



FACTORS INFLUENCING THE PURCHASE INTENTION OF GENERATION Z MUSLIM CONSUMERS TOWARDS HALAL AND ENVIRONMENTALLY FRIENDLY LOCAL COSMETIC PRODUCTS

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Abstract

The aim of this research is to determine the factors that influence the purchase intention of generation Z Muslim consumers towards local cosmetic products that are halal and environmentally friendly. This research uses a quantitative method in the form of a questionnaire, the sampling technique is non-probability sampling with a purposive sampling method. The population in this study is generation Z who live in the Greater Solo area and have never used Avoskin products. The sample in this study was 312 respondents. The data analysis technique used in this research is the SEM PLS method using SmartPLS software. Based on this research, it was found that of the 23 hypotheses tested, seventeen hypotheses were confirmed. Meanwhile, six hypotheses were not accepted, from the hypotheses that were not accepted there were results that were highlighted, namely that eco-label and halal-green awareness had no effect on purchase intention, but environmental knowledge had an effect on purchase intention. This is possible because there is still little public awareness and concern in selecting a product and its impact on the environment. And of the eight hypotheses with mediating variables, two hypotheses were found that could fully mediate. It is hoped that these findings can increase the intention to purchase local cosmetics that are halal and environmentally friendly, namely by better understanding consumer behavior, especially generation Z. The practical implications of this research are that cosmetic producers gain profits by entering the halal market and increasing market share by adding halal and environmentally friendly branding.

Keywords: Cosmetics, Eco-friendly, Religiousness, Generation Z, Halal, Purchase Intention, Sustainability

INTRODUCTION

Some of the environmental damage that has occurred today which is getting worse raises awareness in the minds of the public to maintain environmental sustainability. The number of consumers who demand environmentally friendly products has made producers begin to change their business orientation. If so far producers only have an orientation solely on the economy, now the orientation of producers is slowly changing to consider ecological aspects (Paramita & Yasa, 2015). way for producers to meet consumer needs and desires for green products and to show their social responsibility to the environment is to offer green products (D'Souza et al., 2006).

From the development of existing businesses in Indonesia, it can be seen that business development in the cosmetics industry continues to grow every year due to the trend of public interest in cosmetic products. Cosmetics are materials that are used with the aim of providing beauty and health effects for the body. In the 19th century cosmetics have begun to be recognized, its use is not only for beauty but for health as well. Based on the purpose of use, cosmetics are divided into two groups, namely make-up cosmetics, which are cosmetics used to adorn or beautify the appearance of the skin, and skin care cosmetics, which are cosmetics intended to maintain skin hygiene and health (Tranggono & Latifah, 2007).

The rise of skin beauty care companies has made customers more selective when choosing a company that can truly meet customer needs (Rumahorbo & Soepatini, 2024). The phenomenon of the emergence of halal cosmetics due to the needs of Muslim consumers has made developments in the cosmetics industry. Halal cosmetics is an industry that has high potential for halal consumers globally (Azam & Abdullah, 2020). At present, some of the raw materials used in the production of cosmetics need attention in their halalness because there are still a large number of imported cosmetics that enter so their halalness is still in doubt (Khan et al., 2021).

Local beauty products at this time have experienced rapid development which has led to an increase in the intensification of competition between them (Fenolychia, 2024). Indonesia has local brand products that are not inferior when compared to imported brands. Consumers can observe the potential of their country by showing pride and preference for local products. In the field of medicine, food, and cosmetic products, local brands also need

to have halal certification issued directly by MUI (Indonesian Ulema Council). Currently, halal-certified local brands are in the spotlight of the Indonesian people because the halal label makes local brands more reliable (Zumrotun Nisa & Ajib Ridlwan, 2022).

Consumer attention to halal and environmentally friendly products, especially in cosmetic products, has encouraged manufacturers to produce these products by utilizing opportunities in the market for consumer needs for halal and environmentally friendly cosmetic products. In Indonesia, local cosmetic brands that have halal-certified and environmentally friendly products include Avoskin which is produced and under the auspices of PT AVO Innovation & Technology along with several other beauty product brands namely Lacoco, Looke Cosmetics, and Oasea. Avoskin is a local skincare brand established in Yogyakarta that has a green beauty concept that was established in 2014 (Oktaviani & Estaswara, 2022). Avoskin is a local product with minimal ingredients or few active ingredients so it is safe for sensitive skin where alcohol free, SLS free, paraben free, silicon free, fragrance free and no animal testing. In addition, in terms of packaging, it uses eco-friendly plastic with sustainable ingredients, one of which comes from sugar cane (Kusumawati & Tiarawati, 2022). The concept carried by Avoskin is nature-science skincare to shape its brand image, besides that on its official website Avoskin uses the tagline *"Inspired by nature, created for nature"*.

Purchase Intention is one of several interesting issues to research for a marketer, purchase intention is part of the behavioral component in the attitude to consume a product or service. According to Irfany, Khairunnisa, & Tieman, (2024), purchase intention is a psychological force that exists within a person which has an impact on an action, purchase intention is considered a measure of the likelihood of consumers buying certain products where high purchase intentions have an impact on the likelihood of purchasing decisions. Purchase intention can be interpreted as the extent to which customers are willing and inclined to buy goods or services within a certain period of time (Garg & Joshi, 2018). Purchase intentions can be used to test the effectiveness of new distribution channels, which in turn can be used by management to identify which customer categories and geographic areas the channel should target (Majid, Sholahudiin, Soepatini, & Kuswati, 2023).

This research is different and broader than previous research, this study replicates the article Irfany et al., (2024) where this study uses local cosmetic products as the object of research which is different from the replication article using objects that are not local products. This research is broader than previous studies Suki et al., (2016), Noor et al., (2017), Rahmi et al., (2017), Chin et al., (2018), Garg & Joshi, (2018), Alamsyah et al., (2021), Larasati et al., (2018) by combining the concepts of halal and environmentally friendly. In addition, this research focuses on generation Z, which is different from previous research on the millennial generation.

The reason for researching this topic is to analyze the factors that can influence the purchase intention of generation Z Muslim consumers towards halal and environmentally friendly local cosmetic products. So it is hoped that this research can provide a broader understanding of the intention of generation Z consumers in Indonesia towards halal cosmetic products that are friendly to the environment. This study combines elements of halal with environmentally friendly and analyzes the variables of environmental knowledge and halal - green awareness which are still rarely researched in the field of halal cosmetic products.

REVIEW OF LITERATURE

Purchase Intention

The functions of purchase intention are purchase, switching barriers and customer complaints. Satisfied customers can make repeat purchases in the future and can tell others about what they feel. A decision is an expected behavior for a product or service which includes, among others, the possibility of continuing purchases or changing service agreements, it can also be the opposite how likely customers will switch to other brands or competitors, namely other service providers (Tjiptono, 2016). Intention is a person's motivation in exerting effort to produce a behavior (Briliana & Mursito, 2017). Purchase intention is a tool to detect and predict consumer behavior based on consumer attention to a particular brand and their willingness to make purchases (Garg & Joshi, 2018).

Halal Label

Halal label is a halal statement or writing listing on product packaging which is useful for indicating that the product has halal status (Ernawati & Koerniawan, 2023). The halal

label is obtained by a product when the product has passed a series of tests and obtained a halal certificate from the Indonesian Ulema Council (MUI). The halal label is the main way for Muslim consumers to determine whether a product is halal (Awan et al., 2015).

Eco Label

Currently, public concern for sustainability and environmental sustainability has increased, which has an impact on consumer choice of products. According to Joshi & Rahman, (2015) consumers are increasingly aware of the importance of the role to carry out responsible purchases by not damaging the environment. Eco labels are attributes used in environmentally friendly products (Ottman, 2017).

Environmental Knowledge

Environmental knowledge can be defined as a person's general knowledge of facts, relationships, and concepts related to environmental protection and its main ecosystems (Wang et al., 2020). Environmental knowledge is one of the important variables for predicting pro-environmental behavior (Lee, 2017).

Religiosity

According to Ahyadi, (2001) what is called religiosity is a response, observation, thought, feeling and attitude towards obedience which is influenced by religious feelings. While Simanjuntak & Dewantara, (2014) suggest that religiosity can be measured by cognitive attitudes, namely interest, where this includes halal products such as cosmetics. The nature of religiosity according to Rahman & Jalil, (2021) is ideological, intellectual, ritualistic, experimental, and consequential.

Halal – Green Awareness

Awareness is an understanding or knowledge of a certain situation or thing. Halal awareness is Muslims' understanding of what is allowed and what is prohibited according to Islamic law. Halal awareness is a person's awareness of halal issues. Halal awareness includes understanding what products are allowed to be consumed, how the production process is (Nofianti, 2019). The existence of consumer awareness of halal cosmetics has led to a new trend, namely the halal market and halal cosmetics among Indonesians (Aufi, 2021). Not only halal awareness, green awareness, or awareness of the environment has also

increased in the last decade. This study will define green awareness which acts as consumer knowledge of environmentally friendly products.

Attitude

Attitude is a person's perception and feelings that influence future behavior (Ajzen, 1991). Attitude can be described as the feelings and perceptions that a person has towards something, in general, attitude can be defined as a person's judgment. Attitudes can be classified into two categories, namely attitudes towards objects and attitudes towards behavior (Sanbonmatsu & Fazio, 1990). Attitude can position a person in a frame of mind to like or dislike something, act away, or approach it (Nasir & Yani, 2020).

RESEARCH METHOD

This study uses a quantitative approach, which is a research approach that emphasizes the analysis of numerical data (numbers) processed using statistical methods Nursalam & Fallis, (2021). Population is a collection of individuals or research objects that have the qualities and characteristics that have been determined by researchers for further study (Sekaran & Bougir, 2014)). The population used in this study is the generation Z Muslim community domiciled in Solo Raya who have never purchased Avoskin products. This study uses non-probability sampling as a sampling technique. Purposive sampling is a sampling method based on certain considerations, especially considerations given by a group of experts or experts Sanusi, (2017) in (Leman & Suriawinata, 2018). The sample criteria used in this study include: 1) Generation Z Muslim community aged 17 - 27 years domiciled in Solo Raya, 2) Know the environmentally friendly halal local cosmetic product Avoskin brand, 3) Have never made a purchase of environmentally friendly halal local cosmetics Avoskin. This study uses primary data, where the primary data is obtained and collected through a questionnaire-based survey distributed via the internet using the help of Google Forms. Respondents in this study amounted to 312 Muslims in Solo Raya from generation Z.

The questionnaire used in this study for halal label, eco label, environmental knowledge, religiosity, and halal - green awareness variables uses references to previous research indicators conducted by Irfany et al., (2024). Furthermore, the questionnaire for

attitude and purchase intention variables uses previous research indicators conducted by Afi & Aji, (2021); and Irfany et al., (2024).

Inferential analysis in this study uses PLS - SEM (Partial Least Square - Structure Equation Modeling) analysis techniques using SmartPLS software. The PLS SEM method, which consists of outer model analysis, is carried out to ensure that the measurement used is suitable for measurement (valid and reliable). The inner model analysis in this model analysis is to test the relationship between latent constructs (Achmad & Kuswati, 2021).

RESULTS AND DISCUSSION

Descriptive Analysis

Descriptive analysis is used to determine the characteristics of generation Z Muslim consumers towards halal and environmentally friendly local cosmetic products. Respondents in this study are generation Z Muslims who have never bought halal and environmentally friendly local cosmetic products totaling 312 people. Based on the gender of the respondents, the majority of respondents are female (263 representing 84%) and the most represented age group of respondents is the age range of 21-25 years (160 representing 51%). The majority of respondents are students (147 representing 47%), and the majority live in Karanganyar (145 representing 48%).

Table 1
Respondent Characteristics

Characteristics	Category	Amount	%
Gender	Female	263	84%
	Male	49	16%
Age	17 - 20 years	107	34%
	21 - 25 years	160	51%
	26 - 27 years	45	15%
Residence	Surakarta City	66	21%
	Boyolali Regency	19	6%
	Sukoharjo Regency	42	13%
	Karanganyar Regency	145	48%
	Wonogiri Regency	23	7%
	Sragen Regency	10	3%
	Klaten Regency	7	2%
	PNS/ BUMN	17	5%
	Private Employees	118	38%
Entrepreneur	11	4%	

Work	Students	147	47%
	Housewife	10	3%
	Freelance	9	3%
	< Rp1.000.000,00	65	21%
	Rp1.000.000 – Rp2.500.000	108	35%
	Rp2.500.000 – Rp5.000.000	103	33%
Monthly income	Rp5.000.000 – Rp10.000.000	27	9%
	> Rp 10.000.000	9	3%
	Avoskin is a local cosmetic brand from Yogyakarta.	104	20%
	Avoskin is a cosmetic brand that has a halal logo	173	33,6%
Knowledge	Avoskin is a cosmetic brand made from eco-labeled environmentally friendly ingredients.	148	29%
	Avoskin is a cosmetic brand that has concern for environmental sustainability.	90	17,4%
	Avoskin social media	48	15%
Where to know Avoskin	Influencer	84	27%
	Cosmetic promotion tenant	65	21%
	Billboards	36	12%
	Avoskin Blog	25	8%
	Beauty Website	20	6%
	Friends or Relatives	34	11%

Source: Primary data processed, 2024

Generation Z was born between 1997 - 2012, so it is not surprising that the majority are students. The findings show that the respondents' monthly income is Rp1,000,000.00-Rp2,500,000.00 (35%), then the majority of respondents know Avoskin from influencers (27%).

From the answers to the seven-variable questionnaire, namely halal label, eco-label, environmental knowledge, religiosity, halal-green awareness, attitude, and purchase intention, it was found that the average respondent chose the answer option 4 (four) which means agree. These results can be concluded that Muslim consumers in Indonesia, especially in the population area taken (Solo Raya), have a fairly good concern about halal and environmentally friendly products. Of course, this can be a good consideration for cosmetic companies in Indonesia to continue to develop and keep up with consumer needs for halal and environmentally friendly products, especially for Avoskin companies. As well as for the government, this can be a consideration for making policies regarding halal products and

environmentally friendly products in Indonesia to meet the needs of the community for safe and sustainable cosmetics for the environment.

Outer Model Analysis

In this study, hypothesis testing used the Partial Least Square (PLS) data analysis technique with the SmartPLS 3.0 program. Outer model testing is used to determine the specification of the relationship between latent variables and their indicators.

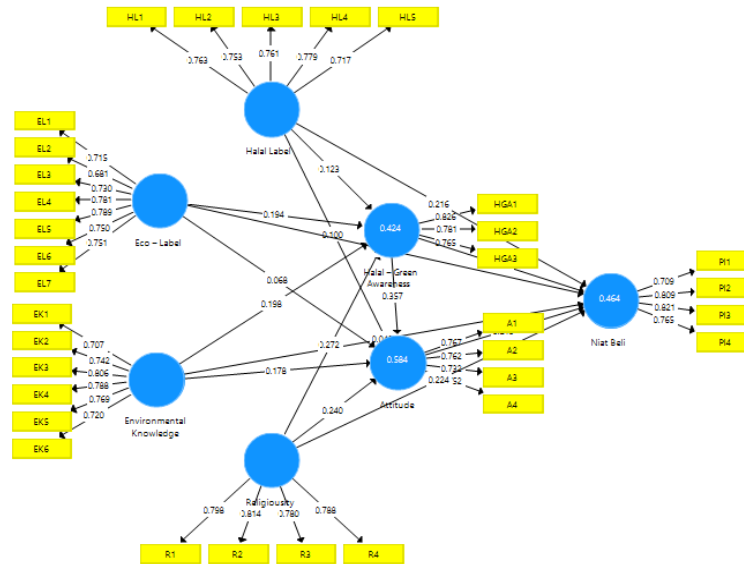


Figure 1
Outer Model

Convergen Validity

An indicator is declared to fulfill convergent validity in a good category if the outer loading value is > 0.7. The following is the outer loading value of each indicator on the research variables.

Table 2
Outer Loading Value

Variables	Indicator	Outer Loading
Halal Label (X1)	X1.1	0,763
	X1.2	0,753
	X1.3	0,761
	X1.4	0,779
	X1.5	0,717

	X2.1	0,715
	X2.2	0,681
	X2.3	0,730
Eco-Label (X2)	X2.4	0,781
	X2.5	0,789
	X2.6	0,750
	X2.7	0,751
	X3.1	0,707
	X3.2	0,742
Environmental Knowledge (X3)	X3.3	0,806
	X3.4	0,788
	X3.5	0,769
	X3.6	0,720
	X4.1	0,798
Religiousity (X4)	X4.2	0,814
	X4.3	0,780
	X4.4	0,788
	Z1.1	0,826
Halal – Green Awareness (Z1)	Z1.2	0,781
	Z1.3	0,765
	Z2.1	0,767
Attitude (Z2)	Z2.2	0,762
	Z2.3	0,732
	Z2.4	0,752
	Y.1	0,709
Purchase Intention (Y)	Y.2	0,809
	Y.3	0,821
	Y.4	0,765

Source: Primary data processed, 2024

Based on the table above, it is known that each indicator of the research variable has many outer loading values > 0.7 . However, according to Ghozali & Latan, (2015) the measurement scale loading value of 0.5 to 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose outer loading value is below 0.5, so all indicators are declared feasible or valid for research use and can be used for further analysis.

Discriminant Validity

Assessing discriminant validity, namely by looking at the AVE (Average Variance Extracted) value > 0.5 so that it can be said to be valid in discriminant validity. The following is the AVE value of each variable in this study.

Table 3
Average Variance Extracted Value

Variables	AVE (Average Variance Extracted)	Information
Halal Label (X1)	0,570	Valid
Eco-Label (X2)	0,552	Valid
Environmental Knowledge (X3)	0,572	Valid
Religiosity (X4)	0,632	Valid
Halal-Green Awareness (Z1)	0,626	Valid
Attitude (Z2)	0,568	Valid
Purchase Intention (Y)	0,604	Valid

Source: Primary data processed, 2024

Uji Reliability

The reliability test shows the level of consistency and stability of measuring instruments or research instruments in measuring a concept or construct (Abdillah dan Hartono, 2015). Reliability testing in this study used Composite Reliability and Cronbach Alpha.

Table 4
Composite Reliability

Variables	Composite Reliability	Cronbachs Alpha
Halal Label (X1)	0,869	0,811
Eco-Label (X2)	0,896	0,864
Environmental Knowledge (X3)	0,889	0,849
Religiosity (X4)	0,873	0,806
Halal-Green Awareness (Z1)	0,834	0,702
Attitude (Z2)	0,840	0,747
Purchase Intention (Y)	0,859	0,780

Source: Primary data processed, 2024

From the table above, it can be shown that the composite reliability value of all research variables is > 0.7. With a Halal Label (X1) value of 0.869, Eco-Label (X2) of 0.896, Environmental Knowledge (X3) of 0.889, Religiosity (X4) of 0.873, Halal-Green Awareness (Z1) of 0.834, Attitude (Z2) of 0.840 and for Purchase Intention (Y) of 0.859. This shows that each variable has met the composite reliability so that it can be concluded that all variables have a high level of reliability.

The second reliability test is Cronbachs Alpha. Based on the table above, it shows that the Cronbach alpha value of all variables in this study is above > 0.6 where the value of Halal Label (X1) is 0.811, Eco-Label (X2) is 0.864, Environmental Knowledge (X3) is 0.849,

Religiosity (X4) of 0.806, Halal-Green Awareness (Z1) of 0.702, Attitude (Z2) of 0.747 and for Purchase Intention (Y) of 0.780 which means that the Cronbach alpha value has met the requirements so that all constructs can be said to be reliable.

Uji Multikolinearitas

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correction between independent variables (Ghozali & Hengky, 2015). Multicollinearity can be seen from the cut off which shows tolerance > 0.1 or the same as the VIF value < 10.

Table 5
Collinearity Statistic

	Halal-Green Awareness	Attitude	Purchase Intention
Halal Label (X1)	1,633	1,659	1,683
Eco-Label (X2)	2,619	2,684	2,695
Environmental Knowledge (X3)	2,208	2,276	2,352
Religiosity (X4)	1,687	1,815	1,953
Halal-Green Awareness (Z1)		1,735	2,040
Attitude (Z2)			2,402
Purchase Intention (Y)			

Source: Primary data processed, 2024

From the table above, the results of Collinierity Statistics (VIF) to see the multicollinearity test with the results of the Halal Label variable on Halal-Green Awareness of 1.633, on Attitude of 1.659 and on Purchase Intention of 1.683. The value of the Eco-Label variable on Halal-Green Awareness is 2.619, on Attitude is 2.684 and on Purchase Intention is 2.695. The value of the Environmental Knowledge variable on Halal-Green Awareness is 2.208, on Attitude is 2.276 and on Purchase Intention is 2.352. The value of the Religiosity variable on Halal-Green Awareness is 1.687, on Attitude is 1.815 and on Purchase Intention is 1.953. The value of the Halal-Green Awareness variable on Attitude is 1.735 and on Purchase Intention is 2.040. Then the value of Attitude towards Purchase Intention is 2.402. Each variable has a cut off value > 0.1 or the same as the VIF value < 5, so it does not violate the multicollinearity test.

Inner Model Analysis

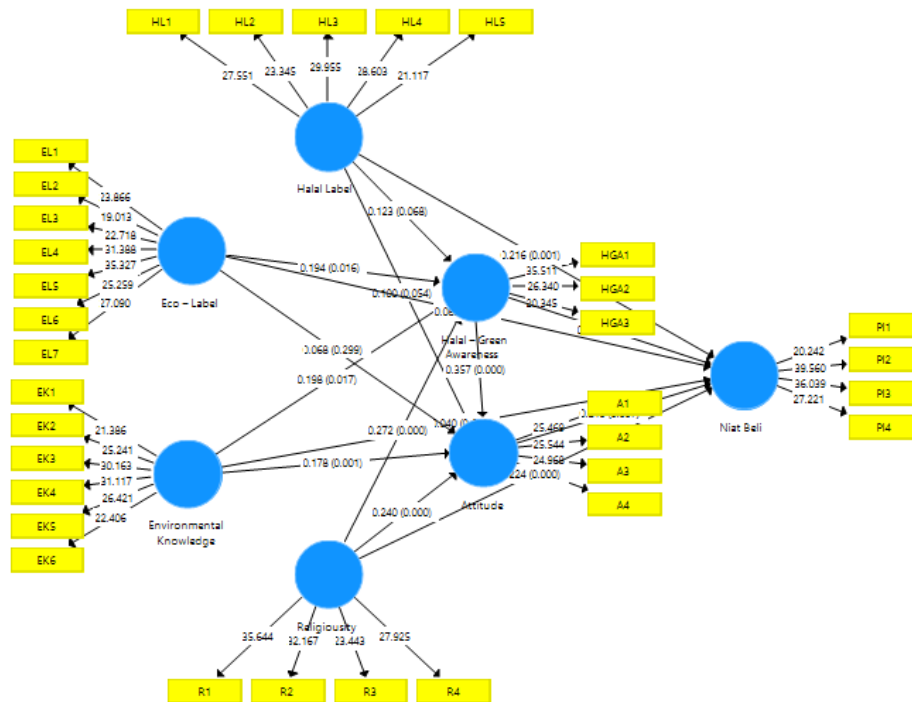


Figure 2
Inner Model

The inner model is used to test the influence between one latent variable and another latent variable. Inner model testing can be done with three analyses, namely measuring the value of R^2 (R-square), Goodness of Fit (Gof), path coefficient, and specific indirect effect.

Goodness of fit

Structural model evaluation is carried out to show the relationship between manifest and latent variables from the main predictor, mediator, and outcome variables in one complex model. This model goodness test consists of two tests, namely R Square (R^2).

Value R^2 or R-Square shows the determination of exogenous variables on endogenous variables. A greater R^2 value indicates a better level of determination. R^2 values of 0.75, 0.50, and 0.25 can be concluded that the model is strong, moderate, and weak (Ghozali, 2015). The following is the value of the coefficient of determination in this study.

Table 6
R-Square Value

Variables	R-Square
Attitude	0,584
Halal-Green Awareness	0,424

Purchase Intention

0,464

Source: Primary data processed, 2024

Based on the table above, R-Square is used to see the influence of the Halal Label, Eco-Label, Environmental Knowledge and Religiosity variables on Halal-Green Awareness, namely with a value of 0.424 or 42.4%, it can be said that this relationship is a weak relationship. The influence of the variables Halal Label, Eco-Label, Environmental Knowledge, and Religiosity on Attitude, namely with a value of 0.584 or 58.4%, it can be said that this relationship is moderate. Then for the variables Halal Label, Eco-Label, Environmental Knowledge and Religiosity on Purchase Intention, namely with a value of 0.464 or 46.4%, it can be said that this relationship is a weak relationship.

The next test is the Q-Square test. The Q^2 value in structural model testing is done by looking at the Q^2 (Predictive relevance) value. The Q^2 value can be used to measure how well the observation value produced by the model is also its parameter. A value of $Q^2 > 0$ indicates that the model has predictive relevance, while a value of $Q^2 < 0$ indicates that the model lacks predictive relevance. The following is the result of calculating the Q-Square value:

Table 7
Q-Square value

Variables	Model	Value
Attitude	$Q^2 (=1-SSE/SSO)$	0,321
Halal-Green Awareness	$Q^2 (=1-SSE/SSO)$	0,256
Purchase Intention	$Q^2 (=1-SSE/SSO)$	0,270

Source: Primary data processed, 2024

The analysis results obtained in this study are the Q^2 value of Attitude generated by 0.321, this means that the Q^2 value > 0 . Then for the Q^2 value of Halal-Green Awareness generated by 0.256, this means that the Q^2 value > 0 . As well as Q^2 Purchase Intention generated by 0.270, this means $Q^2 > 0$. Therefore, the feasibility of the model or goodness of fit in this study is good.

Hypothesis Test

For hypothesis testing in this study, you can use the path coefficient value table for direct effects and specific indirect effects for indirect effects (mediation).

Path Coefficient Test

Test the path coefficient by using the bootsraping process to see the t statistics or p values (critical ratio) and the original sample value obtained from the process. The p value <0.05 indicates that there is a direct influence between variables, while the p value > 0.05 indicates that there is no direct influence between variables. In this study, the significance value used is t-statistic 1.96 (significant level = 5%). If the t-statistic value > 1.96 then there is a significant influence. Below is the path coefficient value of the test results.

Table 8
Path Coefficient (Direct Effect)

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Halal Label (X1) -> Halal-Green Awareness (Z1)	H1	0,123	2,081	0,044	Positive Significant
Eco Label (X2) -> Halal-Green Awareness (Z1)	H2	0,194	2,420	0,016	Positive Significant
Environmental Knowledge (X3) -> Halal-Green Awareness (Z1)	H3	0,198	2,392	0,017	Positive Significant
Religiosity (X4) -> Halal-Green Awareness (Z1)	H4	0,272	4,013	0,000	Positive Significant
Halal Label (X1) -> Attitude (Z2)	H5	0,100	1,928	0,054	Not Significant
Eco Label (X2) -> Attitude (Z2)	H6	0,068	1,040	0,299	Not Significant
Environmental Knowledge (X3) -> Attitude (Z2)	H7	0,181	3,200	0,001	Positive Significant
Religiosity (X4) -> Attitude (Z2)	H8	0,240	4,498	0,000	Positive Significant
Halal-Green Awareness (Z1) -> Attitude (Z2)	H9	0,357	5,859	0,000	Positive Significant
Halal-Green Awareness (Z1) -> Purchase Intention (Y)	H10	0,063	0,858	0,391	Not Significant
Attitude (Z2) -> Purchase Intention (Y)	H11	0,215	2,730	0,007	Positive Significant
Halal Label (X1) -> Purchase Intention (Y)	H12	0,216	3,416	0,001	Positive Significant
Eco Label (X2) -> Purchase Intention (Y)	H13	0,083	1,043	0,297	Not Significant
Environmental Knowledge (X3) -> Purchase Intention (Y)	H14	0,340	2,510	0,028	Positive Significant
Religiosity (X4) -> Purchase Intention (Y)	H15	0,224	3,513	0,000	Positive Significant

Source: Primary data processed, 2024

Table 9
Indirect Effect

	Hypothesis	Original Sample	t-Statistics	P Values	Description
Halal Label (X1) ->Halal-Green Awareness (Z1) -> Purchase Intention (Y)	H16	0,008	0,649	0,517	Not Significant
Eco Label (X2) -> Halal-Green Awareness (Z1) -> Purchase Intention (Y)	H17	0,212	2,286	0,031	Positive Significant
Environmental Knowledge (X3) -> Halal-Green Awareness (Z1) -> Purchase Intention (Y)	H18	0,172	2,464	0,028	Positive Significant
Religiosity (X4) -> Halal-Green Awareness (Z1) -> Purchase Intention (Y)	H19	0,017	0,816	0,415	Not Significant
Halal Label (X1) -> Attitude (Z2) -> Niat Beli (Y)	H20	0,321	2,588	0,020	Positive Significant
Eco Label (X2) -> Attitude (Z2) -> Purchase Intention (Y)	H21	0,245	2,490	0,018	Positive Significant
Environmental Knowledge (X3) -> Attitude (Z2) -> Purchase Intention (Y)	H22	0,038	2,099	0,036	Positive Significant
Religiosity (X4) -> Attitude (Z2) -> Purchase Intention (Y)	H23	0,051	2,264	0,024	Positive Significant

Source: Primary data processed, 2024

Discussion

The study investigates the impact of various factors, such as Halal Label, Eco Label, Environmental Knowledge, and Religiosity, on Halal-Green Awareness, Attitude, and Purchase Intention. The discussion highlights the direct and mediated relationships between these variables, offering insights into consumer behavior, particularly in the context of halal and environmentally conscious products.

Halal Label was found to have a positive and significant effect on Halal-Green Awareness. This result aligns with prior research indicating that a halal label not only assures compliance with Islamic principles but also promotes awareness of eco-friendly practices. The inclusion of environmentally ethical considerations in halal-certified products fosters consumer trust and habitual preference for such goods. Similarly, Eco Label was identified as another significant factor influencing Halal-Green Awareness. This label's role in certifying products as environmentally friendly resonates with consumers who value sustainability, highlighting its dual function in reinforcing halal and green attributes.

Environmental Knowledge emerged as a critical determinant of Halal-Green Awareness. Knowledge about environmental issues and solutions enhances consumer recognition of the overlap between halal principles and sustainable practices. This suggests that increased awareness of ecological challenges contributes to broader acceptance and preference for halal-green products. Religiosity also demonstrated a significant positive influence on Halal-Green Awareness. Religious teachings often emphasize environmental stewardship, encouraging consumers to integrate these values into their purchasing behavior. Consumers with high religiosity tend to be more discerning, opting for products that align with both spiritual and ecological considerations.

When examining attitudes, the Halal Label's impact was not significant, contrary to expectations. However, it remains a critical trust marker for consumers. Conversely, Eco Label had no direct significant effect on Attitude, though it influences perceptions of environmental responsibility. Environmental Knowledge showed a positive and significant effect on Attitude, emphasizing that informed consumers tend to value products that prioritize sustainability. Religiosity also shaped positive attitudes, reinforcing the importance of aligning consumption with religious values. Halal-Green Awareness strongly influenced Attitude, confirming that awareness of halal and green attributes fosters favorable consumer perceptions.

The study further explored Purchase Intention, revealing that Halal-Green Awareness did not significantly impact Purchase Intention directly. This finding diverges from some earlier studies but aligns with others, suggesting complexities in how awareness translates into behavior. Attitude was positively and significantly linked to Purchase Intention,

underscoring its mediating role. Consumers with favorable attitudes towards halal and environmentally friendly products are more likely to make purchase decisions reflecting these preferences. Halal Label and Environmental Knowledge also directly impacted Purchase Intention positively, with religiosity playing a pivotal role in shaping consumer intent.

Mediating effects were observed in several relationships. Attitude mediated the effect of Halal Label, Eco Label, Environmental Knowledge, and Religiosity on Purchase Intention. This highlights that while labels and knowledge inform consumer perceptions, their influence on purchasing behavior is largely driven by the attitudes they foster. Additionally, Halal-Green Awareness mediated the relationship between Eco Label and Purchase Intention, as well as between Environmental Knowledge and Purchase Intention, demonstrating its role in linking product attributes and consumer decisions.

The findings illustrate the intricate dynamics between halal certification, environmental considerations, consumer knowledge, and religiosity in shaping attitudes and behaviors. While direct effects are crucial, mediated relationships emphasize the importance of fostering positive attitudes and awareness to drive purchase intentions. This underscores the need for integrated strategies that leverage halal and eco-labeling, enhance environmental education, and consider the spiritual dimensions of consumer behavior.

CONCLUSION

Based on the results of the study, it can be concluded that several factors have a significant influence on Halal-Green Awareness, Attitude, and Purchase Intention. Factors such as Halal Label, Eco Label, Environmental Knowledge, and Religiosity are proven to have a positive and significant effect on Halal-Green Awareness and Attitude. However, Halal Label and Eco Label have no significant effect on Attitude, while Halal-Green Awareness has no direct effect on Purchase Intention. On the other hand, Attitude is proven to have a significant influence on Purchase Intention, and Halal Label, Environmental Knowledge, and Religiosity also affect Purchase Intention. Halal-Green Awareness acts as a mediator in the relationship between Eco Label and Environmental Knowledge on Purchase Intention, while Attitude mediates the effect of Halal Label, Eco Label, Environmental

Knowledge, and Religiosity on Purchase Intention. Overall, this study shows that these factors play an important role in shaping consumers' awareness and attitudes, which in turn influence their purchasing decisions.

Strengthening Product Branding: Local halal and environmentally friendly cosmetics manufacturers in Indonesia, especially Avoskin, should improve their branding by emphasizing the advantages of their products in order to compete in the market and attract more consumers. The large market potential of generation Z Muslim consumers, producers must understand the characteristics of their buyers or target market to implement the right marketing strategy. **Government Policy:** The Indonesian cosmetics market is huge, as well as the business competition in the cosmetics sector. The role of the government in making policies related to this market is very important, the government must be able to pay more attention to the circulation of cosmetics in Indonesia to protect the public or consumers in terms of safe use of cosmetics. More government attention can increase the trust and interest of generation Z Muslim consumers in local cosmetic products that are halal and environmentally friendly, this can have a positive impact on the local cosmetics market not to lose competitiveness with cosmetics from abroad.

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