DETERMINING PURCHASE INTENTION IN HALAL PERSONAL CARE PRODUCT: STUDY ON MUSLIMAH MILLENNIAL GENERATION

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Abstract: Currently, Indonesian citizens were mostly dominated by the millennial generation. The domination of this generation became a potential market for a halal product. However, millennials considered having less interest to dig more information about the “halalness” of products. Therefore, this study will focus on the millennial generation’s halal personal care product purchase intention behavior. Method applied in this study was quantitative and the primary data taken from the millennial generation in Jakarta, which amounted to 104 respondents by purposive sampling. Further, Partial Least Square (PLS) was used as data analysis. The results study showed that halal personal care product’s purchase intention was affected significantly by halal marketing and health reason. Halal awareness and certification did not significantly affect the millennial generation’s purchase intention of halal personal care products.

Keywords: Millennial, Halal, Purchase Intention


Moslems are obligated to consume halal products obtained from halal ways wherever they lived. Halal means as allowed or permissible and refers to halal based on Islamic believer (Rajagopal et al., 2011). However, the halal concept is not merely popular on Moslems but also non-Muslim. Besides, this concept does not apply merely to food and beverages, and it is also applied in medicines, cosmetics, personal care, and finance (Lada et al., 2009).

One of the halal product categories was cosmetic and personal care. Cosmetic and personal care products are considered halal when the material fulfilled sharia requirements, and haram materials like alcohol and products delivered from pork are not used in the process. All materials must be produced, stored, packaged, and sent based on halal standards (Islam and Chandrasekaran, 2015).

The halal cosmetic concept covers all management aspects. It is not merely focused on the production aspect, such as halal procurement material, but all elements must be measured, including mak-
ing procedures, packaging, storage, and logistic (Khan and Haleem, 2016).

Millennials are a generation of young people. It is characterized by the use and adaptation of technology in daily life, as well as values, life experiences, motivations, and common buying behaviors. This generation is Born between 1980 and 2000 (Lee and Kotler, 2016), currently between 17 and 37 years old. Depending on geographic area or different theoretical location, the range of this generation may be different. They are currently developing into a social group affected by life changes from childhood to adulthood. They are world events, social and economic changes, and technology integration in daily life. Therefore, culture and shared life experiences make them the development of similar attitudes and beliefs. Knowing what motivates them and their expectations and behavior has increased research interest in this field, which is an evolving process.

Millennials make up a huge population, and their purchasing power makes them attractive targets suitable for many consumer industries. Therefore, millennials have become an impressive group since the millennium. Compared with other generations, their behavior is different, and that’s why the research they got important and relevant (Smith, 2011).

Indonesia is known as a country with a majority population consists of Moslem. In areas where most of the population is Muslim, most citizens tend to be less aware of the product’s halalness than people who live in areas where the Muslim population is a minority (Omar, Muhammad, and Omar, 2008). In addition to millennial generation’s domination (Kementerian Pemberdayaan Perempuan dan Perlindungan Anak and Badan Pusat Statistik, 2018), millennial consumption pattern prefers to product display (bin Salman, Rohman, Halim, and Susilayati, 2019). They consider having no interest in seeking more information about the halal product (Fitria et al., 2019).

As a dominant composition of citizens in Indonesia, the millennial generation becomes a potential market for halal industry development. The need for halal products by the millennial Muslim generation will have a high number (Endri et al., 2020). It is necessary to know the factors that affected the halal product’s purchase intention to increase millennial value on the halal product. Halal product purchase intention was positively and significantly affected by halal awareness (Fitria et al., 2019; Izzudin, 2018; Majid et al., 2015; Nurhasanah and Hariyani, 2017; Widyaningrum, 2019). Consumer awareness dealing with product halalness will make people meticulous about consuming the product (Ishaq and Prayoga, 2017). Halal product awareness is defined as the halal concept, halal process, and the assumption that consuming halal products is important for Moslems (Setyaningsih and Marwansa, 2019). The higher the consumers’ awareness about halal products, the more interest in buying halal products will be higher.

In some cases, consumers see halal product quality insurance through halal certification existence. Halal certification, whether in the form of certificate, logo, trademark, or stamp, is a guarantee that the products has passed through rigorous and extensive inspection from legitimate Islam certification authority organization and shows that the source, material, and the process is following sharia principles (Al-Mazeedi et al., 2013; Nawi and Nasir, 2014). Halal certification positively and significantly affects halal products’ purchase intention (Faturohman, 2019; Fitria et al., 2019; Nurhasanah and Hariyani, 2017). However, Putri and Santi (2019) found that halal certification does not significantly influence the halal product purchase intention. That indicates that halal certification does not guarantee to be one of the factors affecting halal products’ purchase intention by consumers.

Following the Islamic principle, products can be marketed, namely halal marketing (Tajamul and Chandrasekaran, 2015). Halal marketing having a similar concept to general marketing but adds the Islamic sharia element as guidance. Halal marketing positively and significantly influences halal product purchase intention (Fitria et al., 2019; Nurhasanah and Hariyani, 2017). On the contrary, Faturohman (2019); Putri and Santi (201); Zainuddin Zakaria et al. (2015) described that halal marketing does not significantly influence halal products’ pur-
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chase intention. Thus, it can be said that halal marketing does not guarantee factors that influencing halal products’ purchase intention by consumers.

Apart from being marketed based on Islamic law, consumers’ products have to fulfill the requirements as healthy products (Shaharudin et al., 2010). Moreover, consumers are getting more educated to care more about healthy food (Quah and Tan, 2010). In this case, halal products are mostly considered healthy products (Quantaniah et al., 2013). Hence, health reasons positively and significantly influence halal products’ purchase intention (Nurhasanah and Hariyani, 2017). However, Hussain et al. (2016) stated that health reason does not influence substantially halal product purchase intention. It means that health reason does not guarantee as factors that affect halal product’s purchase intention yet.

Based on several explanations above, halal products’ purchase intention can be affected by various factors, namely halal awareness, halal certification, halal marketing, and health reasons. Halal products that become research focus are local brands of personal care in Indonesia such as lip balm, hand and body lotion, body butter, eau de toilette, body mist, roll on, facial wash, facial scrub, face toner, sunscreen gel, oil massage, cream moisturizer and acne gel (Aisyah, 2017).

This study used several variables that were not widely found in case studies of halal personal care products, mainly health reasons. This study considers the halal personal care industry as necessary since Indonesia is a country with the world’s largest Moslem populations. Halal is essential for Moslems because it means permitted or according to Islamic law and refers to products allowed to consume by Moslems. Therefore, this research aims to determine the influence of halal awareness, halal certification, halal marketing, and health reasons on the millennial generation’s purchase intention of halal personal care products.

LITERATURE REVIEW

Purchase Intention

Generally, intention can be defined as a deep interest or desire to do something people like. Purchase intention is also described as consumers’ desire to purchase products or services based on their needs and wants (Zeithaml, 1988). Ajzen (1985) stated that human behavior is firstly affected by intention. Thus, purchase behavior will be influenced by the purchase intention before the purchase decision is performed.

Purchase intention of halal products reflected through the human choice to buy the halal product (Faturohman, 2019; Fitria et al., 2019). Besides, halal product purchase intention is reflected through the halal product’s primary preference and the tendency to recommend the product to others (Putri and Santi, 2019) and continuously seek information about the interested product (Aziz and Chok, 2013).

Halal Awareness

Awareness is defined as the ability to understand, feel, and aware of a phenomenon (Faturohman, 2019). It becomes a concept to express understanding and perception of things (Aziz and Chok, 2013). Then, halal awareness is Moslem’s ability to understand what halal product is and how products are being stored, sanitation practice, and being transferred in the distribution system (Z. Zakaria et al., 2017).

Halal awareness also refers to understanding things, whether allowed to consume or not, based on Islamic law mentioned in Qur’an and Hadith (Pramintasari and Fatmawati, 2017). The halal concept emphasizes cleanliness, safety, process, manufacture, making, and production on a good platform in the Islamic way (Hussain et al., 2016). The halal concept is not merely limited to food and beverage products but also cosmetics, personal care, pharmacy, tourism, and hospitality (Islam and Chandrasekaran, 2015).

Halal Certification

Halal certification is a product or service certification process, as stated by sharia law (Khan and Haleem, 2016). Providing insurance to Muslim consumers about halal quality, a certification system, and halal verification is considered a primary element. Halal certification is essential since it is used
as an ‘identification card’ that a product fulfills halal requirements (Razali et al., 2013). Besides, halal certification uses to inform and convince consumers that a product has been fulfilling Islamic law requirements (Shafie and Othman, 2006).

An organization with authority to perform halal certification in Indonesia is the Institute for Study of Food, Drugs, and Cosmetics of the Indonesian Council of Ulama (LPPOM MUI). Halal certification issued by MUI is a written fatwa that stated halalness of the product based on Islamic law (Faidah, 2017). This certification can be reflected through knowledge about halal certification organizations, learning about halal logos on product packaging, and understanding product composition following halal certification (Aziz and Chok, 2013; Pramintasari and Fatmawati, 2017). Halal certification also can be described as a written statement from a halal certification organization that stated the halalness of products according to Islamic law in the form of certificate, logo, trademark, or stamp (Al-Mazeedi, Regenstein, and Riaz, 2013; Nawi and Nasir, 2014).

Halal Marketing

Halal marketing follows the Islamic principle by designing, communicating, and providing services based on Islamic law (Islam and Chandrasekaran, 2015). Moreover, halal marketing can be defined as a social process from consumers to get what they need and want based on Islamic law (Faturrohman, 2019). Thus, halal marketing has a similar concept with general marketing but adding Islamic law elements as guidance.

Halal marketing assumes that religion is affecting consumers’ choices (Awan et al., 2015). The halal product can be reflected through brand ambassadors as Islamic trademark and promotion with Islamic concept (Awan and Haider, 2015; Nurhasanah and Hariyani, 2017; Putri and Santi, 2019; Islam and Chandrasekaran, 2015).

Health Reason

Consuming halal products is also believed to lead to a healthy life, especially in the Islamic religion (Quantaniah et al., 2013). Being healthy is one of the blessings given by God. It is related to the halal concept that emphasizes the value of cleanliness, safety, benevolence, purity, manufacture, production, and process based on Islamic law (Hussain, Rahman, Zaheer, and Saleem, 2016).

Healthy living is an inseparable part. Islam. Furthermore, the Qur’an and Sunnah outline the teachings that each Muslim denotes how to protect their health and live life in a holy state. A study conducted by (Quantaniah et al., 2013) states that food plays a vital role in health and faith’s daily life. Today’s consumers understand the importance of health, and they are looking for food that can keep them healthy, prevent disease and improve their mental state and quality of life.

HYPOTHESIS DEVELOPMENT

Halal Awareness and Purchase Intention

Halal awareness is expected to be one of the principal that can be relying on by Muslim consumers. Moslem needs to have a high level of halal knowledge to increase its halal awareness (Widyaningrum, 2019). Halal awareness can be reflected through purchasing the halal product, avoiding consuming the doubtful product (unclear about halalness status), concern on every product purchased, and the importance of consuming the halal product as a lifestyle (Faturrohman, 2019; Fitria et al., 2019; Kurniawati and Savitri, 2019).

The word halal implies that what is worthy by Islam and what isn’t satisfactory by Islam (Hashim, 2013). It is exceptionally fundamental for Muslims to know what ingredients are utilized within the beauty care products and individual care items they are utilizing. Concurring to the Islamic law, it is obligatory for the Muslims to know approximately all the methods, ingredients, distribution, operations, etc. All of the items that Muslims utilized are halal. These whole things are too exceptionally much important for Muslims in a setting of makeup and individual care items.

To guarantee the Halal and non-Halal items and ingredients, there must be a few standards and strategies are required. These standards or strategies may be halal symbols, benchmarks, halal certifications, etc. For the halal viewpoint of makeup and
individual care items, halal guidelines, halal fixings, halal certification, benchmarks, and security are required to cover.

Consumer mindfulness related to the halal labeled items is expanded particularly in Indonesia. In a previous study in Malaysia, it is additionally necessary for the corrective industry to know approximately the shopper concerns, mindfulness, eagerly, utilization of the halal cosmetics and individual care items (Phuah Kit Teng, 2013). It offers assistance to them to create more profit. The race and foundation of the shoppers are an exceptionally much impact and it made the clients more cognizant and responsive to almost the halal products and fixings. The outside factors (socio-demographic) like buyer year of pondering and devout school have a very solid relationship with the shopper utilization and purposeful towards a halal item.

Halal awareness positively affects halal products’ purchase intention (Fitria et al., 2019; Izzudin, 2018; Nurhasanah and Hariyani, 2017; Widyaningrum, 2019). The higher consumer’s awareness of product halalness, thus halal products’ purchase intention will be higher. Based on the explanation above, it can be formulated hypotheses as follow:

H1 = Halal awareness positively affects halal products’ purchase intention.

Halal Certification and Purchase Intention

Halal certification is considered one factor that positively influences halal products’ purchase intention (Faturohman, 2019; Fitria et al., 2019; Nurhasanah and Hariyani, 2017). If the consumers’ perception of halal certification is higher, halal products’ purchase intention is higher. Halal certification tells customers almost the product’s halal characteristics. Halal’s description can be named on consumable items, nourishments, beauty care products, individual care items, nourishment crude materials, or any nourishment and refreshment related item (on their bundle). The Halal symbol may construct consumer confidence and advance more economical buys. The result appeared that the halal symbol had a significant impact on Halal buy intention in seven considers. Afterward, based on an explanation before, thus it will be formulated hypothesis as follow:

H2 = Halal certification positively influences halal products’ purchase intention.

Halal Marketing and Purchase Intention

One of the four Ps in the marketing mix is promotion, also known as marketing contact. According to Gronroos (1994), the marketing mix has the potential to affect a company’s competitive position. Promotion is an important marketing technique (Kotler and Armstrong, 2006) that can affect customer purchases. For this reason, Food promotion is described as marketing for this analysis.

The main marketing strategy is advertising, which is used to convince buyers to purchase a product or service at the point of sale. Premium deals, such as giveaways and competitions; celebrity endorsements; and cartoon and movie character promotions are all examples of promotions (Hawkes, 2004). Promotional marketing plays a crucial role in raising brand awareness and generating sales.

The effect of promotion on purchasing intent is important. As a result, advertising affects a consumer’s decision to buy a halal product. As a result of the findings, the promotion appears to be significant. It plays a key role in persuading and encouraging customers to buy the commodity (Aziz and Chok, 2013).

Halal marketing also includes one factor that positively affects the halal product’s purchase intention (Fitria et al., 2019; Nurhasanah and Hariyani, 2017). The higher consumers’ perception about halal marketing of the product, the higher their purchase intention is on the halal product. Hence, based on the explanation above, it can be formulated hypothesis as follow:

H3 = Halal marketing positively influences halal products’ purchase intention.

Health Reason and Purchase Intention

Consumers nowadays tend to consider health reasons in choosing a product since they are well-educated about healthy food (Quah and Tan, 2010).
Table 1. Variables Measurement

<table>
<thead>
<tr>
<th>Latent Variable</th>
<th>Indicators</th>
<th>References</th>
<th>Scale</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Awareness</td>
<td>1. purchase of halal products</td>
<td>(Faturohman, 2019; Fitria, Aji, and Heryawan, 2019; Kurniawati and Savitri, 2019)</td>
<td>Likert 1-7</td>
</tr>
<tr>
<td></td>
<td>2. avoidance of consuming products with unclear halal status</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. concern for every product purchased</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. the importance of consuming halal products</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. consuming halal products is a lifestyle</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Inclusion of the halal logo on the product packaging</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. product content according to halal certification</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Halal marketing</td>
<td>1. use of brand ambassadors</td>
<td>(Awan, Siddiquei, and Haider, 2015; Islam and Chandrasekaran, 2015; Nurhasanah and Hariyani, 2017; Putri and Rimadias, 2020)</td>
<td>Likert 1-7</td>
</tr>
<tr>
<td></td>
<td>2. use of Islamic brands</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. bring the position of Islamic concept brands</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. marketing promotions with Islamic concepts</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>5. affordable prices for halal products</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Health reason</td>
<td>1. Halal products are produced with attention to health elements</td>
<td>(Nurhasanah and Hariyani, 2017; Shaharudin, Junika Pani, Wan Mansor, Jamel Elias, and Maruak Sadek, 2010)</td>
<td>Likert 1-7</td>
</tr>
<tr>
<td></td>
<td>2. consuming halal products can prevent disease</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. has a safe ingredient</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>1. interest in buying halal products</td>
<td>(Aziz and Chok, 2013; Faturohman, 2019; Fitria et al., 2019; Putri and Rimadias, 2020)</td>
<td>Likert 1-7</td>
</tr>
<tr>
<td></td>
<td>2. main preference for halal products,</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. the tendency to refer products to others</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. the tendency to always seek information about products of interest</td>
<td></td>
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</tr>
</tbody>
</table>

Health reasons reflect the halal product with attention to health elements and consuming halal products that can prevent disease (Nurhasanah and Hariyani, 2017). Moreover, health reasons also reflected that the halal product has safe ingredients (Shaharudin et al., 2010).

In Indonesia, shopper consideration is being paid to nourishment security, and it is gaining customer acknowledgment. This natural and halal nourishment outlet can be seen in Indonesia by the number. The halal logo has given nourishment items with affirmation and acknowledgment (Aziz and Chok, 2013).

The study from Haque et al. (2015) reported a significant concern concerning nourishment quality and wellbeing from makers, buyers, authority, and nourishment producers. Quality and nourishment security in Malaysia is an unequivocally noteworthy issue. Pesticides being abused could be an issue and influence the level of food security (Yeow, 2019). The shopper responds to the food safety and quality of the halal items past religion. It is since the halal product is considered stricter in terms of security and quality prerequisites than the non-halal things.
Health reasons also become factors that positively influence halal products’ purchase intention (Fitria et al., 2019; Z. Zakaria et al., 2017). The higher the consumer’s perception of a product’s health, the higher the consumer is buying halal products. Based on the description above, the hypothesis that can be formulated is:

H4 = Health reasons have a positive influence on halal products’ purchase intention.

**METHOD**

**Type of Research**

This research was classified as causal research that tries to explain the independent variable’s influence on the dependent variable. The Independent variable consists of halal awareness, halal certification, halal marketing, and health reasons. Meanwhile, the dependent variable is purchase intention. Afterward, this research used a quantitative and qualitative approach. This approach was chosen since it provided an overview of halal awareness of millennial generation consumers.

**Population and Sample**

In this research, the population used was women citizens in Jakarta aged 20-40 years old, which amounted to 1,893,671 people (Central Bureau of Statistics of Jakarta Province, 2019). SEM analysis required at least five times the number of indicator variables to be analyzed (Ferdinand, 2014). Target respondents of this study were 100 respondents (5 times 20 indicators), and the numbers of respondents collected were 104 respondents.

**Sampling Method**

The sampling method used here was purposive sampling using several respondents’ criteria, include: (1) Born in the range of 1980 till 2000; (2) domiciled in Jakarta; (3) Moslem (4) Female; and (5) Never bought and used halal personal care product that used halal brand positioning.

**Variable Measurement**

There were two types of variables in this study, namely dependent and independent variables. The independent variable consists of halal awareness, halal certification, halal marketing, and health reasons. Meanwhile, the dependent variable was the purchase intention. Besides, variables used in this study were latent variable (variables that difficult to measure directly) and manifest variable (indicator from a latent variable) (Ghozali and Latan, 2015). The variable measurement can be seen in Table 1 below.

**RESULTS**

The number of respondents in this study was 104 millennial generations of Muslim women who lived in Jakarta. Respondent data collection was conducted by distributing online questionnaires from April to June 2020. The respondent’s demographics can be seen in Table 2.

<table>
<thead>
<tr>
<th>Parameter</th>
<th>Numbers</th>
<th>Percentages</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Single</td>
<td>91</td>
<td>87.50%</td>
</tr>
<tr>
<td>Married</td>
<td>13</td>
<td>12.50%</td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20-26</td>
<td>91</td>
<td>87.50%</td>
</tr>
<tr>
<td>27-33</td>
<td>12</td>
<td>11.54%</td>
</tr>
<tr>
<td>34-40</td>
<td>1</td>
<td>0.96%</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>76</td>
<td>73.07%</td>
</tr>
<tr>
<td>Housewife</td>
<td>5</td>
<td>4.81%</td>
</tr>
<tr>
<td>Employee</td>
<td>20</td>
<td>19.23%</td>
</tr>
<tr>
<td>Entrepreneur</td>
<td>3</td>
<td>2.89%</td>
</tr>
<tr>
<td><strong>Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school</td>
<td>75</td>
<td>72.11%</td>
</tr>
<tr>
<td>Diploma</td>
<td>3</td>
<td>2.89%</td>
</tr>
<tr>
<td>Bachelor</td>
<td>18</td>
<td>17.31%</td>
</tr>
<tr>
<td>Master</td>
<td>8</td>
<td>7.69%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>100%</td>
</tr>
</tbody>
</table>

**Measurement Model Evaluation**

Evaluation of the measurement model can be seen from the results of convergent and construct reliability validity. Convergent validity was seen from
The resulting outer loading value. The external loading indicator value was considered to be valid when it was greater than 0.7. The value of the outer loading model can be seen in Figure 1. In the model output result, all indicator variables had outer loading greater than 0.7. It means that all indicator variables were valid. There were no indicator variables that should be discarded or omitted.

Besides the convergent validity of reflective indicators, measurement model evaluation can also be seen through reliability and construct validity. Construct reliability could be assessed from the value of Composite Reliability and Cronbach’s Alpha. In contrast, construct validity was assessed from the Average Variance Extracted (AVE) value and compared the AVE square root value and correlation value between one construct and another in the model. This construct had good reliability if the Composite Reliability value and Cronbach’s Alpha value were >0.7 (Ghozali, 2014). This construct had good validity if the AVE value was above 0.5. The value of Composite Reliability, Cronbach’s Alpha, and AVE can be seen in Table 3.

All exogenous and endogenous construct was very reliable. It was due to all constructs had Composite Reliability and Cronbach’s Alpha values above 0.7. All exogenous and endogenous constructs were valid. It was proven by all constructs which had AVE values above 0.5.

Structural Model Evaluation

The structural model evaluation also considered the relationship between constructs and the significance value indicated by p-value at 5% (0.05) significance level based on the PLS output. The amount of influence between constructs was measured by the path coefficient value shown in Table 3. The path coefficient, which had a p-value <0.05, was significant.

Based on Table 5, the relationship test between constructs indicated that the halal certification constructs positively affected purchase intention. It had

![Figure 1. PLS Algorithm](image-url)
0.081 of parameter coefficient value but still not significant since its p-value < 0.05 (0.338<0.05). Halal certification construct had a positive effect on purchase intention. It had 0.004 of parameter coefficient value but still not significant since its p-value <0.05 (0.486<0.05). Halal marketing construct had a positive effect on purchase intention. It had 0.248 of parameter coefficient value and is significant since its p-value was <0.05 (0.005<0.05). The health reason construct had a positive effect on purchase intention. It had 0.410 of parameter coefficient value and was significant since its p-value <0.05 (0.002<0.05).

The structural model evaluation was also conducted by looking at the R-Square value, a goodness of fit test. The R-Square value indicated model variability that the constructs can explain in the model. The result of the R-Square value in this study can be seen in Table 6.

### R-Square Value

Based on Table 6, the R-Square value of attitude was 0.0443. It means that the construct variability of purchase intention in halal personal care products can be explained by the constructs of halal awareness, halal certification, halal marketing, and health reason was 44.3%. Other variables outside the model explained the remaining 55.7%. Besides the R-Square value, the goodness of fit in the structural model was also seen through the Q2 value. Q2 value was used to measure the observed value generated by the model and its parameter estimates.

### DISCUSSION

#### The Influence of Halal Awareness on Purchase Intention

Halal awareness positively influenced purchase intention, even though it was not proven to be significant. It indicated that halal awareness positively affects the millennial generation’s purchase intention in halal personal care products though it was not significant. When the millennial generation’s halal awareness was higher, it was not followed by a higher purchase intention in halal personal care products.

The results of this study were not relevant to the study conducted by Fitria et al. (2019), Izzudin (2018), Majid, Sabir and Ashraf (2015), Nurhasanah

### Table 3. Composite Reliability, Cronbach’s Alpha, and AVE

<table>
<thead>
<tr>
<th>Constructs</th>
<th>Cronbach’s Alpha</th>
<th>Composite Reliability</th>
<th>AVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Awareness</td>
<td>0.975</td>
<td>0.980</td>
<td>0.910</td>
</tr>
<tr>
<td>Halal Certification</td>
<td>0.793</td>
<td>0.877</td>
<td>0.704</td>
</tr>
<tr>
<td>Halal Marketing</td>
<td>0.893</td>
<td>0.922</td>
<td>0.703</td>
</tr>
<tr>
<td>Health Reason</td>
<td>0.860</td>
<td>0.916</td>
<td>0.785</td>
</tr>
<tr>
<td>Purchase Intention</td>
<td>0.933</td>
<td>0.952</td>
<td>0.833</td>
</tr>
</tbody>
</table>

### Table 4. Fornell-Larcker Criterion

<table>
<thead>
<tr>
<th></th>
<th>Halal Awareness</th>
<th>Halal Certification</th>
<th>Halal Marketing</th>
<th>Health Reason</th>
<th>Purchase Intention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Halal Awareness</td>
<td>0.954</td>
<td></td>
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<td>Halal Certification</td>
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<td>Halal Marketing</td>
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<td>0.473</td>
<td>0.838</td>
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<td>Health Reason</td>
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<td>0.678</td>
<td>0.624</td>
<td>0.886</td>
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<td>Purchase Intention</td>
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<td>0.449</td>
<td>0.559</td>
<td>0.628</td>
<td>0.912</td>
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</table>
Halal awareness was knowledge of the halal concept, process, and assumption that consuming halal products was necessary for a Muslim (Izzudin, 2018; Setyaningsih and Marwansyah, 2019). Even though it did not have a significant effect, the halal awareness variable will not be omitted from the model since all variable components still help form a good model. In this study, halal awareness was reflected by understanding halal product meaning, purchasing halal products, avoiding consuming products with unclear halal status, caring for every product purchased, and consuming halal products to become a lifestyle. Halal product consumption was the most (dominantly) contributed indicator in measuring halal awareness.

The millennial generation was considered a generation with high interaction with online media, especially social media. Their consumption was also influenced by virtual friends’ thoughts on social media (Ordun, 2015). Nevertheless, the millennial generation felt they had halal awareness in understanding the meaning of halal products. They also purchased halal products, avoiding consuming products that had unclear halal status, caring for every product purchased. Consuming halal products to become a lifestyle but not ensuring halal awareness affects their purchase intention in halal personal care products. Moreover, Indonesia was a country whose majority was Muslim. If Muslims were a minority in a place, they would be more aware of halal products than when Muslims were a majority (Omar et al., 2008).

The Influence of Halal Certification on Purchase Intention

Halal certification had a positive influence on purchase intention even though it was not proven to be significant. It indicated that halal certification affects the millennial generation’s purchase intention in halal personal care products, but it was not significant. The higher one’s perception of halal certification, the millennial purchase intention for halal personal care will be higher as well. However, this study was not relevant to the study conducted by Faturohman (2019), Fitria et al. (2019), and Nurhasanah and Hariyani (2017), which explained that halal certification had a positive and significant effect on purchase intention in halal products. These results indicated that the higher consumers’ perception of halal certification of a product, the higher their purchase intention in halal products. However, the result of this study was supported by Putri and Santi’s research (2019) which stated that halal certification had no significant effect on purchase intention in halal products. It means that halal certification had not guaranteed to be a factor that signifi-
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significantly influences consumers’ purchase intention in halal products.

Halal certification, whether in the form of certificate, logo, trademark, or stamp, was a guarantee that the product had gone through a rigorous and extensive inspection by a legitimate Islamic certification authority and claimed that the source, material, and process were based on Sharia principles (Al-Mazeedi, Regenstein, and Riaz, 2013; Nawi and Nasir, 2014). Even though it did not have a significant effect, the halal certification variable will not be omitted from the model since all variable components still help form a good model. In this study, halal certification was reflected in the halal certification institute’s understanding, including the halal logo on product packaging and product content following halal certification. The halal logo on product packaging was a dominantly contributed indicator in measuring halal certification.

The millennial generation was considered a generation with high interaction with online media, especially social media. Their consumption was influenced by the thoughts of virtual friends on social media (Ordun, 2015). Nevertheless, the millennial generation felt they had halal certification perception regarding the halal certification institute’s knowledge, including the halal logo on product packaging and product content following halal certification. However, all of these were not guaranteed that halal certification affects their purchase intention in halal personal care products. Muslim millennials had no intention of knowing more about these products’ halalness since they think that halal certification was only to ensure a product or service had passed the MUI test (Fitria et al., 2019). Even for an area with Muslims as the population majority, consumers tended to ignore halal certification in purchasing a product (Omar et al., 2008).

The influence of Halal Certification on Purchase Intention

Halal certification had a positive effect on purchase intention even though it was not proven to be significant. It indicated that halal certification affects millennial generations’ purchase intention in halal personal care products though it was not significant. When the perception of halal certification was higher, it did not make the millennial generations’ purchase intention in halal personal care products became high. It will reduce the risk for halal status from an unapproved material, facility, and contamination from non-halal materials (Maonah and Saroso, 2018).

The result of this study was not relevant to the study conducted by Faturohman (2019), Fitria et al. (2019), and Nurhasanah and Hariyani (2017), which stated that halal certification had a positive and significant effect on purchase intention in halal products. These results indicated that the higher consumer’s perception of halal certification on a product, the higher their purchase intention on halal products. However, this study has supported the study by Putri and Santi (2019), which explained that halal certification had not significantly influenced purchase intention in halal products.

Halal certification, whether in the form of a certificate, logo, trademark, or stamp, was a guarantee that the product had gone through a rigorous and extensive inspection by a legitimate Islamic certification authority and claimed that the source, material, and process were based on Sharia principles (Al-Mazeedi, Regenstein, and Riaz, 2013; Nawi and Nasir, 2014). Although it did not have a significant effect, the halal certification variable will not be eliminated from the model since all variable components still help form a good model. In this study, halal certification was reflected in the halal certification institute’s knowledge, including the halal logo on product packaging and product content following halal certification. The halal logo on product packaging was the most (dominantly) contributed indicator in measuring halal certification.

The millennial generation was considered a generation with high interaction with online media, especially social media. Their consumption was influenced by the thoughts of virtual friends on social media (Ordun, 2015). Therefore, the millennial generation felt they had a perception of halal certification in halal certification bodies, the inclusion of a halal logo on product packaging, and product con-
tent following halal certification. Nevertheless, it did not guarantee that the halal certification affected their purchase intention in halal personal care products. Muslim millennials had no intention of knowing more about these products’ halalness since they think that halal certification was only to ensure a product or service had passed the MUI test (Fitria et al., 2019). Even for an area with Muslims as the population majority, consumers tended to ignore halal certification in purchasing a product (Omar et al., 2008).

The Influence of Halal Marketing on Purchase Intention

Halal marketing had a significant positive effect on purchase intention. It described that halal marketing positively influenced millennial generations’ purchase intention in halal personal care products. With the higher perception of the millennial generation regarding halal marketing, halal personal care products’ purchase intention became high.

The result of this study was relevant to the study conducted by Fitria et al. (2019); Nurhasanah and Hariyani (2017) stated that halal marketing had a positive effect on purchase intention in halal products. The higher one’s perception regarding halal marketing, the higher the purchase intention of halal personal care products. Halal marketing assumed that religion influenced consumer choices (H. M. Awan et al., 2015).

In this study, halal marketing was reflected in brand ambassadors, Islamic brands, Islamic concept brands, promoting Islamic concept, and affordable prices for halal products. The Islamic concept brand’s position was the most (dominantly) contributed indicator in measuring halal marketing. The millennial generation felt that halal marketing of a halal personal care brand carried a halal positioning brand.

Products can currently be marketed through the following Islamic principles called halal marketing (Tajamul and Chandrasekaran, 2015). Halal marketing had the same concept as marketing in general, but they added Islamic law elements as a guideline. Personal care product marketing, which followed Islamic principles by designing, communicating, and providing services suitable with Islamic sharia both in online and offline media, will increase millennial generations’ purchase intention in halal personal care products. Besides, the millennial generation had a high interaction lifestyle with online media, especially social media. Indonesian people were known for their high consumption level and curiosity about the latest fashion trends; therefore, it will be easier if the company continues to intensify its promotion (Wijanarko and Fachrodji, 2020). The current halal industry was not only related to having halal content according to Islamic sharia but also related to halal lifestyle (Alserhan, 2010).

The Influence of Health Reasons on Purchase Intention

Health reasons had a significant positive effect on purchase intention. It explained that health reasons for halal personal care products affected purchase intention in halal personal care products. The higher the health reasons related to halal personal care products, the higher the millennial generation’s intention to purchase halal personal care products.

This study’s result was relevant to the study conducted by Nurhasanah and Hariyani (2017), which stated that health reasons positively affected purchase intention. The higher one’s perception of health reasons related to halal products, the higher a person’s purchase intention in halal products. It was due to more educated consumers who care about healthiness (Quah and Tan, 2010).

In this study, health reason was reflected in the understanding that halal products were produced with attention to health elements; consuming halal products could prevent disease and had safe contents. Consuming halal products could prevent disease become the dominant contributed indicator in measuring halal certification. Millennial generations felt that consuming halal personal care products could prevent them from the disease.

The millennial generation was smart (Khalek and Ismail, 2015). Muslims in the world looked for natural and safe products for consumption, especially by more knowledgeable and educated (Swidi, Wie, Hassan, Hosam, and Kassim, 2010). It was due to the halal concept, which emphasized cleanli-
ness, safety, virtue, purity, manufacture, production, process on an excellent platform in Islam (Hussain et al., 2016). Therefore, the millennial generation considered health reasons to be an essential factor in encouraging their intention to purchase halal personal care products.

**CONCLUSIONS**

The millennial generation’s purchase intention was influenced by halal marketing and health reasons. Millennials believed that the higher their perception of halal marketing and health reasons for halal personal care products, their purchase intention in halal personal care products will be higher. Millennial generations’ purchase intention was also influenced by halal awareness and halal certification, even though its effect was not significant.

**IMPLICATIONS**

This study has several significant contributions. Theoretically, this research is an effort to empirically test the conceptual model of halal purchase intention by integrating the halal component with marketing-related components. Previous studies on halal have focused on halal products’ consumer attitudes and consumer awareness and perceptions of the concept of halal (Omar, 2008).

However, there are no specific studies in the context of the millennia generation. The study of consumer behavior in the context of halal purchase intention is the starting point for any attempt to understand consumer behavior, which is a dynamic and sustainable process. These relationships may serve as a guide for researchers when designing their research. As part of strategic marketing, this study allows marketers to understand and predict how consumers will act. Halal cosmetics producers and marketers need to understand how millennials are reacting towards the concept of halal and their preferences for halal cosmetics. It is necessary to regulate marketing activities in it to achieve company goals. Companies that want to survive must formulate the right marketing strategy and must see the changes that are so fast occurring in society. A company will be considered successful if it can serve consumer needs, offer something that attracts consumers’ attention and provide long-term relationships (Prasetya et al., 2021).

This study contributes to the existing literature by offering a comprehensive halal purchase intention model in consumer behavior that deliberately examines and describes the relationship between halal concepts and other marketing-related constructs. Therefore, it is essential to build or increase halal awareness to facilitate them in buying or recommending behavior, thus becoming essential for halal cosmetic producers’ success. Another contribution is that halal certification is considered a crucial element for consumers in purchase intentions.

**LIMITATIONS**

This study had limitations in its scope. Therefore, the further researcher can add other constructs besides the constructs that had been used in this study. The further researcher is expected to examine the variable of halal awareness and halal certification, which did not significantly affect purchase intention in this study. The further researcher can use antecedents, add mediating or moderating variables. Besides, the researcher can also expand the research area (not only in the Jakarta area) and increase the number of samples according to the number of variables and indicators used. Other researchers can also expand the respondents’ characteristics, for example, comparing Muslim and non-Muslim respondents to see their purchase intention in halal personal care products in Indonesia.

**RECOMMENDATIONS**

Several suggestions need to be considered. Future research needs to complement and enrich empirical studies related to halal purchase intention of cosmetic products using other variables. Further research also needs to enrich empirical studies using other subjects and even other research locations. And with sampling techniques other than purposive sampling, for example, the random sampling technique.
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REFERENCES


