

Determinants Analysis of Purchase Intention of Halal Cosmetic Products: A Theory of Planned Behavior Approach (Study Among Universiti Utara Malaysia Students)

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ABSTRAK: Industri halal telah berkembang pesat selama beberapa dekade terakhir dan merambah banyak sektor, termasuk produk kosmetik. Penelitian ini bertujuan untuk menganalisis pengaruh Theory of Planned Behavior (TPB) yang terdiri dari variabel sikap terhadap perilaku (attitude towards behavior), norma subjektif (subjective norms), dan kontrol perilaku yang dirasakan (perceived behavioral control), terhadap minat membeli produk kosmetik halal di kalangan mahasiswa Universiti Utara Malaysia (UUM). Penelitian ini merupakan penelitian lapangan dengan pendekatan kuantitatif. Sampel dalam penelitian ini terdiri dari 100 mahasiswa UUM yang ditentukan berdasarkan Hair Theory. Pengambilan sampel dalam penelitian ini menggunakan accidental sampling. Sedangkan teknik pengumpulan data dalam penelitian menggunakan kuesioner dengan Skala Likert. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis SEM-PLS. Hasil penelitian menunjukkan bahwa attitude towards behavior dan perceived behavioral control memengaruhi minat membeli produk kosmetik halal. Sementara itu, subjective norms tidak berpengaruh terhadap minat beli produk kosmetik halal di kalangan mahasiswa Universiti Utara Malaysia.

Kata kunci: Produk Kosmetik Halal, Minat Beli, Theory of Planned Behavior (TPB), Universiti Utara Malaysia.

ABSTRACT: The halal industry has developed rapidly over the last few decades and penetrated many sectors, including cosmetic products. This research aims to analyze the influence of the Theory of Planned Behavior (TPB), which consists of the variables attitude towards behavior, subjective norms, and perceived behavioral control, on purchase intention of halal cosmetic products among Universiti Utara Malaysia (UUM) students. This research is field research with a quantitative approach. The sample in this study consisted of 100 UUM students who were determined based on hair theory. Sampling in this research used the accidental sampling technique. The data collection technique in research uses a questionnaire with a Likert scale. The data analysis technique used in this research is SEM-PLS analysis. The research results show that attitude towards behavior and perceived behavioral control influence purchase intention of halal cosmetic products. Meanwhile, subjective norms have no effect on purchase intention of halal cosmetic products among Universiti Utara Malaysia students.

Keywords: Halal Cosmetic Products, Purchase Intention, Theory of Planned Behavior (TPB), Universiti Utara Malaysia.

1. INTRODUCTION

In recent decades, there has been a noticeable increase in worldwide demand for halal goods, indicating substantial shifts in consumer tastes, especially in nations with a predominantly Muslim population like Malaysia. Historically, halal certification has mostly been linked to food and drinks, guaranteeing that items comply with Islamic dietary

regulations. Nevertheless, the notion of halal has undergone development and broadened to include a diverse array of goods, spanning from medicines and healthcare items to fashion and cosmetics. The expansion of the halal market reflects a change in consumer awareness, where there is a growing emphasis on the need for items that meet religious, ethical, and quality criteria. The halal business has expanded significantly on a worldwide scale, with a continuously increasing market value. This growth is fueled by religious duties and the belief that halal goods are of higher quality and safety compared to others (Ayyub, 2015).

Malaysia, being a nation with a predominant Muslim population, has established itself as a prominent figure in the halal business, not only as a consumer, but also as a manufacturer and validator of halal products. The nation's dedication to halal standards is evident in its meticulous certification procedures, which are globally recognized and esteemed. In Malaysia, the commitment to halal principles is not only a religious obligation, but it is also strongly ingrained in the country's national identity and cultural customs. This is especially apparent in the procedures by which consumers make decisions, where the halal certification has a substantial impact on buying behavior. Complying with halal standards is important not just for eating choices but also for a wider variety of consumer items, such as cosmetics. Halal certification for cosmetics guarantees that these goods do not include any chemicals that are forbidden by Islamic law, such as alcohol and animal-derived compounds. Additionally, it assures that the production and handling of these products adhere to Islamic standards (Batu, 2014).

The increasing intention of halal cosmetics in Malaysia and other countries with a Muslim-majority population may be ascribed to many causes. First and foremost, Muslim consumers are increasingly more conscious of the significance of utilizing items that are in accordance with their religious convictions. This awareness is reinforced by the growing availability of data on product constituents and production methods, enabling customers to make more informed choices. Furthermore, the belief that halal items possess superior quality and are more secure to use has further intensified the desire. Halal certification is often linked by customers to rigorous quality control and ethical manufacturing techniques, which are seen as enhancing the value of the goods (Herlina et al., 2020). In addition, the ethical aspect of halal products, which encompasses concerns about animal well-being, environmental sustainability, and fair trade, appeals to a wider audience beyond the Muslim community. This contributes to the worldwide popularity of halal-certified goods (Soon et al., 2017).

In order to have a deeper comprehension of the elements that influence consumer behavior towards halal goods, it is essential to take into account pertinent theoretical frameworks. The Theory of Planned Behavior (TPB), created by Ajzen (1991), is a highly renowned framework for analyzing consumer behavior. The TPB offers a complete structure for comprehending how people's attitudes, social circumstances, and perceived control over behavior impact their intentions and behaviors. The TPB states that an individual's desire to participate in a certain behavior is influenced by three main factors: attitudes towards the behavior, subjective norms, and perceived behavioral control. Attitudes pertain to an individual's positive or negative assessments of engaging in a particular behavior. Subjective norms encompass the perceived social influence to either participate or abstain from the behavior. Perceived behavioral control relates to an individual's perception of their capability to carry out the behavior. The interaction of these components affects an individual's behavioral intentions, which subsequently forecast their actual behavior (Aziz & Wahab, 2013).

Regarding halal cosmetic products, the TPB proposes that consumers' inclination to buy these products is likely to be affected by their attitudes towards halal cosmetics, their perception of social norms related to halal consumption, and their confidence in their capability to obtain and purchase halal-certified cosmetics. For example, a favorable outlook on halal cosmetics may arise from the conviction that these items are not only

religiously acceptable but also possess superior quality and ethical standards. Subjective standards, however, may be influenced by family, friends, and religious leaders who promote the use of halal items as a fundamental aspect of practicing a devoted Muslim lifestyle. Perceived behavioral control may be affected by several aspects, including the presence of halal cosmetics on the market, the simplicity of recognizing goods that are halal-certified, and the financial capacity to afford these often high-price items (Zailani et al., 2011).

UUM provides a distinctive and pertinent environment to investigate the impact of the Theory of Planned Behavior on students' inclination to buy halal cosmetic items. UUM is a prominent Malaysian university with a varied student body that reflects the wider Malaysian community, including a substantial number of Muslim students. The university setting is distinguished by a fusion of conventional Islamic principles and contemporary educational methodologies, making it an ideal microcosm for examining consumer behavior within a framework that has religious and cultural significance (Ramli et al., 2022). Due to the prevalent knowledge of religious and ethical factors in Malaysia, it is quite probable that UUM students possess a comprehensive understanding of halal matters. These individuals are well-suited for studying the interplay between attitudes, subjective norms, and perceived behavioral control in influencing their intention in halal cosmetics.

Moreover, the student population at UUM is very significant for this study since young people constitute a crucial section of the halal market. This demographic is not only more susceptible to the impact of worldwide trends and contemporary marketing tactics, but also takes a leading role in promoting items that match with their own values and views. Gaining insight into the determinants that impact their buying choices is crucial for formulating efficient marketing tactics that meet the increasing need for halal goods. With the ongoing growth of the halal cosmetics industry, it is crucial for manufacturers and marketers to acknowledge the significance of ensuring that their products are in line with the beliefs and expectations of Muslim customers. This entails not just guaranteeing adherence to halal certification criteria but also tackling the ethical, environmental, and quality apprehensions that are progressively significant to customers (Zakaria et al., 2019).

The objective of this study is to examine how the Theory of Planned Behavior may be used to forecast and elucidate the inclination of UUM students to buy halal cosmetic items. The research aims to investigate the attitudes, social pressures, and perceived control variables that influence students' shopping choices by specifically focusing on this demographic. The results of this study are anticipated to enhance comprehension of Muslim consumer behavior, specifically regarding halal goods, and provide practical insights for firms in the halal cosmetics sector. This research aims to provide practical guidelines for producers and marketers seeking to successfully interact with the Muslim consumer market and promote halal cosmetic goods by analyzing the main factors that influence purchase intention.

To summarize, the emergence of halal cosmetics into the wider consumer market signifies a substantial change in consumer behavior, motivated by religious and ethical factors. The Theory of Planned Behavior provides a beneficial framework for comprehending how these factors impact purchase intentions. This study aims to apply this theory to UUM students in order to get insights into the determinants of intention in halal cosmetics. Additionally, it seeks to give advice for firms looking to exploit the potential of this expanding market. This research will not only enhance the academic comprehension of consumer behavior regarding halal goods but also have practical ramifications for the creation of more efficient marketing tactics that appeal to Muslim customers globally.

2. METHOD

2.1 Research Approach and Data Collection Method

This research is a field research in Universiti Utara Malaysia, Sintok, Kedah Darul Aman, Malaysia. Researchers used a quantitative approach using an online questionnaire administered via google form to collect the data. The collected questionnaire data will be analyzed in depth to gain conclusive insights and present appropriate discussions based on research findings (Sugiyono, 2022). This online survey consists of 18 statements, using a 5-point Likert scale to measure the respondent's level of agreement with the statements presented regarding the variables studied (Sujarweni, 2022). The key variables studied were Attitude (5 statements), Subjective Norm (4 statements), Perceived Behavioral Control (4 statements), and Purchase Intention (5 statements).

2.2 Research Sample

This research refers to data collected from 100 students in the Universiti Utara Malaysia, Sintok, Kedah. The determination of the sample size in this research follows the theory by Hair et al. (2014) stated that the sample size used for questionnaire survey-based research is around 5–10 the number of indicators in the questionnaire, so that the respondents needed in this research are between 90-180 people. The sampling technique used was purposive sampling with the following criteria: (1) UUM student; and (2) ever purchased halal cosmetic products. Sampling was carried out through accidental sampling, namely using existing respondents as long as they met the criteria

2.3 Data Analysis Method

Structural Equation Modeling (SEM) is used to test previously developed hypothesis. Researchers use a Partial Least Squares (PLS) technique in this research. The main goal of SEM-PLS is to initiate predictive relationships between the variables studied. SEM-PLS is a suitable method for research confirmation because it can show whether or not there is a relationship between variables based on the data analyzed. SEM-PLS analysis in this research was carried out using the SmartPLS 3 application (Ghozali, 2015).

2.4 Literature Review and Hypothesis Development

2.4.1 Halal Cosmetics Product

Halal cosmetic products are beauty products that are produced and certified in accordance with Islamic sharia law. This product does not contain haram ingredients, such as alcohol, or ingredients from animals that are not slaughtered according to sharia. In addition, the production process must also meet strict hygiene and ethical standards, without contamination with haram ingredients. The halal concept in cosmetic products covers the entire production chain, from ingredient selection to the manufacturing process to distribution, ensuring that the product is safe and in accordance with Islamic values (Suryowati & Nurhasanah, 2020).

Halal certification is an important element in halal cosmetics because it provides assurance to consumers that the product has been verified by a competent authority and meets all established halal standards. Apart from being a guide for Muslim consumers, halal certification also increases the attractiveness of products in the global market, where consumers are increasingly concerned about the quality, ethics, and sustainability of products. Halal cosmetic products, with their advantages in terms of cleanliness, naturalness, and ethics, have the potential to attract consumers who are looking for products that not only conform to religious principles but are also in harmony with health and environmental values (Pratiwi & Falahi, 2023).

2.4.2 Purchase Intention

Blackwell et al. (2001) defines purchase intention as what we think we will buy and what we want. Thus, purchase intention can be used to measure a consumer's tendency to purchase a product, and the relationship between these two components is such that the stronger the purchase intention, the greater the consumer's desire to purchase a product. Purchase intention represents a mental condition in the form of a consumer's desire to buy a product (Prastiwi & Syahrinullah, 2023). According to Kotler & Keller (2009) in Limartha & Erdiansyah (2019), purchase intention is behavior shown by consumers who want to buy a product based on their previous choices, uses, and/or desires for the product. The consumer's mental state, which shows how committed they are to making a purchase, can also define what is meant by purchasing intention. A person's urge to make a purchase is influenced by intention, which ultimately translates that intention into concrete action. Therefore, when making a purchasing decision, purchase intention will arise beforehand (Sari, 2020).

2.4.3 Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (TPB) is used as a theoretical framework to predict attitudes, subjective norms, and perceived behavioral control as a basis for predicting behavioral intentions. This is the most influential theory for predicting social conditions. Additionally, this theory has been used in the field of ecological behavior. Ajzen (1991) revealed that the Theory of Planned Behavior (TPB) model has subjective norms, perceived behavioral control, and attitudes that influence intentions, which will influence actual behavior. In 1991, Ajzen developed the Theory of Planned Behavior (TPB), and its basic structure represents the framework of popular cognitive theory. This theory explains and reveals predictors of individual purchase intentions and behavior. The development of TPB started with the Theory of Reasoned Action (TRA), which was developed to see every human behavior that has been certified as successful in determining and seeing human behavior in different application contexts (Ajzen, 1991).

2.4.4 Attitude

Attitude towards behavior is defined as a personal evaluation of whether it is beneficial or detrimental to the implementation of the behavior. In fact, an individual has the potential to pursue some behavior if he or she has a positive attitude toward the pursuit behavior. With a good attitude towards certain behaviors, their behavioral intentions will increase accordingly (Ajzen, 1985). The affective, behavioral, and cognitive components of this attitude express the confidence in the information a person has about an object. An individual's attitude towards a product consists of actions or responses that can be observed from the results (favorable or unfavorable) to be performed. Attitude is the degree to which a person has a favorable or unfavorable evaluation or assessment of the behavior in question. Attitude is a learned tendency for individuals to engage in and respond constantly to favorable or unfavorable attitudes (Nya et al., 2019). Previous research states that attitude has a positive and significant influence on purchase intention (Lasmy et al., 2021). Based on the relevant research mentioned above, the hypothesis is formulated as follows:

H1 : Attitude influence purchase intention of halal cosmetics product.

2.4.5 Subjective Norms

Subjective norms are normative beliefs that are the expectations of other people (Ajzen, 1991). It can be defined as an individual's motivation to follow personal expectations that are personally important, for example, those of colleagues and superiors (Taylor & Todd, 1995). In the concept of behavior related to management, subjective norms have an important impact on behavioral intentions (Hillhouse et al., 2000). Normative pressure shows more to family and close friends, and appearance is considered a desirable and admirable trait associated with friendship and environmental

preferences. If consumers consider a particular product to be good, they are more likely to buy it. Social approval from family, friends, and those closest to colleagues influences a person's decision-making. Individuals' cognitions change significantly with suggestions or advice from someone important to them (Yadav & Pathak, 2017). In other words, encouragement and social influences are important for the use of products and services. On the dimensions of normative beliefs and motivation that are recommendations, family, friends, and social community are very influential in decision-making (Nugroho et al., 2018). Previous research states that subjective norms has a positive and significant influence on purchase intention (Yadav & Pathak, 2017). Based on the relevant research mentioned above, the hypothesis is formulated as follows:

H2 : Subjective norms influence purchase intention of halal cosmetics product.

2.4.6 Perceived Behavioral Control

Ajzen (1991) states that perceived behavioral control is a perception of whether the behavior can be controlled by the individual. Resource and opportunity control beliefs are related to perceived behavioral control potential, which can be shaped as control beliefs viewed by the perceived ability of control factors. Perceived self-efficacy refers to people's beliefs about their own abilities, their level of functioning, and the events that affect them in their lives (Bandura, 1991). When a person's behavioral intention increases because they believe they have a lot of resources in the form of money, skills, and time, they have a higher perception of control. Therefore, when consumers feel they have more control over purchasing a product, they are more willing to purchase that product (Kim & Chung, 2011). Previous research states that perceived behavioral control has a positive and significant influence on purchase intention (Paul et al., 2016). Based on the relevant research mentioned above, the hypothesis is formulated as follows:

H3 : Perceived behavioral control influence purchase intention of halal cosmetics product.

3. RESULT AND DISCUSSION

3.1 Respondents Demographic Profile

This research was conducted on 100 students from Universiti Utara Malaysia who became respondents with various demographic profiles and were categorized based on gender, age, education level, year of study, and monthly personal income. Details regarding the respondent's demographic profile in this research are as follows:

Table 1. Respondents Demographic Profile

Characteristics	Description	Amount	Percentage
Gender	Male	30	30%
	Female	70	70%
Age	18-20 Years	10	10%
	21-23 Years	58	58%
	23-26 Years	27	27%
	Above 26 Years	5	5%
Education Level	Bachelor	73	73%
	Master	26	26%
	Doctoral	1	1%
Year of Study	Year 1	53	53%
	Year 2	24	24%
	Year 3	11	11%
	Year 4	12	12%

Monthly Personal Income (RM)	Less than 1000	68	68%
	1001-2000	11	11%
	2001-3000	14	14%
	3001-4000	1	1%
	4001-5000	3	3%
	Above 5000	3	3%

Based on table 1, it can be seen that the characteristics of respondents in this research are the majority: female (70 people or 70%), aged 21–23 years old (58 people or 58%), at bachelor degree educational level (73 people or 73%), studying in their first year of study (53 people or 53%), and have a monthly income of less than RM1,000 (68 people or 68%).

3.2 Data Analysis

Data analysis in the SEM-PLS model consists of outer model and inner model. The outer model, or outer measurement, is also called the measurement model. The outer model test aims to specify the relationship between latent variables and their indicators. The outer model test using the PLS algorithm procedure in Smart-PLS. While, the inner model is a structural model used to predict causal relationships (cause-and-effect relationships) between latent variables. The structural model (inner model) describes the causal relationship between latent variables that has been built based on the substance of the theory. The inner model test using the bootstrapping procedure in Smart-PLS (Ghozali, 2015).

3.2.1 Outer Model Test

Before conducting and also analyzing the inner model test, the research needs to conduct outer model test for validate the latent construct model measurements to determine validity and reliability. Validity can be determined by observing the loading factor value of each indicator in the construct model with valid criteria if the value is more than 0.7. This validity is known as convergent validity, namely the validity of the indicator, which is assessed based on the correlation between the item score (component score) and the construct of the variable (Ghozali, 2015).

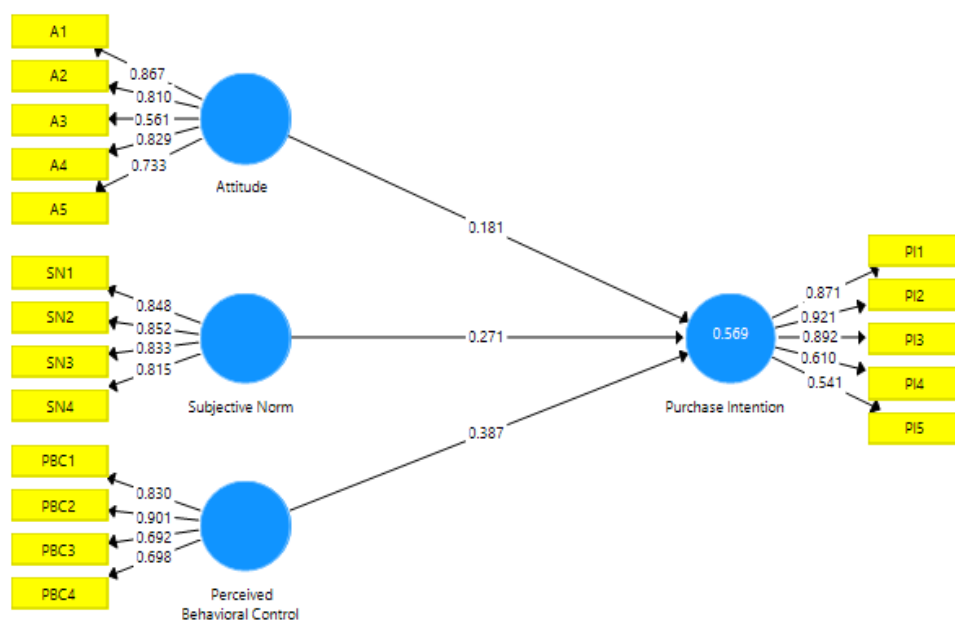


Figure 1: Output PLS Algorithm - I

Table 2. Loading Factor

Variable	Label	Item	Loading Factor
Attitude	A1	I like to choose Halal cosmetic products	0.867
	A2	I always look for the Halal label when I buy cosmetic products	0.810
	A3	Halal cosmetic products are important	0.561
	A4	Using Halal cosmetic products is my own choice	0.829
	A5	I feel that I need to appreciate Halal cosmetic products	0.733
Subjective Norm	SN1	Most people who are important to choose Halal cosmetic products	0.848
	SN2	My family members prefer Halal cosmetic products	0.852
	SN3	My friends would think that I should choose Halal cosmetic products	0.833
	SN4	People who are important to me will support me to buy Halal cosmetic products	0.815
Perceived Behavioral Control	PBC1	I am confident that I can purchase Halal cosmetic products rather than normal products when I want	0.830
	PBC2	I see myself as capable of purchasing Halal cosmetic products in future	0.901
	PBC3	I have the resources, time, and willingness to purchase Halal cosmetic products	0.692
	PBC4	There are likely to be plenty of opportunities for me to purchase Halal cosmetic products	0.698
Purchase Intention	PI1	I am willing to pay more for Halal cosmetic products	0.871
	PI2	I am willing to wait longer to buy Halal cosmetic products	0.921
	PI3	I am willing to shop around to buy Halal cosmetic	0.892
	PI4	I am willing to travel long distances to buy Halal cosmetic	0.610
	PI5	I intend to purchase Halal cosmetic products in the future	0.541

Based on the data in Table 2, it can be seen that the indicators A3, PBC3, PBC4, PI4, dan PI5 have loading factor values < 0.7 . So, it can be concluded that the indicator is invalid and does not meet the convergent validity criteria. Indicators that have a loading factor value of less than 0.7 are not included in the inner model test, so they are discarded (Ghozali, 2015).

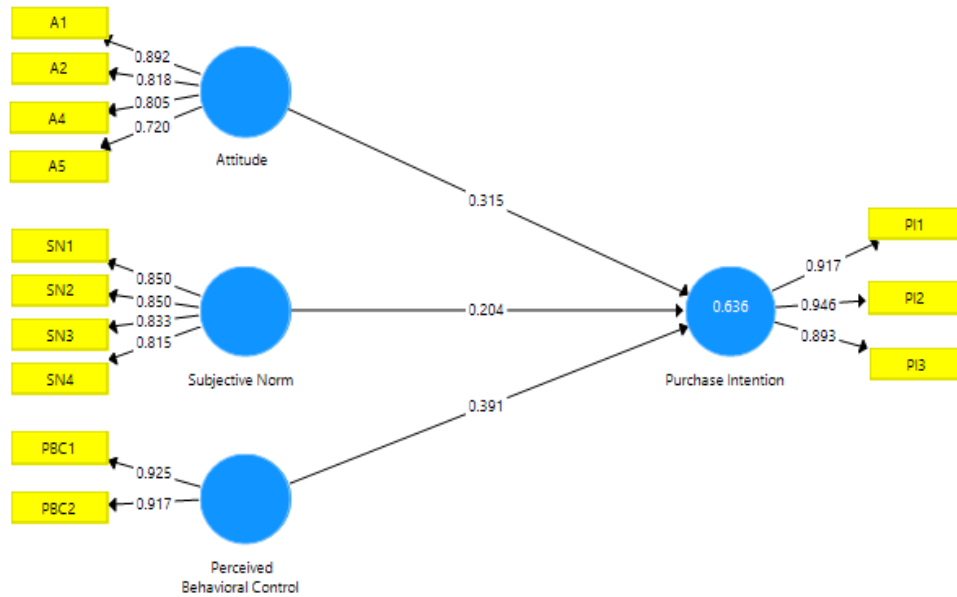


Figure 2: Output PLS Algorithm - II

Table 3. Validity Test

Variable	Label	Loading Factor	AVE	Result
Attitude	A1	0.892	0.658	Valid
	A2	0.818		Valid
	A4	0.805		Valid
	A5	0.720		Valid
Subjective Norm	SN1	0.850	0.849	Valid
	SN2	0.850		Valid
	SN3	0.833		Valid
	SN4	0.815		Valid
Perceived Behavioral Control	PBC1	0.925	0.845	Valid
	PBC2	0.917		Valid
Purchase Intention	PI1	0.917	0.701	Valid
	PI2	0.946		Valid
	PI3	0.893		Valid

The validity test results in Table 3 show that the loading factor values after several indicators that do not meet the criteria are discarded. It can be seen that all indicators in Table 3 have a loading factor value > 0.7. In this case, it is stated that all instruments are declared valid and have a high correlation. Apart from that, to ensure the validity of the variables used, it can be seen from the Average Variance Extracted (AVE) value with a criterion of more than 0.5 (Ghozali, 2015). It can be seen in Table 3 that all variables have an AVE value > 0.5, so it can be said that the variables used in building the construct are valid.

Table 4. Reliability Test

Variable	Cronbach Alpha	Composite Reliability	Result
Attitude	0.829	0.884	Reliable
Perceived Behavioral Control	0.822	0.918	Reliable
Purchase Intention	0.908	0.942	Reliable
Subjective Norm	0.860	0.904	Reliable

Meanwhile, to test the reliability of the construct in this research, it can be seen from the Cronbach Alpha and Composite Reliability values. The construct is reliable if the values is more than 0.7 (Ghozali, 2015). Based on Table 4, it is known that all variables have Cronbach Alpha and Composite Reliability values above 0.7, so all variables are declared reliable.

3.2.2 Inner Model Test

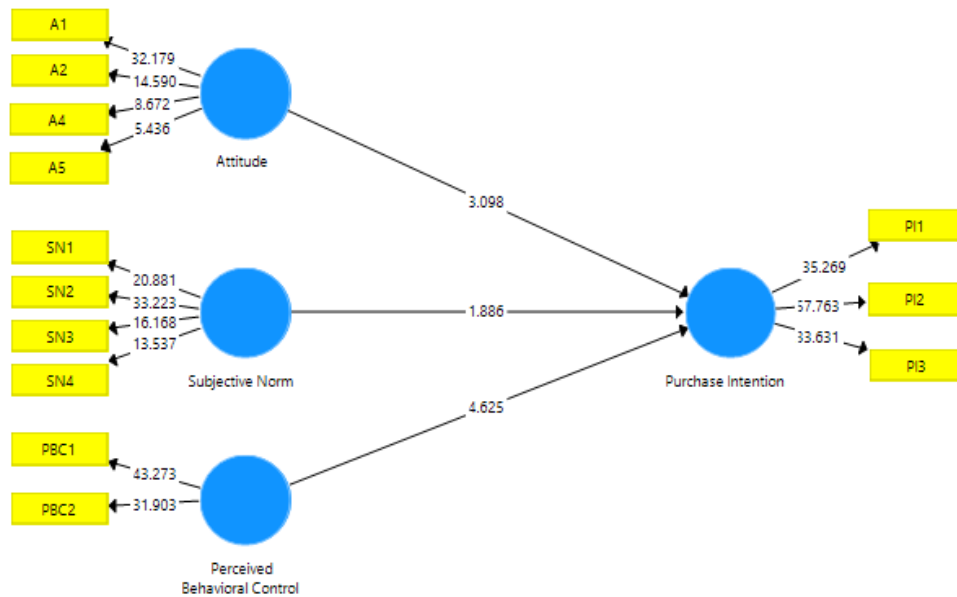


Figure 2: Output Bootstrapping

Table 5. Hypotheses Test

Hypothesis	Original Sample (O)	T Statistics (O/STDEV)	P Values	Result
H1 (Attitude -> Purchase Intention)	0.315	3.098	0.002	Accepted
H2 (Subjective Norm -> Purchase Intention)	0.204	1.886	0.060	Rejected
H3 (Perceived Behavioral Control -> Purchase Intention)	0.391	4.625	0.000	Accepted

The T Statistics and P Values within the inner model were thoroughly examined to evaluate the acceptance or rejection of the hypotheses (Ghozali, 2015). The results of the hypothesis testing are presented on Table 5. At a significance level of 0.05, H1 and H3 were found to have a significant influence. Conversely, H2 did not demonstrate a significant influence.

Table 6. Coefficient of Determination

	R Square
Purchase Intention	0.636

The coefficient of determination explains how influential the independent variables on the independent variable. The level of the coefficient of determination can be determined from the R Square value (Ghozali, 2015). Based on Table 6, it can be seen that independent variables, namely attitude towards behavior, subjective norm, and

perceived behavioral control, can influence the dependent variable, namely the purchase intention of 0.636 (63.6%). According to Chin (1998), the R Square value is categorized as strong if it is more than 0.67, moderate if it is more than 0.33 but lower than 0.67, and weak if it is more than 0.19 but lower than 0.33 (Chin, 1998).

3.3 Discussion

3.3.1 The Influence of Attitude on Purchase Intention of Halal Cosmetics

The research results show that attitude towards behavior has a significant influence on the purchase intention of halal cosmetics products among Universiti Utara Malaysia (UUM) students. Positive attitudes towards halal products, such as the belief that these products are cleaner, safer, and more ethical, increase students' desire to buy these products. This attitude is formed from personal experience, knowledge, and belief in the values contained in halal products. Therefore, the more positive a person's attitude towards halal products, the more likely they are to have strong purchasing intentions.

In the context of UUM students, attitudes towards halal cosmetics products may be influenced by their knowledge background and strong religious beliefs. This campus may offer a supportive environment for the consumption of halal products, both through educational programs and a campus culture that supports halal values. Students who have a positive attitude towards halal products are also likely to have a higher awareness of the importance of consuming products that comply with their religious principles, which ultimately influences their purchasing intentions.

Apart from that, attitudes towards behavior can also be influenced by individual perceptions of the benefits of halal products, such as higher quality and guaranteed cleanliness. This positive attitude functions as a strong internal motivator, encouraging students to choose halal products over conventional products. Thus, a positive attitude towards halal products is one of the main determinants that drives purchasing intentions among UUM students. The results of this research are in line with research of Lasmy et al. (2021) which states that attitude influence purchase intention.

3.3.2 The Influence of Subjective Norms on Purchase Intention of Halal Cosmetics

The research results show that subjective norms do not have a significant influence on the purchase intention of halal cosmetic products among Universiti Utara Malaysia (UUM) students. Subjective norms refer to individuals' perceptions of social pressures or the expectations of others that influence their decisions to act. In the context of this research, the insignificant results indicate that influence from friends, family, or the surrounding community does not play an important role in determining UUM students' decisions to buy halal cosmetic products.

There are several reasons why subjective norms do not influence the purchase intention of halal cosmetic products. One of them is that UUM students may have a high level of independence in making consumption decisions, so they rely more on personal beliefs and individual judgments rather than following the views of others. This suggests that the decision to purchase halal cosmetic products is driven more by internal factors, such as personal attitudes and religious beliefs, than by social expectations.

Additionally, UUM students may have different exposure to social influences related to halal products. If halal cosmetic products have become the norm or are considered a common choice in their environment, then the social pressure to follow this trend will be reduced. As a result, purchasing decisions are no longer influenced by what others think they expect but rather by personal preferences and beliefs. This indicates that although subjective norms are often considered an important factor in behavioral theory, in this context, their influence on the purchase intention of halal cosmetic products is not

significant. The results of this research are in line with research of (Ningtyas et al., 2021) which states that subjective norms not influence purchase intention.

3.3.3 The Influence of Perceived Behavioral Control on Purchase Intention of Halal Cosmetics

The research results show that perceived behavioral control has a significant influence on the purchase intention of halal cosmetic products among Universiti Utara Malaysia (UUM) students. Perceived behavioral control refers to the degree to which individuals feel they have control over their actions, including the ability to access and purchase certain products. In this case, students who feel that they have sufficient ability, knowledge, and resources to purchase halal cosmetic products tend to have stronger purchasing intentions.

These behavioral control factors include various aspects, such as the availability of halal cosmetic products on the market, affordable prices, and easy access to obtain these products. If halal cosmetic products are easy to find in the environment around campus or widely available in local shops, students will feel more able to purchase them. Apart from that, perceived control can also be influenced by the knowledge they have about halal products, including understanding their benefits and how to recognize products that are halal certified. With this perceived control, students are more motivated to make purchasing decisions.

Furthermore, strong perceived behavioral control also reflects students' self-confidence in making choices that are in line with their personal values. UUM students who feel able to make choices about halal cosmetics without experiencing significant obstacles will be more inclined to buy these products because they feel capable of carrying out actions in accordance with their beliefs. This shows that, apart from a positive attitude, high perceived behavioral control is also an important factor that drives the purchase intention of halal cosmetic products among students because they feel they have adequate capacity and support to make the desired decision. The results of this research are in line with research of (Paul et al., 2016) which states that perceived behavioral control influence purchase intention.

4. CONCLUSION

This research focuses on analyzing the factors that influence the purchase intention of halal cosmetic products among Universiti Utara Malaysia (UUM) students using the Theory of Planned Behavior (TPB) approach, with three independent variables tested, namely attitude, subjective norms, and perceived behavioral control. The research results show that attitudes towards halal cosmetic products have a positive and significant influence on purchase intention, which means that the more positive an individual's attitude towards the product, it will increase the purchase intention on the halal cosmetic products. On the other hand, subjective norms do not have a significant influence on the purchase intention of halal cosmetic products. This shows that social pressure or influence from other people does not have a strong impact on UUM students' decisions to purchase halal cosmetic products. This finding can be interpreted as indicating that the decision to purchase halal products is driven more by internal factors, such as personal beliefs and individual preferences, than social influences. Perceived behavioral control is also proven to have a significant influence on purchase intentions. This means that students who feel they have sufficient ability and resources to purchase halal cosmetic products tend to have higher purchase intentions. This factor indicates the importance of product availability and ease of access in influencing purchasing decisions.

This research has several limitations, including the limited sample size of UUM students, so the research results may not be generalizable to a wider population. In addition, this research only considers three determinant factors, so it is possible that other factors also influence the purchase intention of halal cosmetic products but are not included in this research. For future research, it is recommended that this study be expanded to involve a larger and more diverse sample and consider other factors that may be relevant, such as knowledge about halal products, halal awareness, and trust in the brand. By expanding the scope of research, it is hoped that it can provide a more comprehensive understanding of the determinants of purchase intention of halal cosmetic products among consumers.

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