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## **Integration Factors Influencing Halal's Cosmetics Purchase Intention on Non-Muslim Women in Indonesia**

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### **Abstract**

This research examines the cosmetics purchase intention of non-Muslim women by analyzing islamic advertising, islamic branding, purchase intention, and consumer's satisfaction. Data were collected from 168 Indonesian Non-Muslim women in four cities through online questionnaire using the purposive sampling technique, with Smart PLS used for analysis. The findings showed that Islamic Branding significantly influences customers purchase intention and satisfaction among non-muslim women in using halal cosmetics. This research was carried out to explore and examine the purchase intention of non-Muslim women in using halal and to capture a significant segment of the company products in order to obtain a competitive edge worldwide.

**Keywords:** *Islamic branding; Islamic Ads; Customer satisfaction*

### **INTRODUCTION**

Halal lifestyle greatly contributes to the world economy, including food, finance, travel, education, fashion, recreational media, arts, culture and especially cosmetics (Abdullah et al., 2019). Halal cosmetics are one of the biggest consumed products in the world. According to the IMF data, expenditure on Halal beauty products is approximately US \$ 61 billion per year (www.Kemenperin.com. 2019). This trend also occurs in Indonesia consumers, which has the largest number of Islamic

followers worldwide (Abdullah, Haque, Ahmed, & Shafiq, 2019) and plays a major role in the development of global halal industries (www.MarketAnalysis.com, 2019). To capture the opportunities, many companies begin to develop their products in accordance with Islamic policies (Aamir et al., 2019), and using halal labels for cosmetics brands (Aziz, A., Amin, M., & Isa, 2010; Mustiko & Swastha, 2019).

Muslims continue to make advertisements concerning their religious beliefs, behaviours, political opinions, position in society, and, of course, political developments (Wilson, 2014). Despite the majority of Muslim population convincingly demonstrate a strong loyalty to halal products mostly determined by the religiosity (Elseidi, 2018; Mukhtar & Butt, 2012), however, for non-Muslim consumers, halal cosmetics are strongly associated with social responsible usage and stricter level of quality control mechanism (Sugibayashi et al., 2019). In addition, non-Muslims perceived halal brand as a measure of conformity and quality acknowledgement (Lim, 2018; Sugibayashi et al., 2019). The growing awareness of the non-Muslim community concerning halal products and also halal is part of the manifestation of muslim's communities (Wilson, 2014), it cannot be excluded from the increased advertisement penetration of halal cosmetic products through either offline and media channels (Farooq et al., 2018; Purnama & Safira, 2017). (Rezai, Mohamed, & Shamsudin, 2012) stressed that the presence of advertisements about halal products become the crucial factors that influence the understanding of non-Muslim people towards the principle of halal. The phenomenon related to the development of Islamic brands indicates a shift in consumer behavior (Rambocas et al., 2018), and there is an undeniable fact that non-Muslim consumers utilize brands to showcase their identity to others (Aransyah, Furqoniah, & Abdullah, 2019; Fayez & Francisco, 2020).

Martins, Costa, Oliveira, Gonçalves, & Branco (2019) stated that advertising is an important strategy used by companies to sell their products. However, there are limited studies on companies that use Islamic advertising as a benchmark for making purchasing decisions (Clements & Gauvain, 2014). Analytical studies have been carried out to determine the relationship between advertising and religion, as well as to examine why it is not widely utilized as a study material (Aji & Dharmmesta, 2019). Several studies have also been carried out on other popular Islamic culture products such as film, music, or conventional literary and marketing works (Saeed & Binti Abdul Ghani Azmi, 2019). Advertising in an Islamic context is inseparable from marketing, with the common use of Islamic Advertising Ethics in businesses (Purnama, F. A., & Safira, 2017).



In Indonesia, Muslims play different roles in Advertising ethics, with the most important factor related to honesty (Farooq, Raza, Zia-ur-rehman, & Bhatti, 2018). Furthermore, the use of impolite language and unethical images is prohibited because it has a significant effect on consumers' religious understanding. Gender differences also significantly influence their perception of the advertisement attractiveness (Azizah, 2016). Meanwhile, Abdul Cader (2015) stated that violations of Islamic Advertising ethics have no effect on their purchasing decisions for consumers with different cultures from several Muslim countries. This means that even though the ad does not fully fulfill the Islamic category, it does not discourage consumers from making purchases (Farooq et al., 2018).

A Muslim's perception towards a brand with Islamic characterization tends to influence their intention to buy the product (Ali Shafiq, 2018). Alserhan (2010) stated that the community is compassionate towards the producers, while Zahra & Mohd (2019) reported that Islamic branding has a positive and significant effect on purchasing decisions.

Various studies have been conducted with the terms "Islamic marketing", "Islamic advertising" and "Islamic branding" (Turnbull, Howe-Walsh, & Boulanouar, 2016), while others have interpreted that Islamic advertising and branding are only specific areas for Muslims (A.J. et al., 2013). Platonova (2013) stated that companies explore countries with a large Muslim population and make it a target market. Based on this phenomenon, this research aims to determine how companies use advertising media (Azizah, 2016) and Islamic brands in dominating the market (Rambocas, Kirpalani, & Simms, 2018). Overall, this study examines the purchasing intention of non-Muslim women between Islamic advertising and brands in buying halal cosmetic products.

## **LITERATURE REVIEW**

### **Islamic Advertising and Purchase intention**

Advertising is inseparable from product identity therefore; brands need to be in accordance with ethical matters. Barnes Jr, J. H., & Dotson (1990) stated that an advertisement becomes controversial due to the product nature and method. Studies on TV commercials, generally, showed that the advertised products tend to endanger the public's moral or physical health when considered socially indecent. Therefore, the need to observe Islamic advertising is a consistent theme in Indonesia (Arham,

2010; Abdullah et al., 2019; A Shafiq et al., 2018; Rice and Al-Mossawi, 2002). Some Islamic Marketing literature (Abuznaid, 2009), stated that a sensitive understanding of Islam and its law is an important aspect of advertising communication. All marketing activities need to be in accordance with Islamic ethics (A Shafiq et al., 2018). This implies that besides advertising strategies and messages, all aspects need to be in accordance with Islamic values (Madhu, 1995). However, Alalwani, T. J., Al-Shikh-Ali, A. S., & DeLorenzo (2003) stated that the various categories of advertising need to pay attention to Islamic ethics, such as strategic planning, creative development, research, production, and media as well as purchasing. According to Tawhid, this is related to the overall concept within the Islamic ethical framework. Therefore, advertisers need to consider the entire advertising process. (Al-Olayan, F. S., & Karande, 2003).

Al Rawi, K., & Ibrahim (2011) reported that ignoring Islamic ethics damages brands. This means that Ads that do not consider the sensitivity of Islamic values and culture tend to eliminate sales and possibly the company's image (de Run, Butt, Fam, & Jong, 2010). A study conducted in Saudi Arabia identified Western-style advertisements that are possibly disliked by some consumers and concluded that ignoring their concerns negatively impacts brands in the Saudi market (Al-Makaty, SS, Van Tubergen, GN, Whitlow, SS, & Boyd, 1996). Therefore, the right Islamic advertising strategy can encourage potential consumers to purchase the products offered by the company (Aziz & Chok, 2013).

H1: Islamic Advertising has a significant influence towards Purchase Intention

### **Islamic Branding and Purchase Intention**

An Islamic brand is a product that attracts consumers because it has a place in their mind and not the real world. Furthermore, branding is not a competition to determine a better product manufacturer, the company capable of creating an outstanding perception (Abdullah et al., 2019). The Islamic Branding practice is based on brands that develop values such as honesty, accountability, and core understanding following sharia principles. Its purpose is to implement empathy to attract Muslim consumers from behavior and marketing communication (Rambocas et al., 2018).

In addition, it is classified in several forms, such as *Islamic branding*, by *compliance*, which needs to show and possess a strong appeal to consumers by



complying and obeying the various sharia policies (Alserhan, 2010). Brands included in this category are halal products manufactured by Islamic countries, and intended for Muslim consumers (Alserhan, 2010).

In this study, Wardah is rated an Islamic branding company because it is the most famous halal-certified cosmetics that provides a positive impression to its users. According to Aziz & Chok (2013), halal certification is a safety guarantee for Muslims to purchase a product. Its concept in the life of Indonesian people has been widely known and applied, especially by Muslims.

Furthermore, consumer purchase intention lies in the label, which contains essential information on the product and manufacturer (Said, Gani, Taufan, Syahnur, & Basalamah, 2020). A label is part of the package included in the product.

H2: Islamic Branding has a significant influence towards Purchase Intention

### **Islamic Advertising and Consumer satisfaction**

Consumer satisfaction is determined in terms of Islamic advertising, which is carried out by Wardah. Based on previous studies, advertising with Islamic ethics has a positive influence on consumer satisfaction and becomes a communication process that aims to persuade people to take beneficial actions (Azizah, 2016). With Islamic advertising, consumers obtain adequate knowledge of the product before making purchasing decisions.

The use of marketing strategies through advertising indirectly provides many benefits for producers. For instance, it helps them introduce their products to consumers, with information on the associated advantages and benefits. It also increases product sales, builds images, and overcome the problem of fierce market competition.

H3: Islamic Advertising has a significant influence towards Customer Satisfaction

### **Islamic Branding and Consumer satisfaction**

The overall consumer satisfaction shows attitudes toward service providers or emotional reactions between what was expected and received. (Mourad & Karanshawy, 2013). Zahra & Mohd (2019) stated that consumer satisfaction is

their evaluation of a product or service. Conversely, Alserhan (2010) reported that the product brand is a factor of consumer satisfaction used to measure company performance. Therefore, product brands are the basis for observing company performance in assessing consumer satisfaction (A.J. et al., 2013). Anderson (2018) further stated that the brand is also an information source for all stakeholders as well as public policies made by competitors and investors in assessing the consumers' satisfaction with the product. It is also a reference for them to choose products because they are already certain of their ability to satisfy them (Kiong, 2020). This satisfaction is felt after the concerned consumer uses the product.

H4; Islamic Branding has a significant influence towards Customer Satisfaction.

### **Purchase intention and Consumer satisfaction**

Purchasing intentions are the stages in the decision-making process that are directly involved in obtaining and using the goods offered (Kotler, P., Kartajaya, H., & Setiawan, 2010). Furthermore, Kotler, P & Keller (2012) stated that there are five stages of consumers in the decision-making process: problem recognition, information search, alternative evaluation, purchasing decisions, and post-purchase behavior (Kotler, P et al., 2010 ).

This study uses the purchase decision process, which starts when the buyer recognizes a problem or need, as one of the research variables. Internal or external stimuli trigger these needs, and after the purchase occurs, consumers experience a level of satisfaction or dissatisfaction (Zunaidi, 2013). According to Bahari, Basalamah, Murfat, Hasan, & Basalamah (2020), consumer satisfaction or dissatisfaction with the product tends to affect the behavior of subsequent potential ones. Similarly, satisfied consumers tend to show buying opportunities in the next purchasing with the possibility of saying something good about the product, while making recommendations.

H5: Purchase Intention has a significant influence towards Customer Satisfaction

### **RESEARCH METHOD**

This study includes all non-Muslim customers in several Indonesian cities that have understanding about halal cosmetics product namely Wardah. The



non-probability sampling method was used to obtain data from 168 non-Muslim respondents based on Sarstedt, Henseler, & Ringle's (2011) theory.

Furthermore, the data collection used the questionnaire consist of respondent description and item statements. The respondents were asked to show their response towards halal cosmetics with five-point Likert scale (Joshi, Kale, Chandel, & Pal, 2015). The scales ranges from (1) strongly disagree, (2) disagree, (3) quite agree, (4) agree, and (5) strongly agree. The criteria in this sample are that respondents have purchased halal cosmetic products twice. Therefore, they had adequate experience compared to new users. This makes it easy to obtain more reliable study results.

Based on the research aim, this research can be categorized as a causality research as it examines the effect of Islamic advertising, Islamic branding towards consumer satisfaction and purchase intention among non-muslim consumer's in Indonesia. In addition, it also purpose to predict and develop the understudied theories. According to the proposed model and the number of endogenous variables that are more than one, the appropriate analytical technique used is the Structural Equation Modeling (Structural Equation Modeling - SEM) variance-based or partial least square (PLS) (Garson, 2016; Ringle, Rigdon, & Sarstedt, 2018). By using the PLS software (Sarstedt et al., 2011), this study estimates Alpha Cronbach (CA), total item correlations, and confirmatory factor analysis. These variables were used to test the reliability, convergent validity, and discriminant for each construct of the conceptual framework (Jöreskog. K, 2019).

## RESULTS AND DISCUSSION

Table 1. Respondent

Gender	n	%
Female	168	100
Age (Years)	n	%
20-30	74	45
31-40	46	27
>41	48	28
Status	n	%
Students	67	40
workers	101	60

Source: Primary data processed (2023)

Table 1 shows that the most of respondents who entered this research were between 20 and 30 years of age, which explains about 45% of non-Muslim teenagers were very enthusiastic and were the most respondents. Furthermore, it occupies the second position in the age range > 41 years with a total sample size of 48 respondents or as much as 28 percent, finally in the last age range of 31 to 40 years with a sample size of 46 respondents or as much as 27 percent who participated in the study. While, for about 60% were as employees with a minimum sample of 101 respondents and for about 67 were still student, or 40 per cent were still students.

Table 2. Statistic results

Variable	Item	Mean	Std.error	Std. Deviation	Item Loadings	Composite Reliability	Cronbach Alpha	AVE	VIF
Islamic Advertising	IA1	0.752	0.0431	0.043	0.751	0.926	0.909	0.610	0.6714
	IA2	0.765	0.0468	0.047	0.766				
	IA3	0.845	0.0286	0.029	0.845				
	IA4	0.731	0.0499	0.050	0.737				
	IA5	0.734	0.0475	0.048	0.734				
	IA6	0.826	0.0347	0.035	0.826				
	IA7	0.771	0.0434	0.043	0.777				
	IA8	0.805	0.0341	0.034	0.805				
Islamic Branding	IB1	0.707	0.0606	0.0606	0.7136	0.915	0.888	0.645	0.9501
	IB2	0.740	0.0458	0.0458	0.7379				
	IB3	0.854	0.0258	0.0258	0.8559				
	IB4	0.718	0.0536	0.0536	0.7254				
	IB5	0.873	0.0279	0.0279	0.8736				
	IB6	0.895	0.0263	0.0263	0.893				



Purchase Intention	PI1	0.869	0.0201	0.0201	0.8681				
	PI2	0.740	0.0494	0.0494	0.7383				
	PI3	0.869	0.0201	0.0201	0.8681				
	PI4	0.781	0.0428	0.0428	0.7809				
	PI5	0.781	0.041	0.041	0.7838	0.923	0.902	0.632	7.1882
	PI6	0.758	0.0399	0.0399	0.7603				
	PI7	0.754	0.0556	0.0556	0.7563				
Customer Satisfaction	CS1	0.869	0.0236	0.0236	0.8698				
	CS2	0.793	0.0439	0.0439	0.7874				
	CS3	0.711	0.0625	0.0625	0.7139				
	CS4	0.717	0.0484	0.0484	0.7247	0.878	0.825	0.591	5.326
	CS5	0.735	0.0621	0.0621	0.7388				
<i>Variable</i>						<i>R<sup>2</sup></i>			
Purchase Intention						0.662			
Customer Satisfaction						0.735			
<i>Variable</i>						<i>p-value</i>		<i>Decision</i>	
IA > PI						0.9501		Not Supported	
IB > PI						5.326		Supported	
IA > CS						0.6714		Not Supported	
IB > CS						2.709		Supported	
PI > CS						7.1882		Supported	

Source: Primary data processed (2023)

The table 2 shows that all items that measure Islamic Advertising, brands, purchasing decisions, and customer satisfaction variables are more significant than 0.7. Therefore, the item is declared valid, and therefore used to measure the variable. Evaluation of construct validity is carried out by calculating convergent and discriminant values. Convergent validity is known through-loading factors with

an instrument used to fulfill it, assuming the loading factor is above 0.7. The results of the convergent validity tests are shown in table 2.

Furthermore, discriminant validity is calculated using cross-loading with the criterion that when the loading value in a corresponding variable is greater than others, then the item is declared valid. The cross-loading measurements in the table show that all items produce a loading value greater than others.

Calculations used to test the construct reliability are discriminant reliability (AVE), Cronbach alpha, and composite reliability. The construct is declared reliable when the discriminant reliability (AVE), Cronbach alpha, and composite reliability are greater than 0.5, 0.6, and 0.7, respectively.

The calculation results of discriminant reliability (AVE), cronbach alpha and composite reliability are shown in Table 2. It also shows that the reliability discriminant (AVE) value in Islamic Advertising variable, brand, purchasing intention, and consumer satisfaction are 0.610, 0.645, 0.632, and 0.591. These results indicate a value greater than 0.5. Therefore, based on the calculation of discriminant reliability (AVE), all items are declared reliable in measuring their latent variables.

The composite reliability value in the Islamic advertising variable, brand, purchasing decision, and customer satisfaction, is 0.926, 0.915, 0.923, and 0.878. These results indicate a value greater than 0.7. Therefore, based on the composite reliability calculation, all items are declared reliable in measuring the latent variables. Then Cronbach's Alpha value in Islamic advertising variable, brand, purchasing decision, and customer satisfaction is 0.909, 0.888, 0.902, and 0.825. These results indicate a value greater than 0.6. Therefore, based on Cronbach's Alpha calculations, all sub-variables are declared reliable in latent measurement.

#### 4.3 Testing the Goodness of Fit Model

The goodness of fit model is used to determine the endogenous variables' ability to explain the diversity of exogenous variables or determine its contribution towards endogenous. The goodness of fit model in PLS analysis is performed using *Q-Square predictive relevance (Q<sup>2</sup>)*.

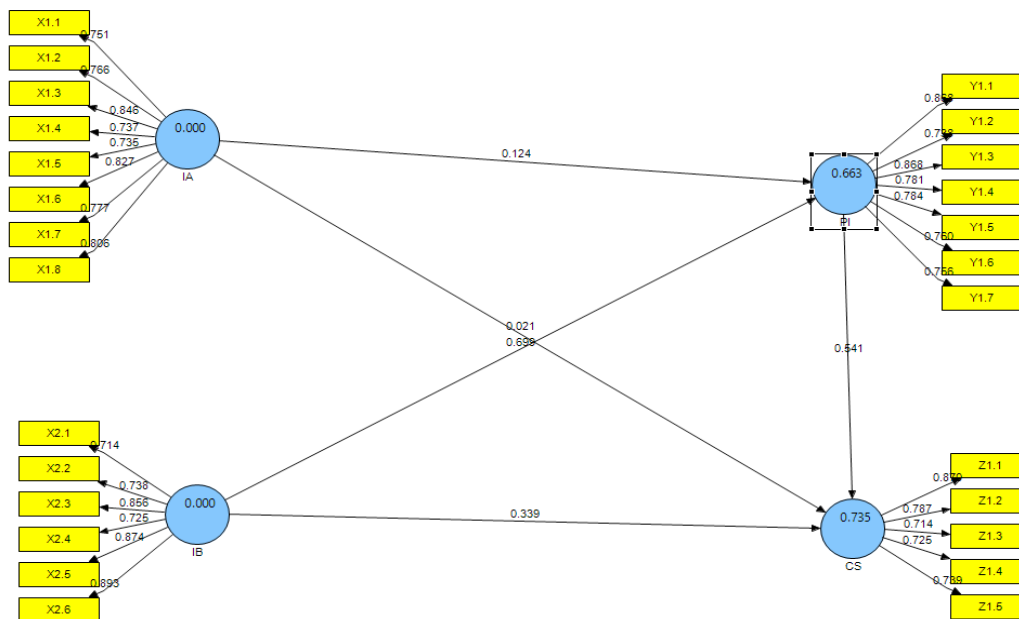
The R-square on the purchase decision variable is 0.662 or 66.2%. This means that the contribution of Islamic advertising and brand variables towards the purchase decision is 66.2%. Meanwhile, those outside this study contribute to the remaining 33.8%. Furthermore, the R-square on the customer satisfaction variable



is 0.735 or 73.5%. This indicates that the contribution of Islamic Advertising and brand variables through purchasing decisions towards consumer satisfaction is 73.5%, while those outside this study contribute the remaining 26.5%.

### Hypothesis Testing

In this research, the hypothesis testing uses Partial least square (PLS) analysis technique with SEM-PLS (Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, 2016). The scheme of the PLS Program model is shown in figure 1.



#### H1: Islamic advertising towards purchase intention

The test results showed that Islamic advertising has a positive, but insignificant effect on purchase intention with a path coefficient of 0.124. This result is insignificant, as indicated by the t-statistic value of 0.9501, which is smaller than 1,980. This shows that Islamic advertising does not have a significant influence on purchase intention. Therefore, hypothesis 1 is not fulfilled or rejected.

#### H2: Islamic brands towards purchase intention

The test results show that the Islamic brand has a positive and significant influence towards purchase intention with a path coefficient of 0.699. This result

has a significant influence as indicated by the t-statistic value (5,326) greater than 1,980. This shows that Islamic brands have a direct and significant influence towards purchase intention. Therefore, hypothesis 2 is fulfilled or accepted.

#### H3: Islamic advertising towards consumer satisfaction

The test results show that Islamic advertising has a positive, but insignificant influence towards consumer satisfaction with a path coefficient of 0.021. This result has insignificant influence, as indicated by the t-statistic value of 0.6714, which is smaller than 1,980. This shows that Islamic advertising has insignificant influence on consumer satisfaction. Therefore, hypothesis 3 is not fulfilled or rejected.

#### H4: Islamic brands towards consumer satisfaction

The test results show that the Islamic brand has a positive and significant influence towards consumer satisfaction with a path coefficient of 0.339. These results are significant, as indicated by the t-statistic value of 2,709, which is greater than 1,980. This shows that the Islamic brand has a significant and positive influence towards consumer satisfaction. Therefore, hypothesis 4 is fulfilled or accepted.

#### H5: Purchase intention has significant influence towards customer satisfaction

The test results show that Islamic advertising and brand simultaneously have a significant and positive effect towards consumer satisfaction through the purchase intention variable with a path coefficient of 0.541. These results are significant, as indicated by the t-statistic value of 7.1882, which is greater than 1.980. This shows that Islamic advertising and brand simultaneously have the most significant influence towards consumer satisfaction through purchasing decisions. Therefore, hypothesis 5 is fulfilled or accepted.

## CONCLUSION

Studies carried out by Agatz, Campbell, Fleischmann, & Savelsbergh (2021) stated that advertising has a significant influence on purchasing decisions. However, in this study, the respondents quite agree that halal cosmetics ads are interesting and attract consumers. The study also proved that halal cosmetics companies tried to display the beautiful female figures with their respective versions.



According to Aamir et al. (2019), the object of beauty has social significance for the community, one of which is the face as a unique and public physical part of humanity. Basically, this study has an Islamic advertising variable with good criteria. However, other factors suspected to insignificantly influence this variable is the consumers' characteristics, such as those that tend to change the channel during advertisements. This is because the majority assume that seeing the ad once is enough to recognize a product (Kasali, 2007).

Furthermore, other factors that influence Islamic advertising obtained insignificant results because it is only a sub-indicator of promotion and marketing that drives purchasing decisions. Kotler, P., Kartajaya, H., & Setiawan (2010) stated that promotion indicators consist of advertising, sales promotion, public relations and publicity, personal selling, and direct marketing.

This finding is in line with Robot, J.M. (2015) research stating that advertising does not significantly influence purchasing decisions as opposed to sales promotion and word of the mouth. Kurnyawati et al. (2014) stated that the weakest indicator is consumer confidence is when celebrities deliver contents because they are more confident when there are recommendations from friends or word of the mouth.

The results showed that the Islamic brand directly or indirectly had a positive and significant influence on Makassar's purchasing decisions. This means that the halal certification stated in the product packaging tends to strengthen the consumer's intention to make a purchase. Wardah is a cosmetics with halal certification from the Indonesian Ulema Council.

The existence of Islamic branding with halal materials and certification indicators further increases consumer confidence regarding the product. Aziz & Chok (2013) also stated that a halal brand is an important determinant used by consumers to make important purchasing decisions. Furthermore, the intention to buy halal products is driven by individual consumer behavior because it is believed that it does not contain harmful substances (A.J. et al., 2013).

Islamic brands are one of the variables with the biggest influence on purchasing decisions, therefore, it is important to respondents. According to Saila (2011), Wardah is one of the top Islamic brands in the mind of consumers and with halal certification, hence they do not need to hesitate to use or consume its products. Cosmetics are products that interact directly with the body through the skin or consumed directly in the form of drugs. These products tend to contain unclean

substances in the paradigm of Islamic religion, one of which is raw materials made from *haram* animals.

This finding proves that non-Muslim consumers tend to pay attention to health problems by consuming halal products. This is also explained in Endah et al. (2014) research, where the purpose of using cosmetics with Islamic labels is to maintain health and religion by 53.17% and 23%, respectively.

Furthermore, Ranto (2013) stated that Islamic products provide adequate knowledge and satisfaction for consumers. Branding has become an essential part of satisfying consumers (Kocoglu, C., Tengilimoglu, D., Ekiyor, A., & Guzel, 2015). Subsequently, the organization also considered it necessary to determine customers' relationship with the brand to assess their expectations. Therefore, Kotler, P., Kartajaya, H., & Setiawan (2010) reported that brands create various benefits and provide positive experiences to satisfy consumers. Furthermore, by establishing a long-term relationship with satisfied customers, a brand predicts sales for the future. Short customer satisfaction is significantly related to the brand.

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