THE INFLUENCE OF KNOWLEDGE, RELIGIOSITY, AND SUBJECTIVE NORMS BY MEDIATING ATTITUDES TOWARDS THE PURCHASE INTENTION OF HALAL COSMETICS

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Abstract

This research aims to determine the relationship and influence of knowledge, religiosity, and subjective norms with the mediation of attitudes on the intention to purchase halal cosmetic products. The data that will be presented in this research was obtained from the results of distributing questionnaires to 166 respondents from generation Y and Z Muslim consumers who consume halal cosmetic products in Indonesia. The sampling technique used in this research was non-probability sampling with a purposive sampling method. This research uses purposive sampling because special criteria are needed for the sample to be taken so that it can answer research problems and also provide representative values. Hypothesis testing in this research uses Structural Equation Modeling (SEM) analysis with the help of AMOS 24 software. The results of this research show that there is a positive and significant influence on the variables of knowledge, religiosity, subjective norms, attitudes and purchase intentions

Keywords: knowledge, religiosity, subjective norms, attitudes, purchase intentions

INTRODUCTION

In the current era, the world is becoming more aware of their religion and beliefs which affects the decision-making behavior of consumers who are starting to care about the halal lifestyle that is symptomatic in countries with a majority Muslim and non-Muslim population (Astuti et al., 2020). This encourages every company to customize their products or services according to the needs and desires of consumers by providing products that are halal-certified.

Halal itself is a Muslim religious certification used to certify a product or service that is in accordance with the requirements and pillars of Islam (Siala, 2013). Halal product is a mandatory need for consumers, especially Muslim consumers. In the international trade system regarding

halal certification, products receive positive support both in order to provide protection to Muslim consumers in all countries, it is also used as a strategy to face the challenges of globalization.

Purchase intent is an important aspect of a consumer's actual buying behavior, and indicates that customers are aiming to buy halal products because it is good for them. Purchase intentions can be influenced by consumer attitudes towards halal cosmetics. This is because religion is the main element that affects the consumer consumption process, therefore consumers who have a positive attitude towards religion, will have a tendency to consume halal products, including halal cosmetics. Attitude itself is a personal factor that influences a person's positive or negative assessment of the implementation of behavior (Khalid et al., 2021).

Furthermore, attitudes towards halal cosmetics can also be influenced by the knowledge that consumers have. Increasing knowledge of religion will foster a positive attitude towards the products they consume and tend to influence consumers' intentions to purchase halal products. In the context of halal cosmetics, it can be concluded that knowledge indirectly affects the positive attitude of consumers in choosing cosmetics labeled halal because the higher a person's knowledge, the more selective he will be (Lestari & Supriyanto, 2022). Knowledge is explained as a fact, feeling or experience known to a person or group of people. It can also be defined as awareness, awareness or familiarity gained through experience or learning (Briliana & Mursito, 2017).

In addition to knowledge, religiosity can also influence consumer attitudes to encourage the purchase intention of halal cosmetics. According to (Briliana & Mursito, 2017) explained that religion plays one of the most influential roles in shaping a person's consumption choices, consumers who interpret and follow the appropriate teachings of Islamic sharia will encourage their attitudes positively towards halal products for consumption. Religiosity is defined as the extent to which an individual is committed to his religion and the extent to which the religion is reflected in the individual's attitudes and behaviors (Briliana & Mursito, 2017).

Furthermore, subjective norms can also influence attitudes to attract consumer intentions in purchasing halal cosmetics. In behaving, consumers cannot be separated from decision-making activities. The decision that will be taken by someone is made based on their attitude, namely making assessments and considerations that are considered important, one of which is in choosing the product to buy, whether the product is halal for their consumption or not (Haro, 2020). According to (Briliana & Mursito, 2017), subjective norms are also referred to as normative norms, which are functions of beliefs that determine individual thoughts about the acceptance of certain behaviors by related groups, such as consuming halal products.

LITERATURE REVIEW AND HYPOTHESIS

Purchase Intent

Purchase intent is defined as the way a consumer chooses to purchase a product or service because they feel it meets their needs and is in line with their general view (Hassan, 2015).

Knowledge

Knowledge is defined as facts, feelings or experiences known by a person or group of people, which can also be defined as awareness, awareness or familiarity gained through experience or learning (Briliana & Mursito, 2017).

Religiosity

Religiosity is defined as the extent to which an individual is committed to his religion and the extent to which the religion is reflected in the individual's attitudes and behaviors (Briliana & Mursito, 2017).

Subjective Norms

According to (Briliana & Mursito, 2017), subjective norms are defined as normative norms, which are functions of beliefs that determine individual thoughts about the acceptance of certain behaviors by related groups, such as consuming halal products.

Attitude

In the context of consumer attitudes, various general consumer attitudes will provide great strategic advantages. Attitudes are defined as actions formed from direct experience of products, oral information from other consumers, advertisements aired in mass media or on the internet, and various forms of direct marketing (Shiffman & Kanuk, 2000).

Hypothesis Development

Knowledge of halal products

Knowledge in the context of halal products is a permit and prohibition that must be known and followed by consumers so that their consumption is in accordance with Islamic religious principles. From the interpretation of verse 173 of Surah Al-Baqarah, "Verily Allah only forbids for you carrion, blood, pork, and what is slaughtered in the name other than Allah", there are four haram products that must be avoided, namely products that contain: (1) The meat of animals that spontaneously die or are killed without being slaughtered properly is haram, (2) blood flowing from the body of animals, both living and dead, are haram, even if the meat is eaten, (3) pork is haram, (4) the meat of animals slaughtered in a name other than Allah is haram (Karamani et al., 2019). According to (Briliana & Mursito, 2017), knowledge in the context of halal products can be measured through several indicators, including understanding Islamic law on halal and haram, having sufficient knowledge about products prohibited by Islam, being able to distinguish halal and haram products, knowing the latest issues related to foodstuffs, and understanding halal certification.

Increasing knowledge of religion will foster a positive attitude towards the products they consume and tend to influence consumers' intentions to purchase halal products. In the context of halal cosmetics, it can be concluded that knowledge indirectly affects the positive attitude of consumers in choosing cosmetics labeled halal because the higher a person's knowledge, the more selective he will be (Lestari & Supriyanto, 2022). According to Azmawani (2015), knowledge refers to facts, feelings or experiences known by a person or group of people. Knowledge can also

be defined as awareness, awareness or familiarity gained through experience or learning. Therefore, knowledge has an influence on intention through attitude. Furthermore, previous research by (Briliana & Mursito, 2017) showed that there was a positive and significant influence between knowledge on the attitude of halal cosmetic products. In addition, research by (Sriminarti & Nora, 2018) in the results of their research shows that there is a positive influence on knowledge of consumers' attitudes. Thus, the following hypothesis can be proposed:

H1. Knowledge has a positive influence on attitudes related to halal cosmetic products.

Religiosity towards attitudes

According to (Briliana & Mursito, 2017) explained that religion plays one of the most influential roles in shaping one's consumption choices, consumers who interpret and follow the appropriate teachings of Islamic sharia will encourage their attitudes positively towards halal products for consumption. Previous research by Ateeq-your (Rehman & Zeb, 2023) and Azmawani (2015) which examined religiosity using the theory revealed by (Glock, 1972) resulted that religiosity can influence consumer attitudes towards halal products. Furthermore, research by (Lestari & Supriyanto, 2022) and (Sriminarti & Nora, 2018) also found that religiosity has a significant effect on attitudes towards halal cosmetic products. Thus, the hypothesis formed in this study as follows:

H2. Religiosity has a positive effect on attitudes related to halal cosmetic products.

Subjective Norms towards attitudes

In behaving, consumers cannot be separated from decision-making activities. The decision that will be taken by someone is made based on their attitude, namely making assessments and considerations that are considered important, one of which is in choosing the product to buy, whether the product is halal for their consumption or not (Haro, 2020). Previous research by (Briliana & Mursito, 2017) found that subjective norms have a positive and significant effect on attitudes related to halal products. Furthermore, a study by (Arshia et al., 2012) revealed that subjective norms towards halal products and intrapersonal religiosity positively influence attitudes towards halal products. Interestingly, subjective norm was the strongest of all predictors to select a product. Previous research related to subjective norms, namely (Ningtyas & Istiqomah, 2021) revealed that subjective norms have a significant influence on attitudes which results in consumer buying interest in halal-certified products. Therefore, the following hypothesis was proposed:

H3. Subjective norms have a positive effect on attitudes related to halal cosmetic products.

Attitude towards purchasing halal products

In the context of halal products, customers pay more attention than the basis of consumers determining the raw materials of the product and where the product is made because the product must consist of halal sources and in accordance with Islamic principles. Furthermore, in research (Briliana & Mursito, 2017) explained the measurement indicators on attitudes towards halal products including liking to choose halal products, always looking for halal labels when buying

products, halal products are important, using halal products according to their choices, people around also use halal products.

Religion is the main element that influences the consumer consumption process, therefore consumers who have a positive attitude towards religion, will have a tendency to have the intention to buy and consume halal products. In accordance with previous research by (Briliana & Mursito, 2017) which revealed that there is a positive and significant relationship between consumer attitudes towards halal products and purchase intentions. Furthermore, according to (Arshia et al., 2012) attitude is a valid model in predicting the intention to choose halal products. Among the studies that have assessed this relationship is the research of (Lada et al., 2009), which found that there is a positive relationship between attitude and intention to choose halal products. Furthermore, according to Azmawani's research (2015) attitude can affect consumer purchase intentions, because intention is a person's motivation in the sense of his conscious plan to exert effort to perform a behavior. Thus, the hypothesis determined in this study, namely:

H4. Attitude has a positive effect on the purchase intention of halal cosmetic products.

METHODS

This study used four research constructs, namely Knowledge, Religiosity, Subjective Norms, Attitudes, and Purchase Intentions. The following is the framework of the research concept used in this study:
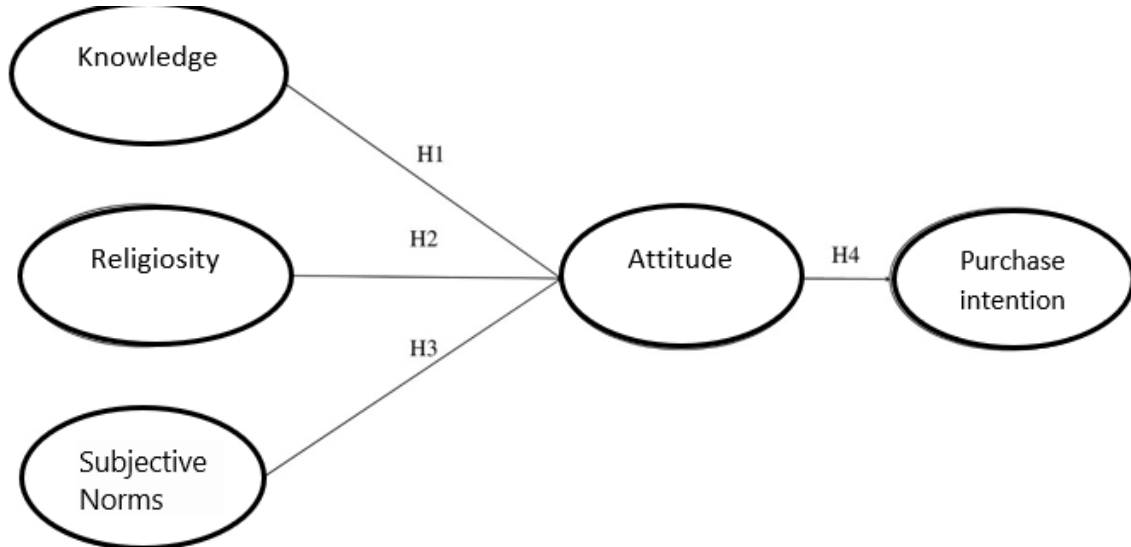

Figure 1 Research Model

Knowledge

This study applies a quantitative approach. The subjects of the study were Muslim consumers of generation Y and Z who consumed halal cosmetic products. The sampling method used is purposive sampling, where the sample used represents the population. To determine the sample size, researchers follow guidelines. In determining the number of samples used, refer to the Lameshow formula (Ghozali, 2017) with the number of samples to be obtained, namely 166 respondents. This research data consists of primary data obtained through direct surveys to

respondents. The survey was conducted using a combination of digital format (google form) and scoring using a Likert scale from 1 to 5. The data is then analyzed using descriptive analysis and statistical analysis with a Structural Equation Model (SEM) approach. The software used for data processing is AMOS 24.

RESULTS AND DISCUSSION

The following is explained about the descriptive data of respondents obtained from the distribution of questionnaires seen in Table 1:

Table 1 Descriptive analysis of respondents

| Information	N	%
Gender		
Male	37	22.3%
Woman	128	77.1%
Year of birth		
Generation Y 1977-1994 (29- 46 years old)	64	38.6%
Generation Z 1995- 2010 (13-28 years old)	102	61.4%
Recent Education		
Elementary - Junior High School	1	0.6%
High School/Equivalent	34	20.5%
Diploma/Sarja	109	65.7%
Master	19	11.4%
Other	3	1.8%
Work		
Student	26	15.7%
PNS/TNI/POLRI	18	10.8%
Self employed	29	17.5%
Private Employees	85	51.2%
Housewives	8	4.8%
Average Spend per Month		
IDR 1,000,000, up to IDR 3,000,000	71	42.8%
IDR 3,000,000, up to IDR 6,000,000	53	31.9%
IDR 6,000,000, up to IDR 9,000,000	34	20.5%
>IDR 9.000.000,-	8	4.85

SEM ANALYSIS

Confirmatory Analysis

Table 2 Test Validity and Reliability

Variable	Indicators	*Factor Loading*	*Loading Factor 2*	*Construct Reliability*	*Variance Extracted*
Knowledge	P1	0,709	0,502	0,884	0,781
	P2	0,680	0,462		
	P3	0,668	0,446		
	P4	0,678	0,459		
	P5	0,683	0,466		
Religiosity	R1	0,849	0,720	0,868	0,807
	R2	0,833	0,693		
	R3	0,840	0,705		
	R4	0,799	0,638		
	R5	0,824	0,678		
	R6	0,832	0,692		
	R7	0,839	0,703		
	R10	0,810	0,656		
	R11	0,864	0,746		
	R12	0,832	0,692		
	R13	0,909	0,826		
	R14	0,815	0,664		
	R15	0,876	0,767		
	R16	0,865	0,748		
Subjective Norms	NS1	0,799	0,638	0,867	0,814
	NS2	0,849	0,720		
	NS3	0,881	0,776		
Attitude	S1	0,775	0,600	0,922	0,895
	S2	0,776	0,602		
	S3	0,730	0,532		
	S4	0,779	0,606		
Purchase Intent	NP1	0,818	0,669	0,938	0,864
	NP2	0,771	0,594		
	NP3	0,765	0,585		
	NP4	0,791	0,625		
	NP5	0,764	0,583		

From Table 2, it can be concluded that all indicators in this study have a loading factor value greater than 0.5, indicatig that all indicators are valid. In addition, Table 2 also shows that the construct reliability of all variables has reached a value of ≥ 0.7. Furthermore, the value of variance extracted from each variable in this study has also reached a value of ≥ 0.5. Thus, the research can be tested to the next stage.

Structural Equations

The following is a model of the structural equation in this study, namely:
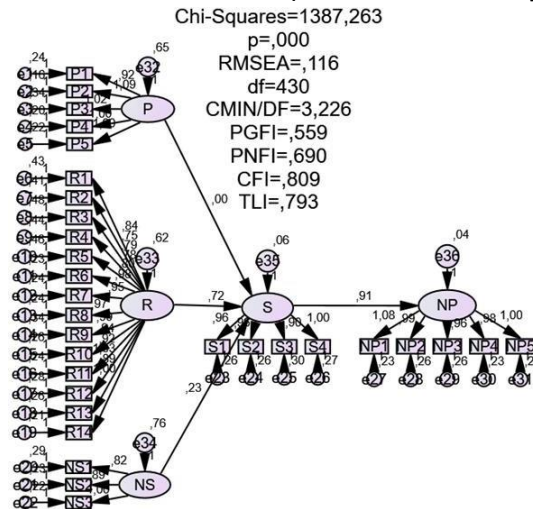
Selecting the Model Input and Estimation Matrix

Model development in this study is based on the concept of data analysis where the research model consists of 1 independent variable (exogenous), namely entrepreneurial orientation and 2 dependent variables (endogenous), namely performance, new product development and business model innovation.

Data Normality

Based on Table 3 shows that *the multivariate* CR value is -1.368 which of the values obtained + 2.58 and -2.58. So that the data in this study can be said to be normally distributed.

Table 3 Data Normality Test

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
NP1	1,000	5,000	-,982	-5,163	,908	2,389
NP2	1,000	5,000	-,754	-3,965	,204	,536
NP3	2,000	5,000	-,652	-3,431	-,160	-,422
NP4	1,000	5,000	-,880	-4,630	,871	2,292
NP5	1,000	5,000	-,756	-3,979	,036	,096
S1	1,000	5,000	-1,098	-5,776	1,155	3,039
S2	2,000	5,000	-,792	-4,165	,001	,003
S3	1,000	5,000	-1,195	-6,284	1,751	4,606
S4	1,000	5,000	-,949	-4,992	,561	1,475
NS1	1,000	5,000	-1,147	-6,034	1,686	4,434
NS2	1,000	5,000	-1,085	-5,708	1,181	3,107

Variable	Min	Max	skew	c.r.	kurtosis	c.r.
NS3	1,000	5,000	-1,121	-5,897	,850	2,235
P1	1,000	5,000	-,641	-3,371	,279	,733
P2	1,000	5,000	-,876	-4,608	,574	1,509
P3	1,000	5,000	-,785	-4,130	,023	,060
P4	1,000	5,000	-,763	-4,013	,272	,717
P5	1,000	5,000	-,758	-3,986	,207	,545
R1	1,000	5,000	-,646	-3,396	,004	,011
R2	2,000	5,000	-,469	-2,466	-,579	-1,524
R3	1,000	5,000	-,671	-3,530	-,022	-,058
R4	1,000	5,000	-,874	-4,597	,581	1,528
R5	1,000	5,000	-,825	-4,340	,366	,963
R6	1,000	5,000	-,786	-4,136	,642	1,689
R7	1,000	5,000	-,648	-3,407	-,037	-,098
R8	1,000	5,000	-,797	-4,190	,074	,194
R9	1,000	5,000	-,819	-4,308	,406	1,068
R10	1,000	5,000	-,895	-4,710	,927	2,437
R11	2,000	5,000	-,444	-2,334	-,693	-1,822
R12	1,000	5,000	-1,158	-6,093	1,309	3,443
R13	1,000	5,000	-,751	-3,951	,324	,852
R14	1,000	5,000	-,837	-4,402	,688	1,809
Multivariate					**-9,526**	**-1,357**

Outliers

From Table 4, it can be seen that the highest Mahalanobis d Square value is 29.984, which does not exceed the c-square value of 61.098. Thus, it can be concluded that no data is an *outlier* based on such results.

Table 4 Test Outliers

Observation number	Mahalanobis d-squared	P1	P2
147	52,385	,010	,796
17	48,557	,023	,900
9	46,489	,037	,944
61	45,814	,042	,922
136	45,607	,044	,859
142	44,325	,057	,917
86	44,003	,061	,885
48	43,548	,067	,870
8	42,689	,079	,913
74	41,922	,091	,943
137	41,448	,100	,948
12	41,188	,104	,937
85	41,120	,106	,903
112	40,521	,118	,933

Goodness Of Fit Test

Based on Table 5, *goodness of* fit testing in the CFA model shows that all GOF indices namely RMSEA, CMIN/DF, TLI, CFI, and PGFI are *marginal fit categories*. Meanwhile, the PNFI

index because the value obtained has met the *set cut off value* rules. Therefore, the GOF model in the study in this study was declared unfit so that it required model modification.

Table 5 Goodness of-Fit Test Results

Fit Index	Goodness of Fit	Criterion	Cut-off value	Information
Absolute Fit	RMSEA	≤ 0.08	0,116	*Marginal Fit*
	CMIN/DF	≤ 2.00	3,226	*Marginal Fit*
Incremental Fit	TLI	≥ 0.90	0,793	*Marginal Fit*
	CFI	≥ 0.90	0,809	*Marginal Fit*
Parsimony Fit	PGFI	≥ 0.60	0,559	*Marginal Fit*
	PNFI	≥ 0.60	0,690	Good Fit

Model Modifications

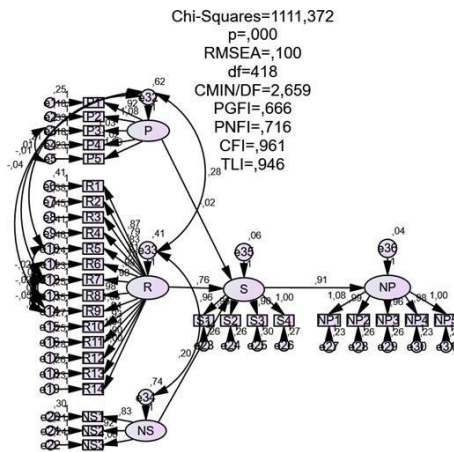Here is the final research model after model modification:

Figure 3. Final Results of Path Analysis

Furthermore, the Goodness of Fit results show that there are two indices in the marginal fit evaluation state, namely CMIN / DF and RMSEA, while other index evaluations are declared good fit, namely TLI, PGFI, PNFI, and CFI because the value obtained is greater than the predetermined cut off value.

Table 6. Goodness of Fit Results Confirmatory Analysis

Fit Index	Goodness of Fit	Criterion	Cut-off value	Information
Absolute Fit	RMSEA	≤ 0.08	0,100	Marginal Fit
	CMIN/DF	≤ 2.00	2,659	Marginal Fit
Incremental Fit	TLI	≥ 0.90	0,946	Good Fit
	CFI	≥ 0.90	0,961	Good Fit
Parsimony Fit	PGFI	≥ 0.60	0,666	Good Fit
	PNFI	≥ 0.60	0,716	Good Fit

Test the hypothesis

Hypothesis testing in this study refers to Ghozali (2017) who explained that the positive relationship between variables and other variables can be known if the critical ratio (CR) number > 1.96 and p value < 0.05. The following results of hypothesis testing are presented in the

following table, namely:

Table 7 Test the hypothesis

	Hypothesis		Estimate	S.E.	C.R.	P	Caption n
Attitude	<---	Knowledge	-,018	,068	-,270	,787	Insignificant
Attitude	<---	Religiosity	,758	,111	6,807		Significant
Attitude	<---	Subjective Norms	,205	,072	2,848	,004	Significant
Purchase Intent n	<---	Attitude	,913	,077	11,86 6		Significant

The Influence of Knowledge on Attitudes

The results of statistical analysis show that the knowledge possessed by generation Y and Z Muslim consumers in Indonesia does not significantly affect their attitudes towards halal cosmetic products. This is contrary to (Sriminarti & Nora, 2018) research in their research results showing that there is a positive influence on knowledge of consumers' attitudes. This shows that even though consumers have knowledge about halal cosmetic products, such knowledge does not directly encourage them to have a positive attitude towards the products.

Furthermore, these results suggest that other factors may be more dominant in shaping consumer attitudes towards halal cosmetic products. There may be factors such as price, product quality, brand, or friend recommendations that further influence consumer attitudes. Therefore, manufacturers of halal cosmetic products should consider these factors in their marketing strategy. In addition, these results also highlight the importance of consumer education. Although knowledge does not significantly influence consumer attitudes, education about the benefits of halal cosmetic products is still important. Manufacturers can work with relevant parties to increase consumers' understanding of halal cosmetic products and why they are important to the needs and beliefs of Muslim consumers.

The Influence of Religiosity on Attitudes

The hypothetical results show that there is a positive and significant influence between religiosity and the attitudes of Muslim consumers generation Y and Z towards halal cosmetic products. This result is in line with Sriminarti &; Nora's (2018) research which also found that religiosity has a significant effect on attitudes.

against halal cosmetic products. These results showed that, the higher the level of religiosity, the more positive their attitude towards halal cosmetic products. This can be explained by their awareness of the importance of using products that conform to the teachings of the Islamic religion.

Furthermore, these results indicate that more and more Muslim consumers of generations Y and Z who have high levels of religiosity will be more likely to buy halal cosmetic products. This can drive the growth of demand for halal cosmetic products in the Indonesian market. Thus, manufacturers and marketers of halal cosmetics can take advantage of these findings by developing marketing strategies that emphasize the values of religiosity and product conformity with Islamic teachings. This can include the use of clearer halal labels and an emphasis on ingredients that conform to halal standards. In addition, companies can increase product

innovation by designing halal cosmetic products that better suit the needs and preferences of Generation Y and Z Muslim consumers. This could include developing more natural and halal formulas and creating more environmentally friendly products.

The Influence of Subjective Norms on Attitudes

This hypothesis states that subjective norms have a positive and significant influence on the attitudes of Muslim consumers of generation Y and Z who consume halal cosmetic products in Indonesia. This result is in line with research by Ningtyas et al. 2021 revealed that subjective norms have a significant influence on attitudes which results in consumer buying interest in halal-certified products. This positive result indicates that the stronger the subjective norm, the more positive the consumer's attitude towards halal cosmetic products.

Furthermore, Indonesia has a large Muslim population, and it is proven in this study that Generation Y and Z Muslim consumers tend to be more concerned about the halal products they use, including cosmetic products. Thus, manufacturers of halal cosmetic products in Indonesia can focus on increasing subjective norms among the families and friends of generation Y and Z Muslim consumers, which can be done through education and increased understanding of the benefits and halality of these products. Thus, the results of this hypothesis can provide valuable guidance for halal cosmetic product manufacturers in Indonesia in their efforts to understand and meet the preferences of Generation Y Muslim consumers, which in turn can have a positive impact on their business growth in this growing market.

The Influence of Attitudes on Purchase Intent

The results of this hypothesis show that there is a positive and significant relationship between consumers' attitudes towards halal cosmetic products and their intention to buy these products. These results are in line with research by Azmawani (2015) Attitude can affect consumer purchase intention, because intention is a person's motivation in the sense of his conscious plan to exert effort to perform a behavior. In this result, it can be interpreted that the more positive the attitude of consumers towards halal cosmetic products, the more likely they will buy them.

Furthermore, in this result it can be explained that, the focus on Muslim consumers generation Y and Z shows that they are a very important group in the halal cosmetic product market in Indonesia. Generations Y and Z tend to be more open to products that align with their religious values and beliefs, so understanding their attitudes and purchase intentions is key in developing a marketing strategy. In addition, Indonesia is a huge market for halal cosmetic products, as the majority of the population is Muslim. These results show that there is significant growth potential in this market if companies are able to understand and respond well to consumer attitudes.

Thus, the importance of developing a marketing strategy that prioritizes halal values in cosmetic products. Companies can focus on a more value-oriented and religious approach in marketing their products. In addition, companies can also invest in consumer education about the benefits and characteristics of halal cosmetic products. The more consumers understand and feel confident about the product, the more likely they will buy it. Thus, it is important to maintain the quality of halal cosmetic products to match consumer expectations. Quality products will increase consumers' positive attitudes towards these brands and products.

CONCLUSION

Based on this study, based on the results of previous tested analyses, it can be concluded that the results of the first hypothesis show that the knowledge possessed by generation Y and Z Muslim consumers in Indonesia does not significantly affect their attitudes towards halal cosmetic products. This is contrary to Sriminarti & Nora's (2018) research in their research results showing that there is a positive influence on knowledge of consumers' attitudes. The results of the second hypothesis show that there is a positive and significant influence between religiosity and the attitudes of Muslim consumers generation Y and Z towards halal cosmetic products. This result is in line with (Sriminarti & Nora, 2018) research which also found that religiosity has a significant effect on attitudes towards halal cosmetic products. The third hypothesis states that subjective norms have a positive and significant influence on the attitudes of Muslim consumers of generation Y and Z who consume halal cosmetic products in Indonesia. This result is in line with research by (Fuadi et al., 2022) revealed that subjective norms have a significant influence on attitudes which results in consumer buying interest in halal-certified products. The results of the fourth hypothesis show that there is a positive and significant relationship between consumers' attitudes towards halal cosmetic products and their intention to buy these products. This result is in line with research by (Alfarizqi, 2022)attitudes can affect consumer purchase intentions, because intention is a person's motivation in the sense of his conscious plan to exert effort to perform a behavior.

Based on the results of research that has been tested before, suggestions are drawn in this study, namely For future researchers, it is advisable to add variables of this study in addition to knowledge, religiosity, subjective norms, and purchase intentions. This is in order to better describe the scope and circumstances broadly regarding the actual conditions. It is recommended for the next researcher to take samples not only by using questionnaires as data collection, but can be surveyed directly to the place of research object, so that it can represent a wider situation. Although the results of this study all showed positive and significant results. However, Management, especially the pioneers of Halal Cosmetic Products, needs to always focus on increasing purchase intent. This could involve investing in customer service, product quality, and more effective brand communication.

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