understanding the determinants of purchasing intentions for Generation Z consumers. According to Kieu et al. (2024), health and sustainability factors are dominant elements for Gen Z consumers. Kieu et al. (2024), explained that Generation Z consumers care about warning messages that their socialization values have changed.

By examining the complex factors influencing Generation Z purchase intention for halal products, marketers can formulate and develop strategies relevant to the dynamics of this age group. The bank's study will help companies better understand Generation Z consumer behavior, their expectations, and the requirements they place on halal skincare products when deciding whether to enter or maintain the category in the Indonesian market (Sjahrudin & Adif, 2024).

Conceptual Model

The purpose of this study was to determine whether the independent variables of halal awareness, Electronic Word of Mouth, and BPOM labels influence the dependent variable of interest in purchasing skincare products.

Figure 2. Conceptual Model



Hypothesis

In this case study, the researcher reviewed previous empirical studies to formulate relevant hypotheses for further analysis of the relationship in question. The following hypotheses were formulated:

H1: Halal awareness has a positive and significant effect on purchase intention.

H2: The BPOM label has a positive and significant effect on purchase intention.

H3: Electronic word of mouth has a positive and significant effect on purchase intention.

H4: Halal awareness, electronic word of mouth, and the BPOM label simultaneously influence purchase intention.

METHOD

Analysis Method

This study uses a quantitative approach to explore the relationship between Halal awareness, electronic word of mouth, BPOM labels, and purchasing intention. This approach allows for objective measurement and robust statistical analysis. A sample size of 65 Generation Z respondents aged 13–28 in Semarang Regency who have purchased skincare products on e-commerce sites is considered adequate for statistical analysis and provides generalizable results.

The sampling technique used is purposive sampling, which allows for the selection of respondents based on specific criteria relevant to the study. Data collection uses a questionnaire with several sections to measure various statement items using a 5-point Likert scale. Data testing uses multiple linear regression techniques and data processing is assisted by SmartPLS software version 4.1.1.2.

Table 1. Research Indicators

Variable	Indicator
Halal Awareness (X1) (Ambali & Bakar, 2014)	1. Religious Belief
	2. Role of Halal Certification
	3. Exposure
	4. Health Reason
BPOM Label (X2) (Aulia & Aswad, 2022)	1. Image
	2. Text
	3. Combination of Image and Text
	4. Attached to Packaging
e-WOM (X3) (Barkah & Nabila, 2021)	1. Intensity
	2. Valence of Opinion
	3. Content
Purchase Intention (Y) (Geraldine, 2021)	1. Need Recognition
	2. Information Search
	3. Alternative Evaluation
	4. Purchase Decision
	5. Postpurchase Behavior

Source: Processed Data, 2025

RESULTS AND DISCUSSION

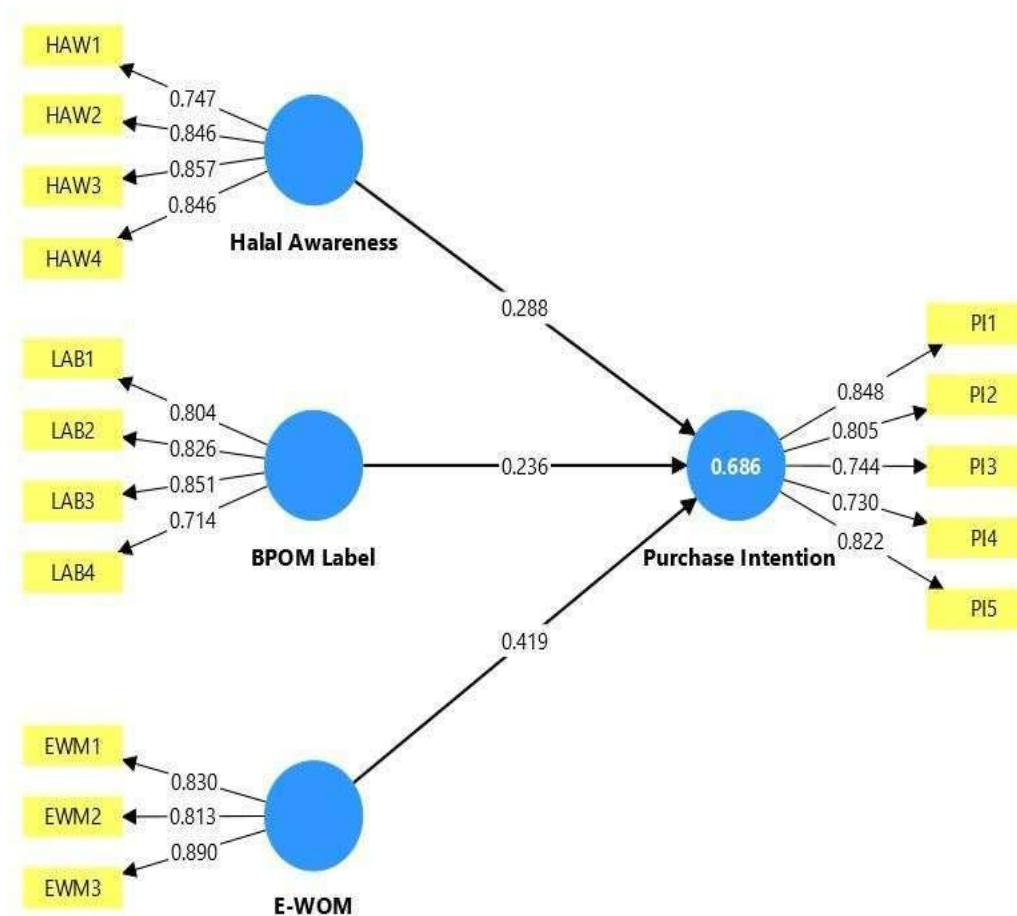
RESULTS

Outer Model

The other model is the outer model which explains how each latent constructs are related to their indicators (Ghozali & Latan, 2018). The Outer Model was used for testing the construct validity and reliability of the indicators.

Convergent Validity

The expected loading factor value is above 0.7 and loading factors with values of 0.5 to 0.6 are still acceptable (Ghozali, 2021). Thus, we accept these variables as valid, as outlined in Figure 3.

Figure 3. Convergent Validity**Composite Reliability**

When the composite reliability value shows a value > 0.70 , the construct is reliable (Aprilia, 2020). Conversely, if the value shows a value < 0.70 , the construct is unreliable (Ghozali, 2021). As described in Table 2, the results of the study indicate that the Cronbach's alpha and composite reliability values for each variable are greater than 0.70, thus the construct can be considered reliable.

Table 2. Composite Reliability

	Cronbach Alpha	R-square - Overview	
		Composite reliability	Composite reliability
		(rho_a)	(rho_a)
Halal Awareness	0.845	0.864	0.895
BPOM Label	0.811	0.812	0.877
e-WOM	0.801	0.823	0.882
Purchase Intention	0.850	0.865	0.893

Source: Processed Data, 2025

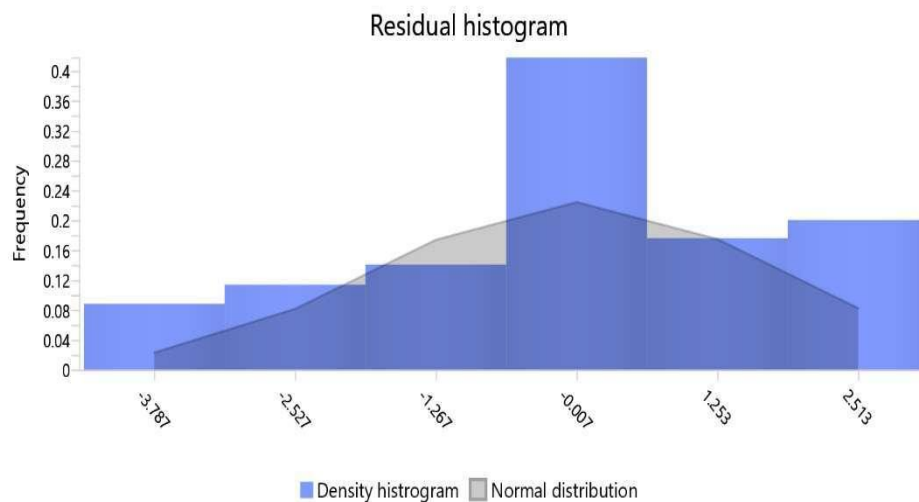
Inner Model

The Inner Model is a structural model for predicting causal relationships between latent variables, where the T-statistic test parameters are obtained through a bootstrapping procedure.

Data Normality

Normality testing is performed using a residual histogram in PLS, which is a graph relating the observation residuals and standardized data for all observations and all data. This aims to test whether the residuals follow a normal distribution. The histogram reflects the proportion of residuals to a normal bell-shaped curve. If the histogram is bell-shaped and symmetrically distributed around zero, the assumption of normality is most likely met (Hair et al., 2019). The graph below displays the output showing that the residual histogram assumes a symmetrical bell curve pattern, and therefore, it can be said that the data is normally distributed.

Figure 4. Normality Test



Multicollinearity Test

Multicollinearity, the absence of significant intercorrelation among latent variables, is one of the prerequisites for partial least squares inner model analysis. Smart PLS version 4.1.1.2 uses the Variance Inflation Factor (VIF) to measure collinearity. The concept of collinearity here is a simplified version of statistics. In statistics, multicollinearity refers to a situation where two or more independent variables or exogenous constructs are correlated, reducing the model's predictive effectiveness (Sekaran & Bougie, 2019). A VIF value less than 5 indicates collinearity among the constructs, while a value of 5 or above indicates collinearity among the constructs (Hair et al., 2019). The VIF values in Table 3 below indicate multicollinearity, a substantial intercorrelation among the independent variables in this study.

Table 3. Multicollinearity Test

Collinearity statistics - VIF	
	VIF
Halal Awareness	1.868
BPOM Label	2.600
e-WOM	2.022

Source: Processed Data, 2025

Heteroscedasticity Test

The Breusch-Pagan test is an analytical method used to detect heteroscedasticity in regression modeling. A P-value greater than 0.05 indicates the hypothesis is rejected, thus there is no heteroscedasticity. Conversely, if the P-value is less than 0.05, the hypothesis is accepted, thus there is heteroscedasticity (Hair et al., 2019). Table 4 shows that the P-value is greater than the margin of error of 0.05, so we reject the hypothesis and confirm that there is no heteroscedasticity in the correlative study.

Table 4. Heteroscedasticity Test

Breusch-Pagan Test			
	Test-Statistic	df	P value
Breusch-Pagan Test	1.092	3	0.779

Source: Processed Data, 2025

Multiple Linear Regression Analysis

Multiple linear regression is a form of regression that combines several independent predictors. The results obtained from processing the data set, compiled using SmartPLS 4.1.1.2 software, allow for straightforward graphical representation, as shown below:

Figure 5. Graphical Output

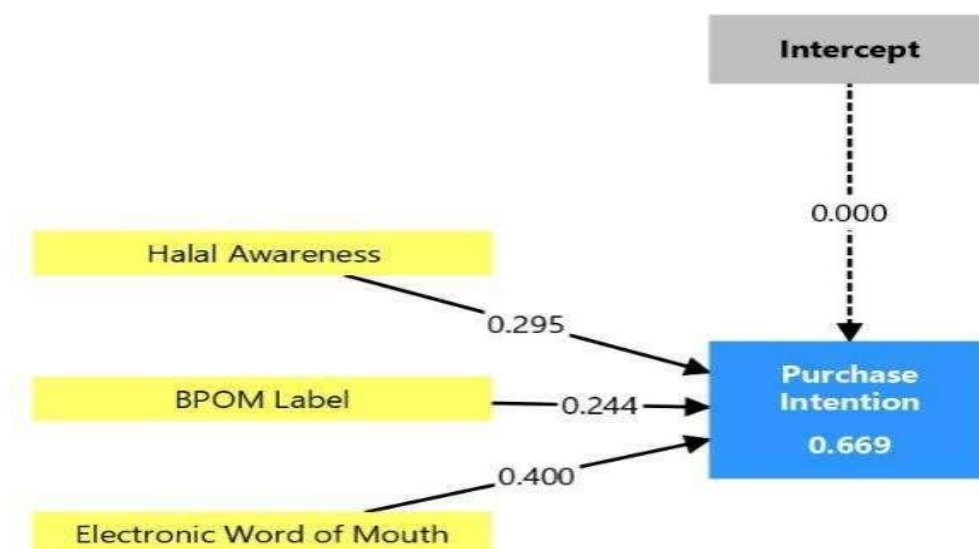


Figure 5 presents empirical estimates through the equation $Y = 0.000 + 0.295X_1 + 0.244X_2 + 0.400X_3$. In this equation, the coefficient accompanying halal awareness is 0.295 and indicates that a regular increase of one standard deviation in the halal awareness construct causes an increase of 0.295 in the purchase intention variable. The coefficient for e-WOM (X_2) is 0.244 and confirms that a one-unit increase in e-WOM is associated with a 0.435 increase in purchase intention. The result for the BPOM label variable coefficient is 0.400 and shows that an incremental increase of one standard deviation in the BPOM label construct causes an increase of 0.400 in the purchase intention variable. This change occurs without any shift in the confounding factors in purchase intention.

Partial Test

As stated by Arrasyid et al (2025) with a significance level of 5%, the individual relationship between the independent and dependent variables was tested using a partial test. The variable that has the greatest influence on the dependent variable can also be identified by examining the t-value. Table 5 shows positive and significant results and the hypothesis is accepted.

Table 5. Summary Coefficient

Summary ANOVA					
	Sum square	df	Mean square	F	P value
Total	620.062	65	0.000	0.000	0.000
Error	205.212	62	3.310	0.000	0.000
Regression	414.849	3	138.283	41.779	0.000

Source: Processed Data, 2025

Brand Awareness of Purchase Intention

Based on the statistical testing of the halal awareness variable presented in Table 5, the significance value of the regression model, where the t-value is used to test the significance of the individual regression coefficients, is shown to be positive and significant. The test results show a p-value of 0.004, or below 0.05, and the halal awareness variable is considered significantly positive.

BPOM Label on Purchase Intention

The statistical test results for the BPOM label variable are presented in Table 5, where the significance value of the regression model based on the t-value is used to test the significance of the individual regression coefficients. The test results show a P-value of 0.042, or below 0.05, and the BPOM label variable is considered positively significant.

Electronic Word of Mouth (e-WOM) on Purchase Intention

Based on the statistical significance test results of the regression model in Table 5, where the t-value is used to test the significance of individual regression coefficients, the test results show a P-value of 0.000, or below 0.05, and the e-WOM variable is considered positively significant.

Simultaneous Test

The F-test is looking for the simultaneous effect of independent on dependent. The P-value (0.000) is less than a cut-off point of 0.05, as shown in Table 6. A hypothesis is accepted, since the level of importance is surpassed, that there exists a statistically significant relationship in the sample under study between the independent variable and the dependent.

Tabel 6. Simultaneous Test

Construct	Unstandardized coefficients	Standardized coefficients	T value	P value
Halal Awareness	0.336	0.295	2.949	0.004
BPOM Label	0.332	0.244	2.072	0.042
e-WOM	0.567	0.400	3.848	0.000
Intercept	2.445	0.000	1.350	0.182

Source: Processed Data, 2025

Coefficient of Determination

The coefficient of determination, called R^2 , is associated with the proportion of variation in the dependent variable allocated to the linear predictor in the model. Table 7 shows an adjusted R^2 of 0.653 for the purchase intention construct, indicating that 65.3% of the variance in the purchase intention construct can be explained by the predictors halal awareness, BPOM label, and e-WOM. According to the classification outlined by Sarstedt et al. (2021), this value characterizes the model as being in the moderate category.

Table 7. Coefficient of Determination

R-square	
	Purchase Intention
R-square	0.669
R-square adjusted	0.653

Source: Processed Data, 2025

DISCUSSION

The Influence of Halal Awareness on Purchase Intention

The results of the first hypothesis test analysis in this study confirmed that the Halal Awareness variable has a significant influence on Purchase Intention. The results of this study found a P-value of 0.004, which is lower than the 0.05 significance level. This is in line with the findings of Wibowo et al. (2025), which showed that the Halal Awareness factor has a positive and significant influence on the Purchase Intention of MSME Consumers. Hamdani et al. (2021), also proved a significant influence of the Purchase Intention variable on Kentucky Fried Chicken products.

The Influence of BPOM Label on Purchase Intention

Based on the results of the second hypothesis test analysis in this study, it was confirmed that the BPOM Label variable has a significant influence on Purchase Intention. The results of this study found a P-value of 0.042, which is lower than the 0.05 significance level. This aligns with the findings of Luthfatul & Afandi (2023), which showed that the Halal Label & BPOM factors have a positive and significant influence on Purchase Intention for Wardah Skincare.

The Influence of Electronic Word of Mouth (e-WOM) on Purchase Intention

Based on the results of the second hypothesis test analysis in this study, it was confirmed that the BPOM Label variable has a significant influence on Purchase Intention. The results of this study found a P-value of 0.000, which is lower than the 0.05 significance level. This is consistent with the results of research by Prihatini et al. (2022), which showed that the e-WOM factor has a positive and significant influence on Purchase Intention for Local Skincare.

Ayuningtyas et al. (2023) also proved that there is a significant impact of the e-WOM variable on Purchase Decisions for Skintific brand skincare products.

The Influence of Halal Awareness, Electronic Word of Mouth, and BPOM Label on Purchase Intention

Based on the findings from the analysis of the fourth hypothesis in this study, it is clear that there is a simultaneous influence of Halal Awareness, BPOM Label, and e-WOM on Purchase Intention. This finding is similar to the findings of Aulia & Aswad (2022), which showed that Islamic branding, BPOM label, and word of mouth positively influence cosmetic product purchasing decisions among millennial consumers in Nganjuk Regency.

CONCLUSION

It can be inferred from the research findings that halal awareness, BPOM labels, and E-WOM simultaneously have a positive effect on the purchase intention of e-commerce-based skincare products in Generation Z. These results suggest that religious values, regulatory legitimacy, and digital social influence are playing an important role in the formation of purchasing decisions among the young, religiously educated, digital native population. This approach offers a theoretical contribution because it integrates three dimensions of trust in the composition of one model on consumer behavior and contextually by focusing on a geographical area that has not received much attention in previous research.

As practical implication, the whole players in skin care industry and e-commerce are suggested to empower their product promotion concerning the halal certification and BPOM label by emphasizing it clearly in digital marketing. In addition, eWOM through customer reviews, influencer testimonials and social media exchanges should be optimized for trust creation and market spread. Future studies could extend the current model by adding mediating or moderating variables (e.g., brand trust, level of religiosity) and by comparing across regions to generalize the findings.

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