FACTORS THAT INFLUENCE INTENTION TO PURCHASE HALAL COSMETICS

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Abstract

This research examines the effects of the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), Halal Awareness, and religiosity on Muslim consumers' intention to purchase halal cosmetic products in Indonesia. A quantitative research design was employed, and data were collected from 325 respondents selected through purposive sampling. The proposed research model was analyzed using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach. The findings indicate that Perceived Usefulness significantly and positively influences Attitude, whereas Perceived Ease of Use does not have a significant effect on Attitude. Furthermore, Attitude, Subjective Norm, Perceived Behavioral Control, and Halal Awareness were found to positively influence consumers' Purchase Intention toward halal cosmetics. In contrast, religiosity did not significantly moderate the relationship between Halal Awareness and Purchase Intention. Overall, the results suggest that consumers' intention to purchase halal cosmetic products is primarily driven by perceived product benefits, social influence, behavioral control, and awareness of halal principles.

Keywords: TAM, TPB, Halal Awareness, Religiosity, Purchase Intention, Halal Cosmetics

INTRODUCTION

According to data from the World Population Review (2021), Indonesia's Muslim population reached 229 million in 2020, or approximately 87.2% of the total population of 273.5 million (Naim & Mokodenseho, 2023). The halal industry has become a global trend and offers increasing consumer opportunities annually. The continued growth of the Muslim population has contributed to the expansion of the halal industry into a large and dynamic market capable of meeting the increasing demand for halal products (Amalia et al., 2020). According to data released by the Food and Drug Authority (BPOM), sales of personal care and cosmetic products have experienced rapid growth in recent years amidst the massive growth of e-commerce in Indonesia. From 2018 to 2022, personal care and cosmetics were the top three sellers in the marketplace, with a transaction value reaching IDR 13,287.4 trillion and a transaction volume of 145.44 million.

In recent years, the global halal cosmetics market has experienced substantial growth. According to Precedence Research (2024), the market value reached The market size, estimated at around USD 47.54 billion in 2024, is forecast to increase substantially, reaching USD 118.55 billion by 2032. This projected expansion corresponds to a compound annual growth rate (CAGR) of 11.67%.during the forecast period. This rapid growth underscores Rising consumer interest in halal-certified products has driven their expansion into a broader range of markets, reaching not only traditionally Muslim-majority regions but also areas where halal products were previously less prevalent.

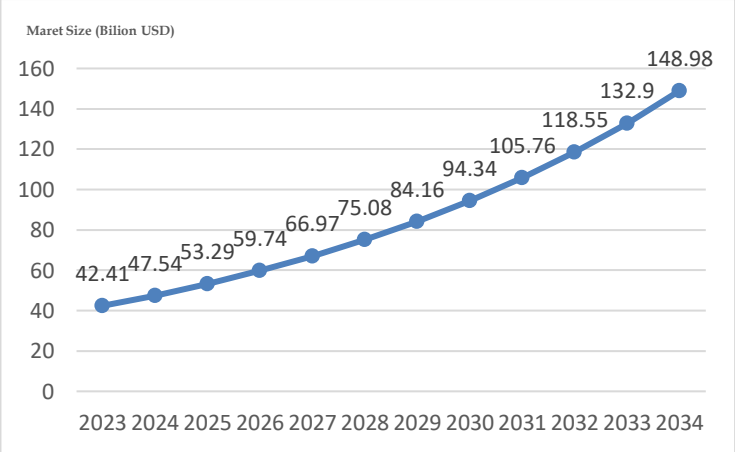


Figure 1.
Projected growth chart for the global halal cosmetics market from 2024 to 2032.

In recent years, the global halal cosmetics market has experienced rapid growth. Market value is projected to continue to increase as consumer preference for beauty products that use natural ingredients and meet halal standards grows. (Hidayah & Lestari, 2025) In Indonesia, the halal cosmetics industry is one sector that continues to show positive growth, even after the COVID-19 pandemic. This situation indicates that halal cosmetics have enormous prospects as part of the development of the national halal industry.

Previous literature has also utilized various behavioral theories, such as the Technology Acceptance Model (TAM) and the Theory of Planned Behavior (TPB), to predict consumer behavior (Kaur et al., 2023; A. Khan et al., 2024). From this perspective, this study

aims to explore the relationship between the main constructs in the TAM model and online purchase intentions, examine the relationships between variables proposed in the TPB framework and the intention to purchase halal cosmetics online, and identify the role of halal awareness and religiosity in shaping these intentions. The TAM model emphasizes technological factors such as perceived usefulness and ease of use that influence consumer behavior, while the TPB offers a broader scope by considering subjective norms, attitudes, and perceived behavioral control.

However, most previous studies have examined these variables separately or used religiosity as an independent variable. Research integrating TAM and TPB with halal awareness and examining religiosity as a moderating variable in the context of halal cosmetic purchasing in Indonesia is still very limited. Therefore, this study has two contributions: First, to understand the intention of Muslim consumers to purchase halal cosmetics, this study attempts to integrate the TAM and TPB models and expand them with two additional variables, such as religiosity and halal awareness.

REVIEW OF LITERATURE

1. Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) was developed by Davis (1989). TAM is one of the most influential models in explaining technology acceptance behavior. TAM theorizes that an individual's general intention to use a system is determined by two variables (Davis, 1989):

a) Perceived Usefulness (PU), refres to the degree to wich an individual believes that utilizing a particular system can enhance their job performance.
b) Perceived Ease of Use (PEOU), defined as the extent to which an individual believes that using the system will be effortless. Theoretical and empirical support has been gathered to support the TAM model (Davis, 1989). A substantial body of empirical research has demonstrated that TAM consistently accounts for a considerable proportion of the variance in individuals' behavioral intentions and actual system usage. Furthermore, TAM has been shown to outperform alternative theoretical frameworks, including TRA. (Fred D. Davis & Viswanath, 2000).

The relevance of TAM in studying consumer purchase intentions in e-commerce also demonstrates the relevance of its integration with consumer trust (Wistedt, 2024). Numerous empirical studies have been undertaken to evaluate the validity of the Technology Acceptance Model (TAM), with Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) serving as the independent variables, while system usage has been treated as the dependent variable. A study (Na et al., 2022) The findings indicated that Perceived Usefulness (PU) exhibited a substantially stronger association with both actual and anticipated future system usage than Perceived Ease of Use (PEOU). Nevertheless, PEOU also demonstrated a statistically significant relationship with system usage. This finding supports the idea that PU is a dominant predictor of system usage, while PEOU plays a role in influencing attitudes and intentions through PU. Therefore, TAM is relevant for explaining the cognitive aspects of consumers in decision-making regarding digital technology-based halal products.

a. Perceived Usefulness refers to the extent to which a person believes that using a product or system will improve performance or provide significant benefits in their life (Davis, 1989). Perceived usefulness is defined as "the degree to which a person believes that using a particular system will improve their job performance." A system with a high perceived usability is one in which users believe there is a positive relationship between use and performance. In the context of halal cosmetics, easy access to product information through official websites, marketplaces, or social media can enhance consumer perceptions of the product's benefits.
b. Perceived ease of use (PEOU), on the other hand, refers to "the degree to which an individual believes that using a particular system will be effortless" (Pfaff, 1994). Perceived ease of use is defined as the degree to which an individual believes that using a product or system requires substantial effort. In this context, PEOU encompasses the ease of finding products, making transactions, and interacting online. When users perceive a platform as easy to use, they tend to have positive attitudes toward halal products and the purchasing process (Fred D. Davis & Viswanath, 2000).

2. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB), developed by (Ajzen, 1991), is an extension of the Theory of Reasoned Action (TRA) approach (Fishbein and Ajzen, 1975), adding a new factor, "Perceived Behavior Control," to the TRA. This theory is used to explain individual behavioral intentions through three main variables: Subjective Norm, Attitude Toward Behavior, and Perceived Behavior Control (PBC). The TPB explains that an individual's behavior arises from their intention to behave, and this intention is influenced by several internal and external factors (Evelyna STIE Putra Bangsa, 2021). Empirical evidence supporting this theory comes from research by (Ajzen & Cote, 2014). The TPB focuses on two fundamental aspects of change mentioned at the beginning of this section: motivating people to engage in desired behaviors and the extent to which engaging in those behaviors creates difficulties, enabling them to perform them.

a. Attitude Toward Behavior: Attitude is not behavior, but rather a readiness for action that leads to behavior (Febrianti & Rani, 2022). A person tends to act in accordance with their attitude toward something. If they perceive a behavior as good or positive, they are more likely to choose to perform it. In other words, attitudes serve as guidelines or guides for a person in determining how they behave in their daily lives.
b. Subjective Norm: A person tends to perform an action if they perceive that important people around them support or approve of their actions.
c. Perceived Behavioral Control: In everyday life, individuals cannot always fully control their behavior. Sometimes individual behavior is beyond their control, but in other situations, individuals are able to control their own actions. An individual's ability to control their behavior is influenced by two factors: internal and external factors. Internal factors originate from within the individual, such as ability, will, and knowledge. Meanwhile, external factors originate from the surrounding environment that influences the individual. Perceived behavioral control refers to how an individual understands the extent to which their actions are the result of their own self-control.

In addition, numerous empirical investigations have supported the applicability of this model for examining consumer behavior in online shopping environments. (George, 2004; Hansen et al., 2004).

3. Halal Awareness

Halal awareness constitutes a fundamental aspect of consumers' ability to recognize and evaluate halal certification. In the absence of adequate halal awareness among Muslim consumers, irrespective of their age, educational background, or place of residence, efforts to emphasize the importance of halal certification and the halal logo are unlikely to be effective. An empirical study conducted by (Bashir, 2019) stated that halal awareness significantly influences purchase intention and purchasing behavior. This is because the research identified halal logos and attitudes with shared values as the most significant factors influencing purchase intention for halal food products, followed by halal awareness.

4. Religiosity

Religiosity describes the extent to which an individual embraces and consistently practices the beliefs and principles of a particular religion. According to (Delener, 1990), Religiosity may be understood as the extent to which individuals maintain and express their religious beliefs and principles through daily practice. This concept is multidimensional, incorporating elements such as religious beliefs, rituals, knowledge, personal experiences, and the manner in which these aspects shape everyday attitudes and behaviors (Bassiouny, 2015). The impact of religiosity on purchase intention for halal products is primarily explained through the Theory of Planned Behavior (TPB). This theory explores how religiosity influences attitudes, which ultimately shape purchase intention (Loussaief et al., 2024; Nora & Sriminarti, 2023). An empirical study conducted by (Bukhari et al., 2020) found that the construct of religiosity has a positive relationship with consumer purchase intention. This study provides a holistic understanding of culture, with religiosity being a central discussion point in understanding Pakistani Muslim consumers' purchase intentions for imported Western food.

5. Purchase Intention

Purchase intention refers to a consumer's behavioral tendency to acquire, purchase, or choose a product, which is shaped by previous experiences, product usage, and the individual's desire for that product (Shahnia et al., 2024). Purchase intention represents the cognitive stage within the consumer decision-making process in which individuals develop a willingness to purchase or choose a particular product or brand (Rahmasari et al., 2024). Purchase intention also typically stems from a person's knowledge of a product, which in turn influences the consumer's attitude toward purchasing that product (Mansur et al., 2021).

RESEARCH METHOD

This study employed a quantitative research approach to examine the factors influencing Muslim consumers' purchase intention toward halal cosmetics in Indonesia. The research integrates the Technology Acceptance Model (TAM), Theory of Planned Behavior (TPB), halal awareness, and religiosity to explain consumers' behavioral intentions. A quantitative approach was selected because it enables hypothesis testing and examines the causal relationships among the proposed constructs using statistical analysis.

Research Design. The study adopted an explanatory research design to investigate the causal relationships among the variables proposed in the conceptual framework. The research model consists of perceived usefulness, perceived ease of use, attitude, subjective norm, perceived

behavioral control, halal awareness, religiosity, and purchase intention. Religiosity was examined as a moderating variable in the relationship between halal awareness and purchase intention.

Population and sample used. The population of this study comprised Muslim consumers in Indonesia who have experience using or possess knowledge of halal cosmetic products. Since the exact population size is unknown, a non-probability sampling technique was employed. Purposive sampling was selected because respondents were required to meet specific criteria relevant to the research objectives. The respondents had to (1) be Muslim, (2) reside in Indonesia, and (3) have used or be familiar with halal cosmetic products.

A total of 325 valid responses were collected and analyzed. The sample size fulfills the minimum requirement for Structural Equation Modeling using Partial Least Squares (SEM-PLS), allowing reliable estimation of the proposed structural model.

Data Collection Techniques. Primary data were collected through an online questionnaire distributed to respondents who met the predetermined criteria. The questionnaire consisted of statements representing each research construct and was developed based on previously validated measurement items from the literature. Responses were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). This scale was selected because it allows respondents to express their level of agreement consistently while facilitating statistical analysis.

Tools or Instruments Used. The primary research instrument used in this study was a structured questionnaire designed to measure the constructs included in the proposed research model. The questionnaire consisted of two sections. The first section collected respondents' demographic information, including gender, age, education level, occupation, monthly income, and experience in using halal cosmetic products. The second section measured the latent variables using statements adapted from validated instruments in previous studies. The questionnaire measured eight constructs: perceived usefulness (PU), perceived ease of use (PEOU), attitude (ATT), subjective norm (SN), perceived behavioral control (PBC), halal awareness (HA), religiosity (R), and purchase intention (PI). Each construct was represented by several indicators adapted from prior literature to ensure content validity and relevance to the context of halal cosmetic products.

All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). Before conducting hypothesis testing, the measurement instrument was evaluated through the assessment of indicator reliability, convergent validity, discriminant validity, Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) using SmartPLS software to ensure the validity and reliability of the instrument.

Data Analysis Methods. The collected data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software. SEM-PLS was selected because it is appropriate for predictive research models involving multiple latent variables and complex relationships. The analysis consisted of two stages. The first stage evaluated the measurement model (outer model) by examining indicator reliability, convergent validity, discriminant validity, and construct reliability using factor loadings, Average Variance Extracted (AVE), Composite Reliability (CR), and Cronbach's Alpha. The second stage assessed the structural model (inner model) by evaluating collinearity, coefficient of determination (R^2), predictive relevance (Q^2), path coefficients, effect sizes, and hypothesis testing using the bootstrapping procedure. Statistical significance was

determined based on the t-statistic, p-value, and confidence intervals generated from the SEM-PLS analysis. The moderating effect of religiosity on the relationship between halal awareness and purchase intention was also examined using the interaction term generated in the structural model.

Research Hypothesis

this study aims to explore the relationship between the main constructs in the TAM model and online purchase intentions, examine the relationships between variables proposed in the TPB framework and the intention to purchase halal cosmetics online, and identify the role of halal awareness and religiosity in shaping these intentions. Based on the review of the literature and previous research, the hypothesis proposed in this study is as follows:

- H1: Perceived Usefulness (PU) has an impact on Attitude
- H2: Perceived Ease of Use (PEOU) influences Attitude
- H3: Subjective Norm Influences Purchase Intentions
- H4: Attitude Influences Purchase Intentions
- H5: Perceived Behavioral Control Influences Purchase Intentions
- H6: Halal Awareness Influences Purchase Intentions
- H7: Religiosity has a moderating effect on Halal Awareness and Purchase Intention.

Research Model

The model can be illustrated as follows:

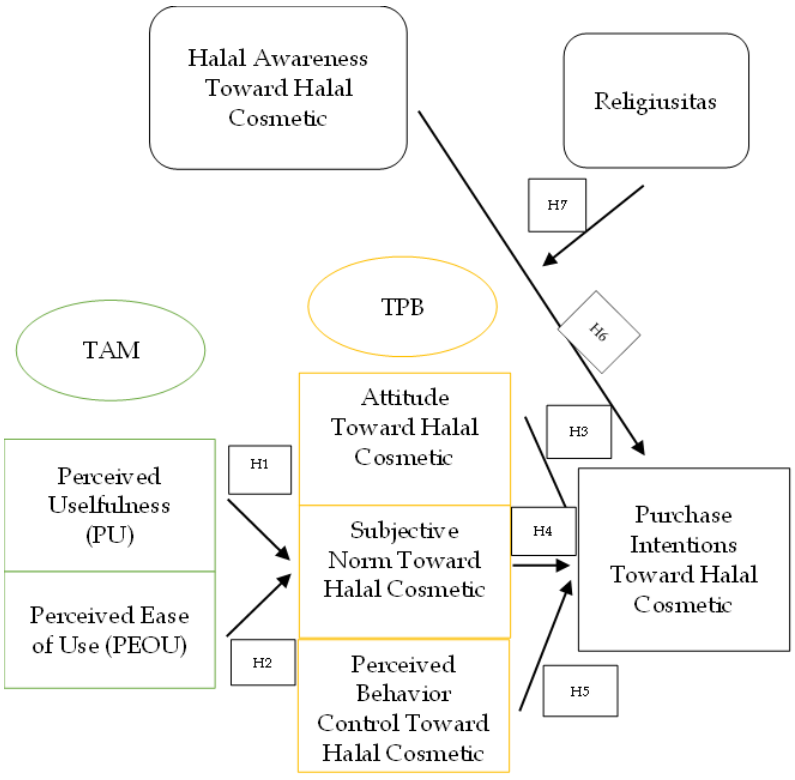


Figure 2.
Research Model

RESULTS AND DISCUSSION

This section presents the findings of the study, including respondents' demographic characteristics, the evaluation of the measurement and structural models, hypothesis testing, and discussion of the results. The descriptive analysis of the respondents is presented below:

$$\text{Class Interval} = \frac{\text{Highest Value} - \text{Lowest Value}}{\text{Number of Classes}}$$

Description :

Highest Score = 5 (on a Likert scale)
Lowest Score = 1 (on a Likert scale)
Number of Classes = 5

$$\text{Class Interval} = \frac{5 - 1}{5}$$

$$= 0{,}8$$

Table 1
Mean Criteria for Interval Score Levels

Scors	Criteria
1,00 – 1,80	Strongly Disagree
1,81 – 2,60	Disagree
2,61 – 3,40	Neutral
3,41 – 4,20	Agree
4,21 – 5,00	Strongly Agree

Validity Test

Table 2.
Validity Test Results

Variable	Question Item	r_{hitung}	r_{tabel}	Notes
Perceived Uselfulness (X1)	PU1	0.767	0.361	Valid
	PU2	0.776	0.361	Valid
	PU3	0.650	0.361	Valid
	PU4	0.723	0.361	Valid
	PU5	0.701	0.361	Valid
Perceived Ease Of Use (X2)	PEOU1	0.698	0.361	Valid
	PEOU2	0.618	0.361	Valid
	PEOU3	0.820	0.361	Valid
	PEOU4	0.862	0.361	Valid
	PEOU5	0.682	0.361	Valid
Attitude (X3)	ATT1	0.672	0.361	Valid
	ATT2	0.847	0.361	Valid
	ATT3	0.692	0.361	Valid
	ATT4	0.822	0.361	Valid
	ATT5	0.778	0.361	Valid
Subjective Norm (X4)	SN1	0.768	0.361	Valid
	SN2	0.766	0.361	Valid
	SN3	0.675	0.361	Valid
	SN4	0.573	0.361	Valid
	SN5	0.626	0.361	Valid
	PBC1	0.768	0.361	Valid
	PBC2	0.645	0.361	Valid
	PBC3	0.721	0.361	Valid
	PBC4	0.622	0.361	Valid
	PBC5	0.623	0.361	Valid

Perceived Behavior Control (X5)	PBC6	0.708	0.361	Valid
	PBC7	0.811	0.361	Valid
Halal Awareness (X6)	HA1	0.672	0.361	Valid
	HA2	0.640	0.361	Valid
	HA3	0.762	0.361	Valid
	HA4	0.706	0.361	Valid
	HA5	0.850	0.361	Valid
Religiusitas (Z)	R1	0.825	0.361	Valid
	R2	0.840	0.361	Valid
	R3	0.802	0.361	Valid
	R4	0.807	0.361	Valid
	R5	0.857	0.361	Valid
Purchase Intentions (Y)	PI1	0.771	0.361	Valid
	PI2	0.828	0.361	Valid
	PI3	0.732	0.361	Valid
	PI4	0.710	0.361	Valid
	PI5	0.659	0.361	Valid

The results of the validity test in the table above show that all of the statements presented to the respondents were deemed valid because the calculated r value is greater than the table r value.

1. Reliability Test

Uji Reliabilitas dilakukan untuk mengukur pertanyaan yang termasuk dalam kategori *valid.* Apabila *Alpha Cronbach (a)* > 0,60 maka data penelitian dianggap sanggat baik dan reliabel untuk digunakan sebagai input dalam proses penganalisaan data. Berikut hasil Uji Reliabilitas:

Table 3
Reliability Test Results

Variable	*Cronbach's Alpha Coefficient (a)*	Reliability
Perceived Uselfulness	0.767	Reliability
Perceived Ease Of Use	0.799	Reliability
Attitude	0.820	Reliability
Subjective Norm	0.752	Reliability

Perceived Behavior Control	0.827	Reliability
Halal Awareness	0.774	Reliability
Religiusitas	0.883	Reliability
Purchase Intentions	0.789	Reliability

The SPSS output in shown in the table below:

a) The Perceived Usefulness variable (X1) has a Cronbach's Alpha (α) value of 0.767, which is greater than 0.60. Therefore, it can be concluded that the Perceived Usefulness variable is reliable.
b) The Perceived Ease of Use variable (X2) has a Cronbach's Alpha (α) value of 0.799, which is greater than 0.60. Therefore, it can be concluded that the Perceived Ease of Use variable is reliable.
c) The Attitude variable (X3) has a Cronbach's Alpha (α) value of 0.820, which is greater than 0.60. Therefore, it can be concluded that the Attitude variable is reliable.
d) The Subjective Norm variable (X4) has a Cronbach's Alpha (α) value of 0.752, which is greater than 0.60. Therefore, it can be concluded that the Subjective Norm variable is reliable.
e) The Perceived Behavioral Control variable (X5) has a Cronbach's Alpha (α) value of 0.827, which is greater than 0.60. Therefore, it can be concluded that the Perceived Behavioral Control variable is reliable.
f) The Halal Awareness variable (X6) has a Cronbach's Alpha (α) value of 0.774, which is greater than 0.60. Therefore, it can be concluded that the Halal Awareness variable is reliable.
g) The Religiosity variable (Z) has a Cronbach's Alpha (α) value of 0.883, which is greater than 0.60. Therefore, it can be concluded that the Religiosity variable is reliable.
h) The Purchase Intentions variable (X8) has a Cronbach's Alpha (a) value of 0.789, which is greater than 0.60. Therefore, it can be concluded that the Purchase Intentions variable is reliable.

2. Outer Model

1) Indicator Loading

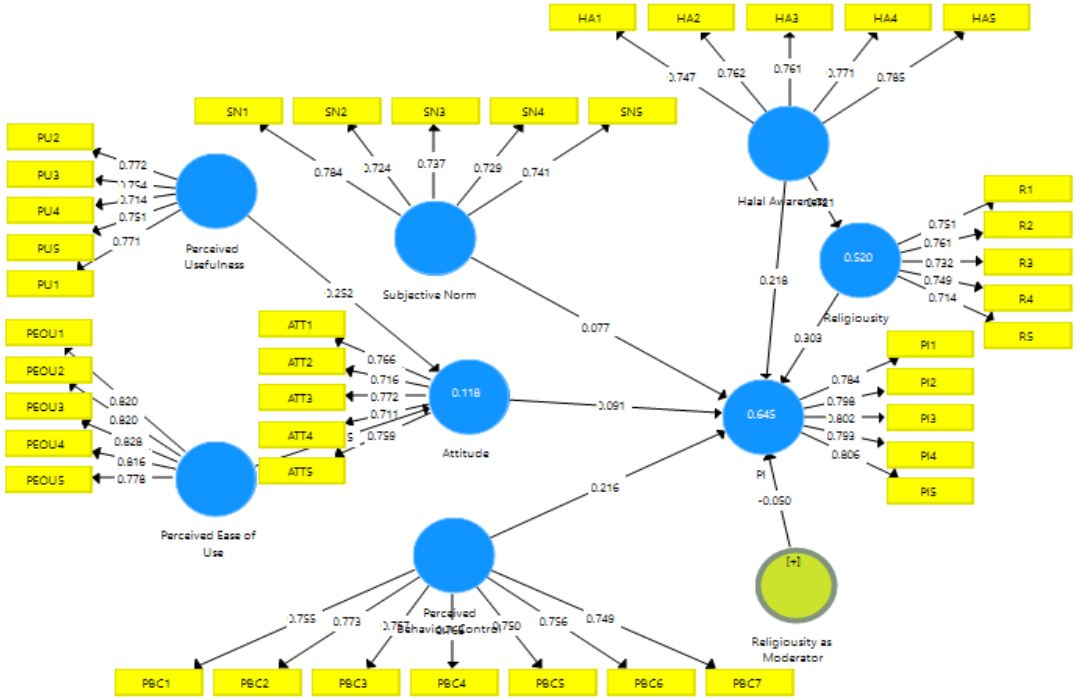


Table 4
Indicator Loading Test Results

Variable	Item	*Loading*	Description
Perceived Usefulness	**PU1**	0.771	Valid
	PU2	0.772	Valid
	PU3	0,754	Valid
	PU4	0.714	Valid
	PU5	0.751	Valid
Perceived Ease of Use	**PEOU1**	0.820	Valid
	PEOU2	0.820	Valid
	PEOU3	0.828	Valid
	PEOU4	0.816	Valid
	PEOU5	0.778	Valid
Subjective Norm	**SN1**	0.784	Valid
	SN2	0.724	Valid
	SN3	0.737	Valid
	SN4	0.729	Valid
	SN5	0.741	Valid
Attitude	**ATT1**	0.766	Valid
	ATT2	0.716	Valid

Variable	Item	*Loading*	Description
	ATT3	0.772	Valid
	ATT4	0.712	Valid
	ATT5	0.759	Valid
Perceived Behavourial Control	**PBC1**	0.755	Valid
	PBC2	0.773	Valid
	PBC3	0.757	Valid
	PBC4	0.768	Valid
	PBC5	0.750	Valid
	PBC6	0.756	Valid
	PBC7	0.749	Valid
Halal Awareness	**HA1**	0.747	Valid
	HA2	0.762	Valid
	HA3	0.761	Valid
	HA4	0.771	Valid
	HA5	0.785	Valid
Religiousity	**R1**	0.751	Valid
	R2	0.761	Valid
	R3	0.732	Valid
	R4	0.749	Valid
	R5	0.714	Valid
Purchase Intention	**PI1**	0.784	Valid
	PI2	0.798	Valid
	PI3	0.802	Valid
	PI4	0.793	Valid
	PI5	0.806	Valid

Based on the results of the indicator loading test in the table above, all questionnaire items for each variable were found to be valid. The variables perceived usefulness, perceived ease of use, attitude, subjective norm, perceived behavioral control, religiosity, halal awareness, and purchase intention all had indicator loadings greater than 0.70; therefore, it can be concluded that all questionnaire items for these eight variables were found to be valid.

2) Convergent Validity

Convergent validity was assessed by examining the Average Variance Extracted (AVE) value. An AVE value of 0.5 or higher is considered acceptable, indicating that the construct explains at least 50 percent of the variance in each item (Hair et al., 2019). The following table presents the results of the convergent validity test.

Table 5
Convergent Validity Test Results

Variable	Nilai AVE	Keterangan
Perceived Usefulness	0.567	Valid
Perceived Ease of Use	0.660	Valid
Subjective Norm	0.552	Valid
Attitude	0.556	Valid
Perceived Behavourial Control	0.575	Valid
Halal Awareness	0.586	Valid
Religiousity	0.550	Valid
Purchase Intention	0.635	Valid

The table above shows that all variables have an AVE value greater than 0.50. Therefore, it can be concluded that the constructs in this research model can explain most of the variance in each item.

3) Cross-Loading

The cross-loading factor value, which represents discriminant validity, is used to determine whether a construct has adequate discriminant power. This is done by comparing the loading values for the target construct, which must be greater than the loading values for other constructs.

Table 6
Cross-Loading Test Results

	Attitude	Halal Awareness	Purchase Intention	Perceived Behavourial Control	Perceived Ease of Use	Perceived Usefulness	Religiousity	Subjective Norm
ATT1	0.766	0.394	0.419	0.422	0.242	0.316	0.368	0.248
ATT2	0.716	0.291	0.324	0.39	0.145	0.179	0.265	0.102
ATT3	0.772	0.351	0.449	0.447	0.227	0.275	0.413	0.177
ATT4	0.711	0.32	0.363	0.417	0.182	0.197	0.335	0.076
ATT5	0.759	0.331	0.388	0.409	0.279	0.248	0.359	0.166
HA1	0.338	0.747	0.504	0.362	0.386	0.467	0.527	0.33
HA2	0.315	0.762	0.509	0.338	0.404	0.474	0.553	0.329
HA3	0.343	0.761	0.538	0.346	0.378	0.441	0.569	0.319
HA4	0.367	0.771	0.549	0.379	0.37	0.425	0.568	0.286
HA5	0.384	0.785	0.54	0.389	0.424	0.505	0.541	0.372
PBC1	0.417	0.317	0.473	0.755	0.228	0.296	0.371	0.211
PBC2	0.437	0.386	0.474	0.773	0.256	0.329	0.435	0.213
PBC3	0.463	0.355	0.441	0.757	0.218	0.292	0.387	0.176
PBC4	0.409	0.388	0.448	0.768	0.239	0.359	0.395	0.243
PBC5	0.433	0.346	0.433	0.75	0.204	0.335	0.332	0.22
PBC6	0.431	0.373	0.451	0.756	0.237	0.306	0.403	0.165
PBC7	0.383	0.352	0.464	0.749	0.221	0.298	0.366	0.157
PEOU1	0.247	0.418	0.34	0.244	0.82	0.563	0.282	0.341

PEOU2	0.277	0.449	0.361	0.287	0.82	0.598	0.326	0.385
PEOU3	0.241	0.421	0.315	0.229	0.828	0.572	0.252	0.374
PEOU4	0.217	0.417	0.319	0.221	0.816	0.599	0.28	0.416
PEOU5	0.205	0.368	0.317	0.24	0.778	0.571	0.277	0.349
PI1	0.447	0.527	0.784	0.489	0.332	0.44	0.54	0.345
PI2	0.404	0.532	0.798	0.475	0.283	0.328	0.574	0.214
PI3	0.4	0.545	0.802	0.488	0.282	0.38	0.579	0.26
PI4	0.427	0.593	0.793	0.47	0.367	0.399	0.584	0.295
PI5	0.418	0.551	0.806	0.471	0.356	0.378	0.572	0.318
PU2	0.257	0.449	0.386	0.348	0.484	0.772	0.343	0.507
PU1	0.247	0.476	0.376	0.306	0.579	0.771	0.321	0.498
PU3	0.254	0.464	0.387	0.329	0.559	0.754	0.321	0.457
PU4	0.204	0.445	0.333	0.283	0.505	0.714	0.234	0.459
PU5	0.285	0.44	0.34	0.301	0.556	0.751	0.318	0.494
R1	0.357	0.497	0.523	0.369	0.225	0.275	0.751	0.159
R2	0.387	0.623	0.59	0.405	0.377	0.449	0.761	0.322
R3	0.381	0.555	0.537	0.455	0.247	0.301	0.732	0.196
R4	0.338	0.483	0.503	0.337	0.198	0.212	0.749	0.156
R5	0.283	0.497	0.487	0.302	0.229	0.262	0.714	0.177
SN1	0.169	0.343	0.312	0.247	0.401	0.52	0.228	0.784
SN2	0.139	0.317	0.267	0.107	0.293	0.404	0.199	0.724
SN3	0.126	0.293	0.263	0.211	0.309	0.5	0.235	0.737
SN4	0.191	0.333	0.243	0.242	0.414	0.527	0.196	0.729
SN5	0.182	0.299	0.249	0.157	0.282	0.435	0.172	0.741

Based on the results above, it can be concluded that each indicator has the highest correlation only with its own latent variable compared to the other variables.

4) Discriminant Validity

The next measure is Discriminant Validity, which is assessed by examining the Hererotrait-Monotrait (HTMT) ratio of the correlations for each construct variable. An HTMT value of less than 0.90 is required for a construct correlation to be considered to have discriminant validity, thereby making the model suitable for further research (Hair et al., 2019). The results of the Discriminant Validity test are presented in the following table.

Table 7
Results of the Discriminant Validity Test

	Attitude	**Halal Awareness**	**PI**	**Perceived Behaviour Control**	**Perceived Ease of Use**	**Perceived Usefulness**	**Religiousity**	**Subjective Norm**
Attitude								
Halal Awareness	0.555							
PI	0.627	0.821						
Perceived Behaviour Control	0.667	0.558	0.693					
Perceived Ease of Use	0.34	0.602	0.469	0.343				
Perceived Usefulness	0.4	0.741	0.58	0.494	0.849			
Religiousity	0.58	0.883	0.862	0.602	0.411	0.498		

Subjective Norm	0.258	0.527	0.432	0.311	0.548	0.797	0.34	0.319

Pada tabel, nilai HTMT pada setiap korelasi variabel konstruk pada model penilitan menunjukkan nilai < 0,90. Sehingga dapat disimpulkan bahwa kriteria validitas diskriminan pada model penelitian ini terpenuhi.

5) *Cronbach's Alpha*

The Cronbach's Alpha score is used to determine the reliability of a variable. This test aims to determine the extent to which a research instrument exhibits consistency or stability in its measurement results.

Variable	Cronbach's Alpha	Cronbach's Alpha Minimum	Description
Perceived Usefulness	0.810	0,70	Reliable
Perceived Ease of Use	0.872	0,70	Reliable
Subjective Norm	0.798	0,70	Reliable
Attitude	0.802	0,70	Reliable
Perceived Behavioral Control	0.877	0,70	Reliable
Halal Awareness	0.823	0,70	Reliable
Religiousity	0.796	0,70	Reliable
Purchase Intention	0.856	0,70	Reliable

In this study, a variable is considered reliable if it has a Cronbach's Alpha score > 0.70. The table above shows that all variables have Cronbach's Alpha scores greater than 0.7. Therefore, it can be concluded that all variables have a good level of reliability.

6) Internal Consistency Reliability

Next, we tested the internal consistency reliability. This test was conducted by measuring the Joreskog composite reliability coefficient. The recommended range for this measure is between 0.70 and 0.90 (Hair et al., 2019) The results of the internal consistency reliability test.

Table 8
Internal Consistency Reliability Test Results

Variabel	*Joreskog Composite Reliability (rho_a)*
Perceived Usefulness	0.814
Perceived Ease of Use	0.878
Subjective Norm	0.802
Attitude	0.810
Perceived Behavourial Control	0.877
Halal Awareness	0.824
Religiousity	0.799
Purchase Intention	0.856

Based on the test results in Table 4.16, it can be seen that the Joreskog composite reliability values for each variable in this study range from 0.70 to 0.90. Therefore, all variables in this study can be considered reliable and suitable for use in the research.

3. Inner Model

1) Collinearity Test

In structural equation modeling, a multicollinearity test is conducted to ensure that the research results are free from bias. The multicollinearity test can be performed by examining the VIF values of each construct variable; ideally, the VIF values for a model without multicollinearity should be less than or close to 3 (Hair et al., 2019). The results of the multicollinearity test are presented in the following table.

Table 9
Results of the Collinearity Test

	Attitude	Halal Awareness	PI	Perceived Behaviour Control	Perceived Ease of Use	Perceived Usefulness	Religiousity
Attitude			1.632				
Halal Awareness			2.752				1
PI							
Perceived Behaviour Control			1.7				
Perceived Ease of Use	2.04						
Perceived Usefulness	2.04						
Religiousity			2.804				
Subjective Norm			1.237				

The table above shows that each construct variable has a VIF value less than or equal to 3. Therefore, it can be concluded that there is no multicollinearity in this research model, and the study can proceed to the next stage of structural equation modeling.

2) Coefficient of Determination

The R^2 test was conducted to determine the extent of the influence or strength of each construct in explaining the model under study. There are three criteria for determining the magnitude of influence based on the R^2 coefficient of determination: strong (value > 0.75), moderate (value > 0.50), and weak (value > 0.25) (Hair et al., 2019). The results of the R^2 test are presented in the following table.

Table 10
Test of the Coefficient of Determination Results

Variable	R-Square	Adjusted R-Square	Criteria
Attitude	0.118	0.114	Weak
Purchase Intention	0.645	0.640	Moderate
Religiousity	0.520	0.519	Moderate

Based on the table above, several conclusions can be drawn, including the following:

a) The variables "Perceived Ease of Use" and "Perceived Usefulness" have an effect on "Attitude" of 0.114 (11.4%), which falls into the weak category.
b) The Halal Awareness variable has an influence on Religiousity of 0.519 (51.9%), which falls into the moderate category.
c) The variables Subjective Norm, Perceived Behavioral Control, and Halal Awareness have an influence on Purchase Intention of 0.640 (64%), which falls into the moderate category.

Meanwhile, the remaining portion of the r-square value not accounted for by the variables above is influenced by other variables outside the scope of this study.

3) Predictive Relevance (Q2)

The predictive relevance test is one of the tools used to measure a model's predictive accuracy. A model is considered good if its Q2 value is greater than 0. In addition, there is a categorization of the scale used to describe a model's predictive relevance, including low (value > 0), moderate (value > 0.25), and high (value > 0.50) (Hair et al., 2019). The Q2 values are presented in Table 11.

Table 11
Prediction Relevance Test

Variable	Q2 Value	Description	Scale
Attitude	0,061	Good	Small
Religiousity	0,278	Good	Medium
Purchase Intention	0,402	Good	Medium

Referring to the table above, several conclusions can be drawn from the predictive relevance test that was conducted, including:

a) The construct model influencing the attitude variable has a predictive relevance value (Q2) of 0.061. Thus, it can be said that the ability of the Perceived Ease of Use and Perceived Usefulness variables to predict attitude is relatively good on a small scale.

b) The construct model influencing the religiousity variable has a predictive relevance value (Q2) of 0.278. Thus, it can be concluded that the ability of the Halal Awareness variable to predict religiousity is relatively good on a moderate scale.

c) The construct model influencing the purchase intention variable has a Q2 predictive relevance value of 0.402. Thus, it can be concluded that the ability of the variables Subjective Norm, Perceived Behavioral Control, and Halal Awareness to predict purchase intention is classified as good on a moderate scale.

4) Path Coefficient

The final test measures the statistical significance and relevance of the path coefficients. In this test, values range from -1 to +1 (Hair et al., 2019). The results of the path coefficient test are presented in the following table

Table 12
Path Coefficient Test Results

Correlation	Value	Description
Perceived Ease of Use → Attitude	0,115	Positive
Perceived Usefulness → Attitude	0,252	Positive

Attitude → Purchase Intention	0,091	Positive
Subjective Norm → Purchase Intention	0,077	Positive
Perceived Behavourial Control → Purchase Intention	0,216	Positive
Halal Awareness → Purchase Intention	0.218	Positive
Halal Awareness → Religiousity (*sebagai variabel moderasi) → *Purchase Intention	-0.050	Negative

Based on the table above, all variables in this research model show a positive relationship, except for the relationship between Halal Awareness and Purchase Intention, which is moderated by Religiousity.

4. Hypothesis Testing

Hypothesis testing was conducted using a bootstrapping test, taking into account the t-statistic and p-value for each correlation in the research model. The accepted criterion for the t-statistic in hypothesis testing is a value > 1.96 to indicate a significant effect. Meanwhile, a p-value of < 0.05 is considered acceptable for the hypothesis to be accepted (Hair et al., 2019). The results of the hypothesis testing are presented in the following table

Corelation	T-Statistic	P-Values	Description
Perceived Ease of Use → Attitude	1.807	0.071	No Effect
Perceived Usefulness → Attitude	3.444	0.001	Effect
Attitude → Purchase Intention	2.673	0.008	Effect
Subjective Norm → Purchase Intention	1.988	0.047	Effect
Perceived Behavioral Control → Purchase Intention	6.191	0.000	Effect
Halal Awareness → Purchase Intention	4.930	0.000	Effect
Halal Awareness → Religiousity (sebagai variabel moderasi) → Purchase Intention	1.657	0.098	No Effect

The following is an explanation of each hypothesis test result in the table above:

a) Perceived Usefulness (PU) influences Attitude Toward Halal Cosmetics

The effect of Perceived Usefulness (PU) on Attitude Toward Halal Cosmetics shows a t-statistic value of 3.444 (> 1.96) with a p-value of 0.001 (< 0.05). Therefore, it can be concluded that Perceived Usefulness (PU) influences Attitude Toward Halal Cosmetics. Thus, H1 is accepted. This indicates that consumers who perceive e-commerce platforms offering halal cosmetics as more convenient are more likely to make regular purchases. These findings are consistent with previous research (Z. Khan et al., 2025; Rizkitysha & Hananto, 2022)

This study found a positive relationship between perceived ease of use and consumer attitudes toward halal cosmetics (H1), as these findings indicate that the greater the benefits consumers perceive from using halal cosmetics and the digital platforms used to obtain these

products, the more positive their attitudes toward halal cosmetics become. In the context of this study, perceived ease of use relates not only to the product's beauty functions but also to a sense of safety, comfort, time efficiency, and the belief that the product complies with Sharia principles.

b) Perceived Ease of Use (PEOU) influences Attitude Toward Halal Cosmetics

The effect of Perceived Ease of Use (PEOU) on Attitude Toward Halal Cosmetics yielded a t-statistic value of 1.807 (< 1.96) with a p-value of 0.071 (> 0.05). Therefore, it can be concluded that Perceived Ease of Use (PEOU) does not influence Attitude Toward Halal Cosmetics. Thus, H2 is rejected. This indicates that the ease of obtaining information, making transactions, and finding halal cosmetic products through digital platforms has not yet been sufficient to shape consumer attitudes. Muslim consumers tend to prioritize other, more substantial aspects such as a product's halal status, ingredient safety, trust in halal certifications, and alignment with religious values over mere technological convenience.

Furthermore, the rapid advancement of digital technology and e-commerce has led the majority of consumers, particularly younger generations, to become accustomed to using online shopping platforms. This situation means that ease of use is no longer a differentiating factor capable of significantly influencing consumer attitudes. In other words, consumers view the use of e-commerce as commonplace and standard, so the convenience of the system is no longer strong enough to foster a positive attitude toward halal cosmetics. These findings are consistent with research (Fecira & Mohd Khairal Abdullah, 2020) state that ease of use is not a determining factor in users' attitudes and behavior in this study, namely, that perceived ease of use was not related to the respondents' attitudes toward learning through e-learning. Ease of use does not appear to be a contributing factor to e-commerce, as respondents who consider online shopping to be easy actually tend to shop online less frequently. Today, the internet is present in almost every aspect of human life and can be accessed anywhere.

c) Attitude Toward Halal Cosmetics influences Purchase Intentions Toward Halal Cosmetics

The effect of Attitude Toward Halal Cosmetics on Purchase Intentions Toward Halal Cosmetics yielded a t-statistic value of 2.673 (> 1.96) with a p-value of 0.008 (< 0.05). Therefore, it can be concluded that Attitude Toward Halal Cosmetics influences Purchase Intentions Toward Halal Cosmetics. Thus, it can be stated that H3 is accepted. This finding is consistent with studies (Memon et al., 2020; Rizkitysha & Hananto, 2022) which show that Muslim consumers with positive attitudes also exhibit positive purchase intentions toward halal cosmetics.

d) Subjective Norm Toward Halal Cosmetics Influences Purchase Intentions Toward Halal Cosmetics

The effect of Subjective Norm Toward Halal Cosmetics on Purchase Intentions Toward Halal Cosmetics shows a t-statistic of 1.988 (> 1.96) with a p-value of 0.047 (< 0.05). Therefore, it can be concluded that Subjective Norm Toward Halal Cosmetics influences Purchase Intentions Toward Halal Cosmetics. Therefore, H4 can be accepted. This finding indicates that the influence of family, friends, and social environments that uphold Islamic values can increase a person's religious commitment, thus encouraging the decision to purchase halal cosmetics. This finding aligns with research (Z. Khan et al., 2025)

e) Perceived Behavioral Control Toward Halal Cosmetics Influences Purchase Intentions

The effect of Perceived Behavioral Control Toward Halal Cosmetics on Purchase Intentions shows a t-statistic of 6.191 (> 1.96) with a p-value of 0.000 (< 0.05). Therefore, it can be concluded that Perceived Behavioral Control Toward Halal Cosmetics influences Purchase Intentions Toward Halal Cosmetics. Therefore, H5 can be accepted. This means that purchase intentions for halal cosmetics are influenced by social support, positive consumer attitudes, and consumer confidence in their ability to purchase halal cosmetic products. This finding also aligns with research by (Romizah & Mas'ud, 2021) However, research (Ngah et al., 2021) states that, in reality, when referring to perceived behavioral control exercised by men and women, most male consumers are reluctant to spend more time shopping, especially for cosmetics. Therefore, the ease or difficulty of obtaining a product impacts their purchasing behavior. Compared to women, men view shopping as a kind of treatment, especially for purchasing cosmetic products. Ease or difficulty does not matter if they are willing and satisfied to obtain the product. For this reason, perceived behavioral control has a greater impact on male consumers than on female consumers.

f) Halal Awareness Toward Halal Cosmetics Influences Purchase Intentions

The effect of Halal Awareness Toward Halal Cosmetics on Purchase Intentions toward Halal Cosmetics is shown by a t-statistic of 4.930 (> 1.96) with a p-value of 0.000 (< 0.05). Therefore, it can be concluded that Halal Awareness Toward Halal Cosmetics influences Purchase Intentions toward Halal Cosmetics. Therefore, H6 can be accepted. This means that the higher the level of consumer awareness regarding the importance of halal cosmetic products, the higher the consumer's intention to purchase halal cosmetics. This finding aligns with research (Z. Khan et al., 2025). Consumers with a deeper understanding of halal products are more informed and make better purchases. Because decisions align with their religious beliefs, they can avoid products that conflict with their religious commitments.

g) Religiosity mediates Halal Awareness Toward Halal Cosmetics on Purchase Intentions

The effect of Halal Awareness Toward Halal Cosmetics on Purchase Intentions, mediated by Religiosity, shows a t-statistic of 1.657 (<1.96) with a p-value of 0.098 (>0.05). Therefore, it can be concluded that Religiosity does not mediate the effect of Halal Awareness Toward Halal Cosmetics on Purchase Intentions. Therefore, H7 can be rejected. Therefore, the level of consumer religiosity does not strengthen or weaken the influence of halal awareness on purchase intention for halal products. These results indicate that consumers with high halal awareness will still have purchase intention for halal products, regardless of their level of religiosity. This means that halal awareness is a factor that directly influences purchase intention, regardless of the consumer's level of religiosity. This finding is also supported by research (Rukmana Laelani & Wa'adarrahmah, 2025) which shows that although halal awareness remains conceptually relevant, its direct influence on purchase intention can be weak or insignificant without supporting factors such as religiosity, credible certification, or strong trust in the e-commerce environment.

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