

# **Halal Awareness and Electronic Word of Mouth on Skintific Moisturizer Purchasing Decision**

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## **Abstract**

Indonesia offers a promising environment for those seeking to leverage the significant opportunities within the halal sector. At present, the expansion of the Indonesia's halal sector is predominantly evident in the food and cosmetics sectors. However, the halal cosmetics industry isn't as developed as the halal food industry. This is because the Indonesian population's awareness of halal non-food products, such as skincare, is still relatively low, particularly in comparison to the multitude of local and imported skincare products that are currently available on the market. Moreover, Indonesian consumers employ electronic and social media platforms to conduct research and evaluate products prior to making a purchase. In conducting this research, both laudatory and critical review regarding a specific product are often scrutinized. The research aims to examine how halal awareness and electronic word of mouth impact consumers decisions to purchase skincare moisturizers. The research population comprises muslim individuals residing in the DKI Jakarta who have purchased or used a skincare moisturizer. A total of 100 respondents will be selected for this study. The respondents will be Muslim individuals of productive age (15 to 64 years old) residing in the DKI Jakarta who have purchased or used a skincare moisturizer. The respondents will be selected applying the purposive sampling method. The main data source for this research will be collected by the administration of questionnaires distributed online. The analysis will be conducted using multiple linear regression with partial test and simultaneous test, employing the statistical software SPSS version 22.

**Keywords:** Halal Awareness; Electronic Word of Mouth; Purchasing Decision

## **1. Introduction**

The halal industry has experienced significant growth, particularly within the halal cosmetics sector. Pursuant to 2024 Royal Islamic Strategic Studies Center's "The World's 500 Most Influential Muslims" report, Indonesia's muslim population was to hit 240.62 million by the end of 2023. This figure represents 86.7% of the national population of 277.53 million and is projected to continue increasing (Annur, 2023). The 2023 Zap Beauty Index survey indicates that 75% of skincare product usage, including moisturizers, is concentrated among the productive age groups of 15-64 years (Markplus.inc, 2023). This presents a potential concern for both Indonesian citizens and the cosmetics industry, particularly in terms of ensuring the halal compliance of their products to meet market demand, particularly in Indonesia.

Indonesia represents the second largest market for muslim consumer spending on cosmetic products, with an increasing trend observed on an annual basis (Dinar Standard, 2022). The high demand for cosmetic purchases in Indonesia presents an opportunity for local and

imported cosmetic industry players to expand their market share. A relatively recent addition to Indonesia's cosmetic market, skintific products have gained significant popularity among consumers of all ages. This product is believed to have proven quality in terms of facial skin care, which is why it is of interest to the author. Skintific asserts that its products are BPOM registered and halal, yet not all skintific products are halal certified. Products from skintific that have been confirmed to be BPOM registered and halal include moisturizers. Consequently, this should be a primary consideration for consumers when purchasing imported products, as well as for producers seeking to meet the demands of the Indonesian market, which is predominantly muslim.

Halal awareness involves carefully evaluating all relevant detail to consider prior to making a purchase, to ensure that the consumer is fully informed about the product or service in question and can make an informed choice. Such information includes halal certification and halal labelling on a product, which serves to distinguish halal products from other products in circulation (Ambo & Md Shapir, 2021). A study conducted in Malaysia revealed that information about halal, the accessibility of halal products, and halal-related information disseminated through media outlets played a pivotal part in developing muslim consumers' understanding and viewpoint on halal goods outside the food sector (Rahim &, 2013). Consequently, this halal awareness exerts a considerable effect on consumers when making decisions about purchasing halal goods (Aziz & Chok, 2013).

Aside from the role of halal awareness on consumer buying decision, the advent of electronic word-of-mouth has created a unique opportunity for companies to leverage digital platforms to disseminate information about their products. In this manner, companies may utilize social media to attract consumers and influence their purchasing decisions regarding skincare products. Social media can inform and influence consumer purchasing decisions in a more pronounced manner than other forms of media. As reported by the Indonesian Internet Providers Association (APJII), the 2024 survey revealed that 79.5% of the Indonesian population utilized the Internet in that year, representing a 1.4% increase from the previous year (APJII, 2024). As reported by We Are Social, Indonesia had 139.0 million social media users in January 2024, representing 49.9% of the total population. This data reflects an increase of approximately 1.5 million, or 0.8%, in contrast to the preceding year (Kemp, 2024). The considerable magnitude of Internet and social media users will facilitate carrying out business functions of promotional strategies through communication channels.

Skintific employs social media as a conduit for communication and promotion. The existence of EWOM, which is a consumer review on social media presented of images, videos, and audio that displays information about products and consumer experiences with skintific moisturizer products, can also provide valuable feedback for companies. This feedback can inform strategies to increase market share (Kintradinata & Hidayah, 2023). Purchasing decisions may be influenced by awareness of halal products and electronic word of mouth. It is anticipated that these two factors will prove an efficacious strategy for skintific companies, enabling them to ascertain the availability of halal products in their range and thus gain consumer trust and honest reviews. The presence of product reviews on digital platforms, which constitute a form of contemporary marketing, is also anticipated to facilitate the acquisition of information regarding a product's safety and halalness, thereby instilling confidence in consumers contemplating a purchase of a skintific product.

Indonesia presents a promising landscape for the halal cosmetics industry. An abundance of local and imported skincare products including skintific are currently available in Indonesia. However, it would appear that not all producers and consumers are fully aware of the halal aspects of these skincare products. A significant proportion of the population utilises electronic media and has accessed social media, thereby allowing consumers to leverage digital media to identify products by perusing reviews or recommendations from other consumers online prior to making a purchase decision for skintific moisturizers.

## **2. Literature Review**

### **2.1 Halal Concept**

Anything that is said to be halal must fulfil three conditions, namely permissible in its ingredients, permissible in the method acquisition and permissible in the processing techniques. Halal in substance means that there is no evidence that something is haram or has been determined to be halal. Then halal in the way it is obtained, meaning that the thing in question must also be halal by what is permitted in Islam. Then, halal processing methods, that is, something that is halal must be processed according to Sharia and must not be mixed with something haram (Djakfar, (2009) in research (Maula, 2022).

The intricacies of halal and haram are comprehensively addressed in Qur'an as follows, which means:

"So, eat what is lawful and good from the sustenance which Allah has given you and thank Allah for His favours, if you worship Him alone" (Qs. An-Nahl:114).

The verse not only states that consuming something halal is obligatory but also states that consuming or using something halal is a way of showing gratitude, piety, and faith in Allah SWT.

As stipulated in Indonesian legislation No. 33 of 2014 on Halal Product Guarantee (JPH), products are goods/services that are used, consumed, or enjoyed by the public. All goods to be legally traded in Indonesia must undergo and pass halal certified, which is contained in Article 4 of the Presidential Regulation (PP) on Halal Product Guarantee (JPH). This is anticipated to enhance consumer confidence and assurance in availability of halal products for Indonesian consumers. Additionally, it has the potential to boost the profitability of halal goods manufacturers and retailers (Nasar, 2023).

### **2.2 Halal Awareness**

Halal awareness can be gained through a knowledge possessed by Muslims knowledge and understanding the definition of halal, the manufacturing process, the packaging, and the ingredients used. Halal certification is attainable by products manufactured by Muslim and non-Muslim alike companies (Yunus et al., 2014). Muslim consumers can rely on halal certificates and labels on products sold by producers, which is a form of halal awareness. Halal awareness involves not only knowing the ingredients in a product but also the halalness of the product to be consumed or used (Awan et al., 2015).

Muslims need to pay attention to halal certificates and halal labels when buying and using a product, as this becomes part of their awareness. Although consumers are still very

uninformed about halal products, their ingredients, and other factors that influence consumer interest in buying them, understanding of halal products is still insufficient (Nurhayati & Hendar, 2020). Ambali & Bakar (2014) stated the dimensions of halal awareness as follows:

1. Religion Belief
2. Role of Halal Certification
3. Exposure
4. Health Reason

### **2.3 Electronic Word of Mouth (E-WoM)**

Electronic word-of-mouth is a process of exchanging information in expressed as positive and negative assertions which are constantly changing and ongoing between potential consumers and past users of a good, service, brand or company that is widely accessible online (Ismagilova et al., 2020). Platforms such as Facebook, Tiktok, Instagram, Twitter facilitate electronic word-of-mouth through user-generated online reviews (Gunari, (2019) in research Gunawan & Pertiwi, (2022).

According to Tang & Kim (2022) states that electronic word-of-mouth is the reflects how consumers judge product by reviews that are considered to have an impact on sales, including likes, comments, ratings, recommended videos, post messages online, pictures and blog posts. Therefore, electronic word-of-mouth is a more succesful promotion method than word-of-mouth promotion method (Kedaton et al., 2022). Goyette et al. (2010) state that electronic word-of-mouth has three dimensions which are divided, as follows:

1. Intensity
2. Valence of Opinion
3. Content

### **2.4 Purchase Decision**

The process of consumers decision making involves problem recognition followed by information seeking about a particular product and brand, and then evaluate to be able to solve the problem before making a purchase decision (Tjiptono, (2018) in research Martianto et al., (2023)). Meanwhile, according to Kotler and Keller (2007), in research by Alifia Nur'Aini et al. (2023), a purchase decision is a consumer process that includes problem identification, research phase, evaluation, buying choice and post-purchase activities. This process starts before the purchase and has a long impact after the purchase.

According to Kotler and Armstrong (2008) research, Amalia & Rozza, S.E., M.M., (2022) state that the steps in the consumer decision-making process for a purchase are 5 dimensions:

1. Problem Recognition
2. Information Search
3. Evaluation of Alternatives
4. Purchase Decision
5. Post-Purchase Decision

### 3. Material and Method

#### 3.1 Design Study

Utilizing a quantitative approach with descriptive analysis in this research. The research focused on understanding how halal awareness and electronic word-of-mouth affect the purchasing decisions of skintific moisturizers. This research employs primary data collected directly from participants via social media questionnaires and secondary data derived sourced from academic journals, books, articles and websites that can be trusted. The study utilized a purposive sampling method. Purposive sampling is used to obtain information from a population with sampling criteria that the author has previously determined so that a particular sample is obtained that is through the research objectives.

The population used is Muslim people in DKI Jakarta who have purchased or used Skintific moisturizers. The sample was selected from Skintific consumers in the productive age group of 15-64 years, residing in DKI Jakarta. To assess the number of samples needed in a dynamic and extensive population, the authors use Lemeshow's (1997) formula, as follows:

$$n = \frac{Z^2 \times P (1 - P)}{d^2}$$
$$n = \frac{z^2 \times P(1-P)}{d^2} = \frac{1.96^2 \times 0.5 (1-0.5)}{0.1^2} = 96 \text{ respondents}$$

Specification:

n = number of samples

Z = Z estimate at 95% confidence = 1.96

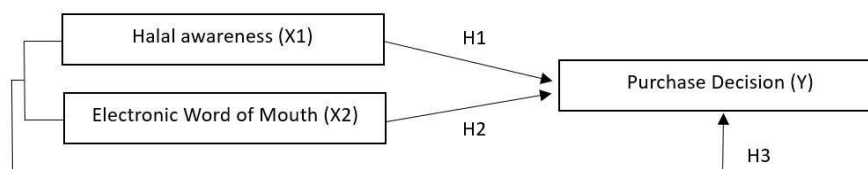
P = Maximum expected true and false probability of 50% = 0.5

d = alpha 0.10 or sampling error 10% = 0.1

Respondents was rounded from 96 to 100 because it was considered representative and exceeded the specified minimum sample size.

#### 3.2 Data analysis

This research employs various methods multiple linear regression analysis and hypothesis testing, namely partial test and simultaneous test, which is supported by SPSS version 22 statistical application with the research framework below:



**Figure 1. Research Model**

### 4. Result

#### 4.1. Classical Assumption Test

## Normality Test

**Table 1** Normality Test Results

One-Sample Kolmogorov-Smirnov Test				
				Unstandardized Residual
N				100
Normal <u>Parameters<sup>a,b</sup></u>		Mean		.0000000
		Std. Deviation		3.11685782
Most Differences	Extreme	Absolute		.100
		Positive		.057
		Negative		-.100
Test Statistic				.100
Asymp. Sig. (2-tailed)				.016 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig. 99% Confidence Interval	Lower Bound		.260 <sup>d</sup>
		Upper Bound		.248
				.271

Table 1 above shows the outcomes of normality testing through Monte Carlo produce a significance value of 0.260. This significance value outweighs the alpha value of 0.05 or (0.260 > 0.05). Hence, the data exhibits a standard normal distribution.

## Multicollinearity Test

**Table 2** Multicollinearity Test Results

Coefficients			
Variables	Tolerance	VIF	Description
Halal Awareness	.486	2.057	Multicollinearity Free
Electronic Word of Mouth	.486	2.057	Multicollinearity Free

Based on Table 2, the VIF value for both halal awareness and electronic word-of-mouth are identical at 2.057, as indicated by the coefficients. In case the VIF scores of both independent variables is under ten or ( $2.057 < 10$ ), it may be understood that the independent variables in the regression model are not exhibiting multicollinearity. The tolerance scores generated by the two independent variables above also each of which is 0.486. If the tolerance scores of both variables is close to 1 or more than 0.10 ( $0.486 > 0.10$ ), this suggests of multicollinearity is not evidence.

## Heteroscedasticity Test

**Table 3 Heteroscedasticity Test Results**

		Coefficients			t	Sig.
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	2.826	1.697		1.666	<b>.099</b>
	Halal Awareness (X1)	-.083	.083	-.144	-.994	<b>.323</b>
	Electronic Word of Mouth (X2)	.068	.085	.117	.807	<b>.422</b>
a. Dependent Variable:						

Table 3 shows the data from heteroscedasticity test using the Glacier test method. The halal awareness significantly value of  $0.323 > 0.05$  and the electronic word-of-mouth significantly value of  $0.422 > 0.05$ . Thus, it can be inferred that the two independent variables are declared not to experience heteroscedasticity.

## 4.2. Multiple Linear Regression Test

**Table 4 Multiple Linear Regression Test Results**

		Coefficients			t	Sig.
Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta		
1	(Constant)	2.297	2.681		.857	<b>.394</b>
	Halal Awareness (X1)	<b>1.008</b>	.132	.513	7.641	<b>.000</b>
	Electronic Word of Mouth (X2)	<b>.887</b>	.134	.445	6.628	<b>.000</b>

Based on Table 4 above, the data analysis applying SPSS version 22 obtained the outcomes of multiple linear regression equations, such as:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + e$$

The equation above provides evidence to suggest that:

1. Value  $a$  or constanta of 2.297 is the value of the dependent variable, particularly the decision to purchase, without being influenced by the independent variables, namely halal awareness



and electronic word-of-mouth. Thus, without the effects of the halal awareness and electronic word-of-mouth, the purchasing decision for skintific moisturizer is favourable 2.297.

2. The unstandardized coefficient value of the halal awareness regression on purchasing decisions is 1.008, indicating that for each 1 unit or 1% rise in the halal awareness, the purchasing decision will increase by 1.008. This positive coefficient value shows that the halal awareness positively contribution to purchasing buying decisions. Thus, the higher the halal awareness of consumers of skintific moisturizers, the higher the purchasing decision for skintific moisturizers.
3. The unstandardized coefficient value of the electronic word-of-mouth regression on purchasing decisions is 0.887, in other words for every 1 unit or 1% growth in electronic word-of-mouth, purchasing decisions are projected to rise by 0.887. This positive coefficient value indicates that the variable related to electronic word-of-mouth evidences a positive contribution to purchasing decisions. Thus, the more reviews and information provided on skintific moisturizers, the more attention and interest consumers have in purchasing them.

#### 4.3. Hypothesis Test

##### T Test (Partial)

**Table 5** T Test Results (Partial)

Variables	t Count	Sig.	t Table	Description
Halal Awareness (X1)	7.641	.000	1.98472	Positive and significant effect
Electronic Word of Mouth (X2)	6.628	.000	1.98472	Positive and significant effect

Table 5 demonstrates that:

1. The effect of halal awareness on purchasing decisions.  
The calculated t value for halal awareness variable exceeds the t table value ( $7.641 > 1.98472$ ) and has a significant level of  $0.000 < 0.05$ . So, it is  $H_0$  declined and  $H_1$  approved. Thus, the interpreted that consumers' decisions to purchase skintific moisturizers are positively and notaby impacted by halal awareness.
2. The effect of electronic word-of-mouth on purchasing decisions.  
The calculated t value for electronic word-of-mouth variable exceeds the t table value ( $6.628 > 1.98472$ ) and has a significant level of  $0.000 < 0.05$ . So, it is  $H_0$  declined, and  $H_1$  approved. Thus, the interpreted that consumers' decisions to purchase skintific moisturizers are positively and notaby impacted by electronic word-of-mouth.

## F Test (Simultaneous)

**Table 6** F Test Results (Simultaneous)

ANOVA <sup>a</sup>					
Model		Sum of Squares	df	Mean Square	F
1	Regression	3567.395	2	1783.697	179.897
	Residuals	961.765	97	9.915	
Total		4529.160	99		

a. Dependent Variable: Purchase Decision (Y)

b. Predictors: (Constant), Electronic Word of Mouth (X2), Halal Awareness (X1)

The outcomes presented in Table 6 indicate that simultaneous f testing on f Count of 179.897 are more significant than the f table value of 3.09 ( $179.879 > 3.09$ ) and a significant level of  $0.000 < 0.05$  in that case  $H_0$  dismissed and  $H_1$  admitted. Thus, the purchase decision for skintific moisturizer as the dependent variable is positively and significantly impact by the both independent variables of halal awareness and electronic word-of-mouth.

## 5. Discussion

### 1. The Effect of Halal Awareness on Skintific Moisturizer Purchasing Decisions (H1)

The conclusions drawn from halal awareness on purchasing decisions skintific moisturizer indicate that the partial hypothesis testing yielded a t-scores of 7.641 is over the critical t-scores of 1.98472 from the r table, and the significance level was 0.000, which is less than 0.05. In light of the rejection of  $H_0$  and the acceptance of  $H_1$ , hypothesis 1 is thus accepted. Findings from the test demonstrate that halal awareness exert a significant effect purchase decision, accounting for 51.3% of the total variance.

This finding indicates that awareness of halal positively and significantly influence consumer purchasing decisions regarding skintific moisturizers in DKI Jakarta. In other words, as the level of consumer halal awareness increases, so too does the likelihood of a consumer making a purchase decision in favour of a scientific moisturizer. Awareness of halal is essential for fostering confidence, credibility and peace of mind in Muslim consumers, thereby influencing their decision to purchase or utilize skintific moisturizer. This is particularly evident when consumers verify the product's halal approval. Furthermore, the existence of a halal approval for the product may facilitate an increase in market share, particularly given the strong demand for halal items in Indonesia.

### 2. The Effect of Electronic Word-of-Mouth on Skintific Moisturizer Purchasing Decisions (H2)

The conclusions drawn from electronic word-of-mouth on purchasing decisions skintific moisturizer indicate that the partial hypothesis testing yielded a t value of 6.628 is more than the critical value of 1.98472, as specified in the table of random variables. Furthermore, the level of significance is 0.000 under 0.05. Thereby, the evidence supports the substitute

hypothesis and refuted the zero hypothesis. In light of the rejection of H0 and the acceptance of H1, hypothesis 2 is thus accepted. The findings from this test indicate that electronic word-of-mouth significantly effect in deciding to buy skintific moisturizers, comprising 44.5% of the overall impact.

Electronic word-of-mouth positively and significantly is shown to be key factor driving purchasing decisions for skintific moisturizers in the greater Jakarta area. In other words, the more favorable reviews consumers provide about skintific moisturizers, the higher the likelihood of purchasing the product. Conversely, the presence of a greater number of negative reviews from consumers has been observed to result in a lower likelihood of purchase. This is attributed to electronic word-of-mouth influence, which provides consumers with convenient access to digital sources of facts about specific products they intend to purchase.

### 3. The Effect of Halal Awareness and Electronic Word-of-Mouth on Skintific Moisturizer Purchasing Decisions (H3)

The findings from the study on how halal awareness and electronic word-of-mouth on skintific moisturizer purchase decision indicate that the calculated f-value of 179.897 is exceeds the critical value of 3.09 and the significance level of 0.000 is under 0.05. In light of the rejection of H0 and the acceptance of H1, the findings likewise confirm hypothesis 3 has also been received. These results demonstrate that combination of halal awareness and electronic word-of-mouth positively also significantly impacts when deciding to buy skintific moisturizers. Table 4.18 indicates that the adjusted R-squared value of 0.783 (78.3%) by coefficient of determination test and the demonstrates that halal awareness and electronic word-of-mouth has a powerful role in shaping consumer purchase decision, explaining 78.3% of the variance. The remaining 21.7% of the variance is attributed to variables not incorporated into the regression framework.

It is therefore evident that awareness of the use of halal moisturizer goods represents a crucial aspect for productive-age muslim consumers in the greater Jakarta area. Halal moisturizer products can serve to enhance consumer confidence with regard to product safety and quality. Furthermore, they can facilitate the fulfillment of consumers' spiritual needs, thereby fostering satisfaction and loyalty in the purchase of scientific moisturizers. Moreover, electronic word-of-mouth is a significant factor influencing consumer decision-making regarding the purchase of skintific moisturizer. The credibility of the information generated by EWoM is often highly regarded by consumers, making it an influential source of information in their purchase decisions. Furthermore, EWoM can reinforce positive perceptions and recommendations on social media, thereby instilling confidence in consumers and potential consumers, motivating them to make a purchase decision for skintific moisturizer.

## 6. Conclusion

The outcomes from studies employing multiple linear regression analysis tests and SPSS version 22 statistical tools, which assist in addressing hypothesis assumptions, questions, and research objectives, are presented herein. The data set comprised 100 respondents, selected according to the research criteria, and obtained through the distribution of questionnaires via social media. The research was primarily comprised of female respondents (92%) and males

(8%), spanning ages from 15-24 years. The respondents were distributed across the domiciles of South Jakarta and East Jakarta. The last level of education completed by the respondents was SMA/SMK/equivalent and Bachelor (S1/S2/S3). The respondents identified as students and employees/employees, with monthly income levels ranging from Rp. 500,000 to Rp. 1,000,000, Rp. 1,000,000 to Rp. 2,000,000, and above Rp. 4,000,000, respectively. Thus, the monthly expenditure on skintific moisturizer is estimated to be within the range of Rp. 200,000 and Rp. 500,000, given that the cost of a single skintific moisturizer is approximately Rp. 129,000. The author's primary findings from the data distribution, research and discussion are summarized below:

1. The halal awareness yields a computed t-scores of 7.641 surpasses the critical value of 1.98472 in the t Table with a significance level of 0.000, which is less than 0.05. Therefore, it can be inferred that halal awareness factors positively and significantly affect the decision-making process for buying skintific moisturizers.
2. The electronic word-of-mouth on purchasing decisions for skintific moisturizers exhibits a t value of 6.628, exceeding the critical t value of 1.98472, as derived from the t table with a significance result of 0.000 falls below the critical significance level of 0.05. The result indicate that electronic word-of-mouth positively also significantly affects purchase decision for skintific moisturizers.
3. The halal awareness and electronic word-of-mouth on purchasing decisions for skintific moisturizers simultaneously have a calculated f value of 179.897 > 3.09 f Table with a significance level of 0.000 < 0.05. So, purchasing decisions for skintific moisturizers are significantly and positively by halal awareness and electronic word-of-mouth. A coefficient of determination of 0.783 indicates that 78.3% of the independent variables, specifically halal awareness and electronic word-of-mouth is able to clarify the dependent variable, namely purchasing decisions. With the remaining 21.7%, purchasing decisions are elucidated by the additional factors considered in this research.

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