Purchase Intention of Halal Cosmetics:
The Mediating Role of Attitude

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Abstract
This study investigates the effect of knowledge, religiosity, and attitude on purchase intention. A more comprehensive study model is considered an effort to add to the literature on the study of halal cosmetics, which is still very limited amid the progress of the halal cosmetics industry in Indonesia. The millennial sample was used in this study and then analyzed using SEM. According to the result, knowledge did not significantly impact purchase intentions but played an essential role in influencing attitudes. Meanwhile, religiosity has been proven to significantly impact and contribute the most to determining purchase intention but was insignificant in influencing attitudes. Finally, the result also found that attitudes mediated the influence of knowledge and religiosity on purchase intention. For this reason, industry players should pay more attention to religiosity in promoting their products. Consumers must be given additional knowledge to influence positive consumer behavior, encouraging purchase intention. The implication of this study is limited to the millennial sample of the halal cosmetics product in Indonesia.

Keywords:
knowledge, religiosity, attitude, purchase intention, halal cosmetic

INTRODUCTION

Although halal cosmetics have a large market, most cosmetics and personal care products are produced by non-Islamic countries, leading to disagreements over whether the raw materials used are halal. This condition has resulted in a cosmetic product investigation based on the suspicion that many foreign brands use ingredients derived from pork or alcohol, which has resulted in many cons among Muslims seeking and wanting halal products (Mukhtar & Butt, 2012). This research will use the Theory of Planned Behavior (TPB), which develops the Theory of Reasoned Action (TRA) by Fishbein and Ajzen. TPB is a model for predicting behavior intention. This study analyzes the effects of knowledge and religiosity directly on purchase intention. It evaluates its impact on knowledge and religiosity and its effect on the attitudes towards halal cosmetic products. Cosmetic and personal care product demand has increased and become competitive with its fast-paced growth requiring fast, precise, and sustainable product innovation (Kumar, 2005). According to the Ministry of Industry, "The Indonesian cosmetics and toiletries industry recorded an extraordinary growth of 11.99% in 2017 with a total sales value of IDR 19 trillion, higher than the industry's average annual growth rate in the last six years of around 10%." The same applies to exports of cosmetic products, which have also grown by an average of 3.56% in the last five years.

Furthermore, Muslim consumers are characterized by their religiosity. Intense religiosity can result in different consumption patterns and a preference for halal or non-halal items. Halal products are more relevant and significant to Muslim consumers, particularly those with a high level of religiosity, than products with International Organization for Standardization certification, such as ISO 9000. The halal label/logo aids Muslim consumers in making food selection decisions (El-Bassiouny, 2014). Previous studies have proven that religiosity affected consumer purchase intentions (F. Amalia, 2020; Haque et al., 2018; Iranmanesh et al., 2019; Khan et al., 2022; Zakaria et al., 2018).

Although suppliers are starting to understand the importance of halal certification and awareness, little is known about halal ingredients and other determinants of purchase intention. Previous research by Bang et al. (2000) indicated that knowledge influenced the intention to buy a product because an increase in a person's knowledge affects his purchase intention or behavior. Also, only certain people knew the effects of marketing-related concepts (such as advertising and brands with halal purchase intentions (Aziz & Chok, 2013). Halal awareness, therefore, has an important influence on the intention to purchase halal products (Aziz & Chok, 2013). Besides that, previous research also shows that knowledge directly affected purchase intention (Ateke & James, 2018; Haro, 2018; Ishak et al., 2019; Widyanto & Sitohang, 2022).

In addition, this study examines the relationship between attitude and consumers' purchase intention. Previous research conducted by Azam (2016) also observed the purchase intention of halal food products among non-Muslims. The results implied that religious belief, halal logos, and exposure positively affected awareness of halal products, halal products, and produce raw materials that affected purchase intention of

halal products. In contrast, Islamic brands did not affect the purchase intention of halal products among non-Muslims. Then, there is a positive and relevant relationship between attitude and intention to buy halal goods (Shah Alam & Mohamed Sayuti, 2011). A study conducted by Garg & Joshi (2018) examined the purchase of halal brands in India, mediated by attitude. The results showed that attitude positively affected the purchase intention of halal brands, while several previous studies found that attitude influenced purchase intention (Biscaia et al., 2013; Briliana & Mursito, 2017; Lada et al., 2009).

This research will use the Theory of Planned Behavior (TPB), which develops The Theory of Reasoned Action (TRA) by Fishbein and Ajzen. TPB describes human behavior related to attitudes, subjective norms, and perceived behavioral control, which predict behavioral intentions. TPB is a model to predict behavioral intention. In this study, an attitude directly affects purchase intention, while religiosity and knowledge directly and indirectly, affect purchase intention towards halal cosmetic products through a mediating variable, namely attitude.

Someone may have a positive attitude towards halal products, but they still do not know about them. In addition, the role of subjective norms, the social influence on a person's behavior, may include friends, peers, and expectations of other family members. Thus, a person may not have a positive attitude towards halal products. However, the mismatch between his attitude and the expectations of his family and friends can determine his intention to choose halal products (Mukhtar & Butt, 2012).

This research will focus on millennial consumers who are more interested in cosmetic products because they are considered capable of supporting their appearance. Generations will show different purchasing behavior (Williams & Page, 2011). Generation Y, Millennials, and Echo Boomers are used to describe a community of customers. Millennials are people who were born between 1980 and 2000 and are now between the ages of 21 and 41 (Lee & Kotler, 2016). Millennials have grown in number, and their buying power makes them appealing to various industries. As a result, the millennial generation has emerged as an exciting community to research because of their different behavior from previous generations, so studying them is important and relevant (Smith, 2011). This study examines the empirical evidence of the relationship between millennials' knowledge of halal cosmetics, religiosity, and purchase intentions. The researchers describe the details of the empirical study, including the results, followed by a discussion of the study's implications, limitations, and opportunities for future research.

The study of halal branding has developed rapidly, but attention to the perspective of young Muslim consumers on halal branding is still limited. At the same time, previous studies have explored Muslim consumers' general knowledge, attitudes, and buying intentions (Benyahia, 2018). Moreover, a lack of well-established studies on religious belief as a factor in influencing today's young Muslim consumers is still commonly found. Therefore, an urgent call to study the impact of religious beliefs on young consumer behavior is necessary (Abu-Alhaija et al., 2017). Therefore, this study proposes a model to reveal a significant predictor of purchase intention of halal cosmetic products among millennials to address this gap.

In addition, halal awareness is increasing and getting attention as a new phenomenon (Aoun & Tournois, 2015). Thus, a market segmentation niche for Muslim consumers emerges. Various general studies have been conducted on cosmetics (Ghazali et al., 2017; Tajeddini & Nikdavoodi, 2014). Unfortunately, many insufficient studies only examined the relationship between halal issues and consumer behavioral intentions. Of course, focusing on the Halal perspective for cosmetic products is a strong judgment. This study will help identify how attitudes affect consumers' purchase intentions for halal cosmetic products and determine how product positioning moderates the relationship between attitudes and purchase intentions.

This study still debates research gap inconsistencies of previous studies on purchasing behavior in halal products. It is like research (Khan et al., 2022), which found that religious belief was not an essential factor in influencing the purchase intention of halal cosmetics. However, another study uncovered that the religiosity level was statistically significant in influencing attitudes toward halal products (Ahmadova & Aliyev, 2020). The results of other studies also revealed that Islamic religiosity and halal knowledge had no significant effect on consumer behavior towards halal cosmetics (Adiba & Wulandari, 2018).

On the other hand, although the halal industry is proliferating, research on halal cosmetics is still scarce, using a model with a planned behavior theory (TPB) approach. For this reason, this study contributes to the body knowledge in testing the development of TRA to measure consumer behavior by looking at religiosity and the consumer knowledge about halal products as one of the essential motivations for TPB. This study also contributes to testing empirical research models on consumer behavior towards halal cosmetics, which will assist the industry in taking action to take advantage of the growing market better and on target.

METHODS

This study used a quantitative approach to data collection by distributing questionnaires. The researchers used a simple random sampling technique to collect data and enlisted participants by sending out invitations. The Uniform Resource Locator (URL) for online questionnaires was created with Google Forms through social media and online message channels (Instagram, Facebook, and WhatsApp). Respondents in this study were users of halal cosmetics. There were 262 questionnaires collected and followed with the criteria of the intended respondents. The information for this study was gathered using Google Forms, which were distributed through social media (Instagram, Facebook, WhatsApp). According to Lee & Kotler (2016), the millennial generation, born between 1980 and 2000 and now between the ages of 21 and 41, was the target audience for this survey.

This analysis made use of primary data gathered by researchers through a survey. A questionnaire was set up to assess constructs using a 1-7 rating scale based on respondents' answers (Sekaran & Bougie, 2016). The score would range from 1 to 7, with one being the lowest and seven being the highest, and it measures four variables: experience, religiosity, attitude, and purchase intention. Score 1 represented the most

disagreed answers, and score 7 represented the most agreed ones. This construction was evaluated using a seven-item rating scale (Table 1). Most of the projects came from existing literature, with some modifications to suit the research context. The scale used to evaluate the research design was from the existing literature on knowledge, religiosity, attitude, and purchase intentions.
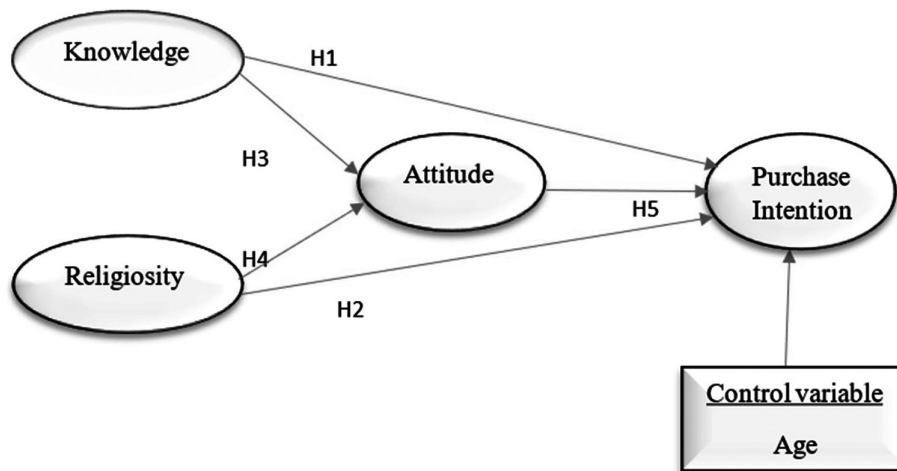
Figure 1. Research Framework

Table 1. The Research Constructs Measurement and Items

Construct	Indicator / item	Measurement scale
Knowledge	1. Recognizing Islamic law, halal and haram of a product (KN1) 2. Knowing what is allowed and prohibited by Islam (KN2) 3. Having enough knowledge to distinguish between halal and haram (KN3) 4. Knowing the latest problems regarding hazardous ingredients for cosmetic products (KN4) 5. Knowing the differences between halal products certification and halal places certification (KN5)	Likert
Religiosity	1. Willingly and happily paying zakat on time (R1) 2. Taking the time to gather with fellow believing Muslims (R2) 3. Participating in religious discussions at the mosque (R3) 4. Always reading books and magazines about religion (R4) 5. Watching religious programs on TV (R5)	Likert
Attitude	1. Always choosing halal cosmetics (ATT1) 2. Always looking for products labeled halal when buying cosmetics (ATT2) 3. Using halal cosmetics by choice (ATT3) 4. Considering that halal cosmetics are important (ATT4) 5. Having the closest people use halal cosmetics (ATT5)	Likert
Purchase Intention	1. Willing to pay more for cosmetic products with the original halal label (PI1) 2. Willing to wait a long time for cosmetic products with the original halal label (PI2) 3. Willing to go around looking for cosmetics labeled halal (PI3) 4. Willing to purchase products with the original halal label over long distances (PI4) 5. Intending to buy halal cosmetics in the future (PI5)	Likert

RESULTS AND DISCUSSION

This study used the AMOS Program to test models and hypotheses as a structural equation model (SEM). Applying the bootstrap procedure allows accurate estimates for the non-normally distributed data (Enders, 2005) and a structural model including mediation effects (Cheung & Lau, 2008). The analysis was conducted using a unidimensional measuring model. These indicators constituted the parameters resulting from the goodness of fit. The measurement model used convergence validity to test whether the index was valid for the test. The significance of indicators must be tested to evaluate whether the indicators provide the same dimensions to form latent variables. The second analysis was SEM, which took a similar step, consisting of testing the fitness parameters of the fit results and the study hypotheses about the causality of the model.

Table 2. Scale Item for Measures

Construct	Items	factor loading	CR	VE	
Knowledge	KN2	.85	.84	.57	Valid
	KN3	.80			
	KN4	.66			
	KN5	.72			
Religiosity	R2	.66	.88	.65	Valid
	R3	.80			
	R4	.86			
	R5	.90			
Attitude	ATT1	.90	.91	.69	Valid
	ATT2	.86			
	ATT3	.86			
	ATT4	.81			
	ATT5	.70			
Purchase_Intention	PI1	.80	.91	.69	Valid
	PI2	.88			
	PI3	.89			
	PI4	.85			
	PI5	.74			

The samples used were 262, which satisfied the sample requirements recommended in the application of MLE and the average variance extracted (AVE) criteria with a minimum sample size of 150 that met the following criteria: the standardized loading value is calculated to be less than 0.7 and the score communality is 0.5 (Hair et al., 1998). As a result, the researchers used confirmatory factor analysis to assess the

relationship between constructs and indicators on the questionnaire objects (questionnaire validity). Following Anderson & Gerbing (1988), The CFA model was first used to assess convergent validity. Convergent validity using composite reliability (CR) and mean-variance extracted (AVE) were also observed.

The measurement results show that all standard loading factors are statistically significant on each construct with a fit statistic. This result indicates the fit index is appropriate for the data except for the constructs KN1 and R1, which have been removed because they do not meet the valid criteria (see Table 2). Table 2 shows the differences between each build and the question items used; each construction's loading value must be greater than 0.6 cut-points (Hair et al., 1998). The extracted variance (VE) is greater than the critical value specified, i.e., 0.5. The test results of the value of the validity of the structure, extract of variances, in Table 2 show the results which build knowledge, religiosity, attitude, and intention. Building reliability is higher than 0.7, and VE is higher than 0.5. DVs are based on the statistic cut-off of the given value.

Figure 2. The Full Model of the Relationship between Knowledge, Religiosity, and Attitude on Purchase Intention
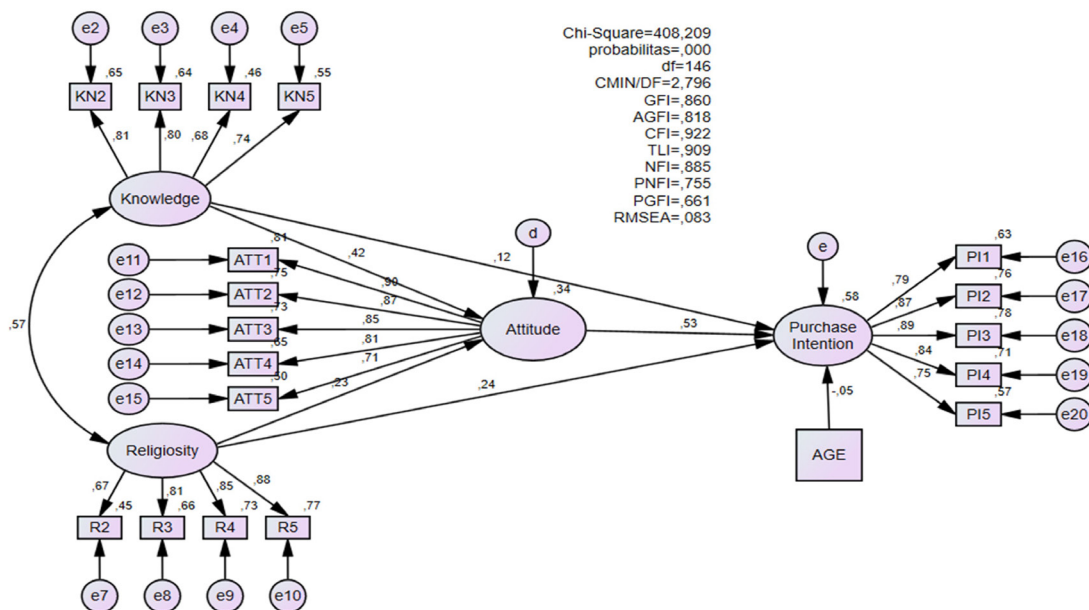
The research hypotheses were tested using structural equation modeling. Figure 2 illustrates the results of the SEM analysis in a complete model. Table 4 describes the results of the SEM development hypothesis tests. The results of the full model confirmation test show poor size criteria for the GOF model: chi-square (375,532) >a (45,314), p-value (0,000) cmin/df (2,572), GFI (0,850), TLI (0.918), NFI (0.891), PNFI (0.761), PGFI (0.653). However, these results are feasible and can still analyze acceptable research results, according to Waluyo (2011), Wijaya (2009), and Widarjono (2010). They confirmed that researchers do not need to meet all the goodness-of-fit criteria in empirical research, but it depends on their judgment or decision.

The correlation matrix between the constructs of knowledge, religiosity, attitude, and purchase intention is presented in Table 3. The correlation between indicators of knowledge, religiosity, attitude, and purchase intention exceeds the positive significance. The values (represented in the Table 2 diagonals) must exceed the correlation in the same column and row of the corresponding latent variables. When those conditions are fulfilled, the variance is divided by the correlation by the objects in the scale between knowledge, religiosity, attitude and purchasing intentions.

Table 3. Descriptive Statistics and Correlation Matrix

	AGE	PI5	PI4	PI3	PI2	PI1	ATT1	ATT2	ATT3	ATT4	ATT5	R2	R3	R4	R5	KN5	KN4	KN3	KN2
AGE	1,000																		
PI5	-,024	1,000																	
PI4	-,026	,619	1,000																
PI3	-,027	,644	,701	1,000															
PI2	-,027	,648	,706	,734	1,000														
PI1	-,027	,658	,717	,746	,751	1,000													
ATT1	,000	,528	,574	,598	,602	,611	1,000												
ATT2	,000	,497	,541	,562	,566	,575	,764	1,000											
ATT3	,000	,525	,571	,594	,598	,608	,807	,760	1,000										
ATT4	,000	,514	,559	,582	,586	,595	,790	,744	,786	1,000									
ATT5	,000	,439	,478	,498	,501	,509	,676	,636	,672	,658	1,000								
R2	,000	,345	,376	,391	,393	,400	,295	,277	,293	,287	,245	1,000							
R3	,000	,408	,444	,462	,465	,473	,349	,328	,347	,340	,290	,615	1,000						
R4	,000	,429	,467	,486	,489	,497	,366	,345	,364	,357	,305	,646	,765	1,000					
R5	,000	,439	,478	,497	,500	,508	,375	,353	,373	,365	,312	,661	,782	,822	1,000				
KN5	,000	,324	,353	,367	,369	,375	,432	,407	,430	,421	,360	,333	,393	,413	,423	1,000			
KN4	,000	,334	,364	,379	,381	,387	,446	,420	,444	,434	,371	,343	,406	,426	,436	,646	1,000		
KN3	,000	,319	,347	,361	,364	,369	,426	,401	,423	,414	,354	,327	,387	,407	,416	,616	,636	1,000	
KN2	,000	,321	,349	,363	,366	,372	,428	,403	,426	,417	,357	,329	,390	,409	,419	,620	,640	,611	1,000

Table 4 illustrates the standard route coefficients for knowledge, religiousness, attitudes, and purchase intention and provides the five hypotheses, including the results. The relationship between knowledge, religiousness, attitudes and purchasing intention is discussed in Table 4. The t-value and the likelihood are positive and the importance of each structure. Consequently, each variable is discussed as follows. H1: Knowledge did not affect Purchase Intention, shown by a CR value of -1.037 (≤ 1.967) with a probability (P) of 0.300 (≥ 0.05). Hence, H1 was rejected. H2: Religiosity had a positive and significant effect on Purchase Intention, shown by a CR value of 6.191 (≥ 1.967) with a probability (P) ≤ 0.05, or there was a sign of ***. Hence, H2 was accepted. H3: Knowledge had a positive and significant effect on attitude, shown by a CR value of 5.797 (≥ 1.967) with probability (P) ≤ 0.05, or there was a sign of ***. Hence, H3 was accepted. H4: Religiosity did not affect attitude, shown by a CR value of 1.942 (≤ 1.967) with a probability (P) of 0.052 (≥ 0.05). Therefore, H4 was rejected. H5: Attitude had a positive and significant effect on purchase intention, shown by a CR value of 8.726 (≥ 1.967) with a probability (P) ≤ 0.05, or there was a sign of ***. Hence, H5 was accepted. H6: The Sobel test was used to test the effect of the mediating variable. This study indicated that the attitude variable was proven to mediate the influence of knowledge on purchase intention. Variable control: Age did not affect Purchase Intention, shown by a CR value of -0.713 (≤ 1.967) with a probability (P) 0.476 (≥ 0.05).

The study's design examined the influence on purchase intention of halal cosmetics, especially between millennia, by knowledge, religion, and attitude. The results increased

knowledge that did not significantly impact purchase intention. They were not in line with previous research in which consumers with more knowledge about products had higher purchase intentions than those with less knowledge (Teng et al., 2018). Besides the knowledge, the study results also revealed that religiosity significantly affected the intention to purchase.

Table 4. Result and Path Analysis Model

Hypothesis		Estimate	SE	CR	P	Information
H1	Knowledge → Purchase Intention	-0.062	0.060	-1,037	, 300	Not significant
H2	Religiosity → Purchase Intention	0.285	0.046	6,191	***	Significant
H3	Knowledge → Attitude	0.356	0.061	5,797	***	Significant
H4	Religiosity → Attitude	0.091	0.047	1,942	, 052	Not significant
H5	Attitude → Purchase Intention	0.799	0.092	8,726	***	Significant
H6	Knowledge → attitude → Purchase Intention			2,790	0.005	Significant
Control variable	AGE → Purchase Intention	-0.012	0.017	-0,713	0.476	Not significant

The purpose of the study was to analyze the effect of consumer religiosity and halal knowledge on the purchase intention of non-food halal products, namely cosmetics mediated by attitude. The findings of this study reveal that in general the religiosity and knowledge of halal consumers need to be considered when marketers want to promote their products because they affect consumer attitudes towards halal cosmetics, although the magnitude of the effect varies. Consumer product knowledge has been identified as a factor influencing all stages of the decision-making process (Said et al., 2014). Consumers with a better understanding of the product have a more developed and complex schema, with well-defined decision criteria (Bian & Moutinho, 2011). The amount of consumer knowledge about a product will affect not only information seeking behavior but also information and decision-making processes during the buying process. As a result, product knowledge has a substantial positive impact on consumers' purchase intentions (Lin & Chen, 2006). Therefore, knowledge of Muslim consumers about halal products plays an important role in their decision and purchase intention. However, in this study, the results of the analysis showed that the knowledge of millennial respondents did not have a direct significant effect on the purchase intention of halal cosmetics. However, it indirectly has a significant effect on purchase intention through attitude as a mediating variable. This finding shows that millennial customers' knowledge of halal products alone is not enough to shape their intention to buy these products. On the other hand, they must have a positive attitude towards halal-certified products first before they start to develop

an intention to buy. The results of this study are supported by (Aziz & Chok, 2013; Mohd Suki & Mohd Suki, 2018; Wijaya & Mahardika, 2019) which show a positive and significant relationship between knowledge and attitude towards halal products. In addition, (Permana, 2019; Putri et al., 2019) also revealed a significant relationship between knowledge and purchase intention of halal-based products through attitude as a mediating variable. Therefore, consumer education is still important to increase awareness about halal standards, both with Islamic lectures and social campaigns so that it is expected to be able to influence consumer attitudes towards halal cosmetics which in turn increase their purchase intention. According to (2007) Klerck and Sweeney (2007), accurate product knowledge provides greater insight into how consumers evaluate products. Consumers need to know about the characteristics of a product, if consumers do not know information about the characteristics of a product, they can be wrong in making purchasing decisions (Nitisusastro, 2012).

Furthermore, there is a religiosity variable which is another focus in this study. It is explained that religion is a person's belief about the absolute definition of teachings and scriptures and their intrinsic reality (Moschis & Ong, 2011). Religion is described as a set of beliefs that are passed down from generation to generation and affect a person's life. Religious values are very important in many cultures, as they influence people's beliefs, awareness, and attitudes (Wilson, 2014). According to Mukhtar and Mohsin Butt (2012), religion plays an important role in shaping individual attitudes and behavior in purchasing goods and services. Religion acts as a perspective to define individual intentions in purchasing "Halal" products. Therefore, it is important for marketers to understand the influence of religion in the selection and purchase intention of a product for this segment. The intensity of an individual's belief in the religion he adheres to is referred to as religiosity. In the study, the results of the analysis showed that religiosity had a positive and significant effect on the intention to buy halal cosmetics. The results of this study are in accordance with and support several previous studies as well as the opinions of experts who prove that religiosity has a significant influence on individual consumption patterns (Weaver & Agle, 2002).

Among others, by Srivastava (2018) which shows that individual religiosity in the Indian market affects their purchase intentions for foreign and domestic products. Furthermore, research by Ahmad et al (2015) found that religion had a greater influence on behavior compared to knowledge related to halal, and there were significant differences in the behavior of respondents between halal food products and halal cosmetic products. The religious and safety concepts associated with halal cosmetic products influence customers to buy them. Halal cosmetics, in accordance with the concept of Halal knowledge (Hajipour et al., 2015). In addition, the research of Alam et al (2011) proves that Muslims adhere to the Islamic values that they believe in as a source of reference before making a reasonable decision or expenditure. Although the results of this study also found that the religiosity of millennial respondents was not found to have a significant influence on attitudes towards halal-certified cosmetic products. However, it directly has a significant effect on purchase intention. This finding shows that the commitment of

Muslim millennial customers to their beliefs is enough to shape their intention to buy the product. On the other hand, they do not have to have a positive attitude towards halal-certified products before they start to develop an intention to buy. The results of this study are supported by the findings of Zakaria et al. (2018) and Haque et al. (2018) which show a positive and significant relationship between religiosity and purchase intention of halal products. In addition Amalia et al. (2020) also revealed a significant relationship of religiosity to the purchase intention of halal-based products.

The results of the next study found that an attitude which is influenced by knowledge and religiosity has a positive and significant effect on purchase intention. The results of this study are in accordance with and support several previous studies and also the opinion of experts, where according to Ajzen and Fishbein (1980) attitude is a positive or negative feeling about an action. Attitude is an emotional expression that expresses feelings of pleasure or displeasure with an entity or object. The intention to buy halal products precedes the process before the actual purchase. Intentions reflect future behavior. Attitudes are postulated to have a direct relationship with behavioral intentions. Attitude is an evaluation in performing a certain behavior that involves an attitude object, such as purchasing a product (Blackwell et al., 2006). Research by Alam & Sayuti (2011) found that there is a significant and positive relationship between attitudes and intentions to buy Halal products. The results of their study show that the TPB model is able to explain 29.1 percent of the variance of intention to buy halal products. Attitude is considered an important element in influencing consumer intention to buy Halal products because those who have a high positive attitude have a greater intention to buy Halal products. This finding reinforces the statement of Ajzen & Fishbein (1980) which states that attitudes can be described as an important element in predicting and describing human behavior. Ireland & Rajabzadeh (2011) found that some consumers in the UAE are also concerned about the halal quality of other products, such as toiletries, and so on. In addition, the research results of Abd Rahman et al. (2015) prove that attitude has a positive effect on the purchase intention of halal products.

CONCLUSION

This study contributes to research on halal products to understand how attitudes affect consumers' buying intentions towards halal products, especially cosmetic products, among millennials in Indonesia. The results provide an understanding that influences the purchase intention of millennials today on halal cosmetic products to assist in formulating strategies for companies. Based on the analysis, attitudes influenced by knowledge and religiosity positively and significantly affected attitudes. The findings followed and supported several previous studies and experts' opinions. Knowledge also influenced consumer attitudes. In this study, religiosity significantly influenced the purchase intention of halal cosmetics among millennials. Therefore, marketers could consider halal certification on their products because relying on education is not enough. This study proved that consumer attitudes influenced by knowledge and religiosity affected their purchase intentions.

The practical implication of the research is increasing purchase intention among millennials. Companies need to educate consumers about products to increase consumer knowledge about the product to generate purchase intentions. Since consumers today are pickier due to available alternative products, marketing managers must be more sensitive to market changes. Because there is still a dearth of consumer information that Halal does not just apply to food items, non-food halal product education is critical for changing people's attitudes. In addition, religiosity significantly affected purchase intentions, so companies could consider making halal products from the MUI. Marketers can also use authoritative figures such as well-known ulama (Muslim academics or clerics) to promote the necessity of buying Halal-labeled cosmetics in markets. In Indonesia, halal means contained in the essential ingredients for making products because most Indonesian people are Muslim. Even non-Muslims believe that when a product is halal certified, then the product is safe to use.

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