

HALAL LIFESTYLE INTEGRATION IN COSMETIC CONSUMPTION AMONG UNIVERSITY STUDENTS

Heru Aulia Azman^{*1}, Mellyna Eka Yan Fitri¹, Siti Fatma¹, Lasti Yossi Hartini¹ Agri Qisthi²

¹Universitas Dharma Andalas, Indonesia

²Sultan Idris Education University, Malaysia

Citation (APA 7th): Azman, H. A., Fitri, M. E. Y., Fatma, S., Hastini, L. Y., & Qisthi, A. (2026). Halal Lifestyle Integration in Cosmetic Consumption Among University Students. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 13(2), 563–576. <https://doi.org/10.24252/minds.v13i2.67323>

Submitted: 25 April 2026

Revised: 15 July 2026

Accepted: 29 July 2026

Published: 19 August 2026



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ABSTRACT: This study examines the determinants of halal lifestyle adoption in cosmetic purchasing among university students. It contributes to halal consumption literature by identifying the behavioral factors that shape Generation Z purchasing propensity and assessing their relative predictive importance. Using an exploratory quantitative design, data were collected from 278 students at the Faculty of Economics and Business, Dharma Andalas University. Factor analysis was applied to identify underlying behavioral dimensions, followed by logistic regression to test their effects on purchase propensity. The results identify three main factors: trust, convenience, and halal logo and brand cues. Convenience is the only significant predictor of high purchasing propensity, while trust and halal logo and brand cues show no significant effects. Cosmetic firms should therefore improve product-verification convenience, ingredient transparency, and access to authenticated halal products rather than relying primarily on brand equity.

Keywords: Halal Lifestyle; Trust; Convenience; Halal Logo; Purchase Potential

*Corresponding Author: heruauliaazman@gmail.com

DOI: <https://doi.org/10.24252/minds.v13i2.67323>

ISSN-E: 2597-6990

ISSN-P: 2442-4951

<http://journal.uin-alauddin.ac.id/index.php/minds>

Publisher: Management Department, Universitas Islam Negeri Alauddin Makassar, Indonesia

INTRODUCTION

The global expansion of the halal lifestyle has transformed halal consumption from a predominantly religious concern into a broader framework associated with product integrity, safety, quality, and ethical consumption. Halal principles now influence consumer choices across food, finance, tourism, pharmaceuticals, cosmetics, and personal care products. This development is particularly visible among younger Muslim consumers, whose purchasing decisions combine religious considerations with product quality, convenience, lifestyle compatibility, digital information, and brand perceptions (Hamid et al., 2023; Mahliza & Prasetya, 2024; Ru'yat & Hayati, 2025). The growth of digital consumption has further changed how Generation Z evaluates halal products because consumers can compare brands, examine product information, and assess halal claims through online channels before making purchasing decisions (Brilliana, 2025). Halal consumption therefore represents a multidimensional consumer behavior rather than a simple response to religious obligation.

Indonesia provides an important setting for examining this development because halal products have become increasingly integrated into mainstream consumer markets. Formal halal certification can strengthen consumer confidence by reducing uncertainty regarding ingredients and production processes, particularly for products whose halal status cannot be assessed through direct observation (Mahliza & Aditantri, 2022; Zakaria et al., 2017). This issue is particularly important in cosmetics because formulations may contain numerous ingredients, processing agents, and production procedures that are difficult for ordinary consumers to evaluate independently. Halal labels can consequently function as informational cues that reduce perceived uncertainty and facilitate purchasing decisions. However, existing evidence shows that halal certification does not operate in isolation. Purchase decisions may also depend on religiosity, halal knowledge, brand image, lifestyle, perceived product quality, and consumer trust (Aliza & Akbar, 2024; Prakasita & Wardana, 2022; Saputra et al., 2023; Zukhrufani & Zakiy, 2019). Halal purchasing behavior must therefore be understood through the interaction between formal certification and the consumer's ability and willingness to translate halal information into actual consumption choices.

This distinction becomes important when halal literacy is considered. Halal literacy reflects the consumer's capacity to understand halal principles, identify relevant product information, and evaluate whether consumption choices are consistent with Islamic requirements. Greater literacy can make halal considerations more deliberate rather than dependent on assumptions, familiarity, or environmental cues (Sholekhah & Guntoro, 2023). Trust also remains important because consumers rarely possess complete information about cosmetic ingredients and production systems. Certification can reduce this information asymmetry and strengthen confidence in halal claims (Mahliza & Aditantri, 2022). Yet trust does not necessarily translate directly into purchasing behavior. Consumers may recognize the importance of halal certification while continuing to prioritize convenience, accessibility, product suitability, or familiar brands. Recent research on halal cosmetics increasingly suggests that consumer behavior emerges from combinations of religious values, trust, perceived quality, lifestyle, brand-related cues, and practical consumption considerations rather than from a single religious determinant (Prakasita & Wardana, 2022; Ru'yat & Hayati, 2025).

West Sumatra provides a particularly relevant context for examining this tension. Social life in the region is strongly associated with the cultural philosophy of *Adat Basandi Syarak, Syarak Basandi Kitabullah*, which places Islamic principles within the normative foundation of everyday life. Such a religious-cultural environment may be expected to encourage halal-oriented consumption. However, strong cultural identification with Islamic values does not necessarily imply that consumers systematically verify halal certification when purchasing non-food products. Consumers may instead rely on familiarity, perceived safety, established brands, retailer availability, or the general assumption that products circulating within a predominantly Muslim environment are acceptable. This distinction is important because halal cosmetic purchasing requires consumers to translate cultural and religious values into specific marketplace behavior. Studies of Muslim cosmetic consumers similarly demonstrate that religious considerations coexist with lifestyle, brand image, safety, quality, halal labels, and other consumption values when purchase decisions are formed (Aliza & Akbar, 2024; Ismail et al., 2018; Prakasita & Wardana, 2022; Zukhrufani & Zakiy, 2019).

University students provide a useful population for investigating this issue. They represent consumers with relatively high exposure to information, digital media, contemporary beauty trends, and global cosmetic brands. At the same time, students in West Sumatra operate within a social environment where Islamic values remain culturally salient. This combination creates an important behavioral tension. Knowledge and cultural religiosity may increase awareness of halal consumption, while convenience, product access, branding, and contemporary consumption preferences may influence how that awareness is translated into purchasing behavior. Existing halal cosmetics studies have largely examined predetermined variables such as religiosity, halal certification, brand image, trust, perceived quality, and lifestyle as direct predictors of purchase intention (Aliza & Akbar, 2024; Mahliza & Aditantri, 2022; Saputra et al., 2023; Zukhrufani & Zakiy, 2019). Less attention has been given to identifying the underlying halal lifestyle dimensions that emerge from consumer behavior itself and then determining which of these dimensions distinguishes consumers with high and low purchasing propensity.

This study therefore asks which halal lifestyle dimensions characterize university students' cosmetic consumption and which dimension most strongly predicts high halal cosmetic purchase propensity. It examines students at the Faculty of Economics and Business, Dharma Andalas University, using factor analysis to identify the underlying dimensions of halal lifestyle behavior and logistic regression to determine their predictive importance. The academic contribution and novel finding of this study lie in demonstrating that halal cosmetic purchasing among university students in a strongly religious-cultural environment is not explained uniformly by halal-oriented perceptions. Instead, the behavioral structure is represented by trust, convenience, and halal logo and brand cues, while convenience emerges as the only significant predictor of high purchase propensity. This finding extends halal consumer behavior research by showing that the practical ease of identifying, verifying, accessing, and selecting halal cosmetics can be more decisive than trust or symbolic halal and brand cues among educated Generation Z consumers. The study therefore shifts the explanation of halal lifestyle adoption from the presence of religious-cultural values alone toward the practical conditions that allow those values to be converted into actual marketplace choices.

THEORETICAL REVIEW

The Concept of the Halal Lifestyle

The halal lifestyle represents the practical manifestation of an individual's adherence to Sharia principles within their daily consumption patterns. Beyond its origins as a religious obligation, the halal lifestyle has evolved into a global phenomenon emphasizing health, hygiene, and ethical manufacturing (Hamid et al., 2023). In the cosmetic sector, this orientation compels consumers to look beyond aesthetic outcomes, prioritizing the integrity of raw materials and production processes to ensure they are free from najis (impurities) or harmful substances. Furthermore, Fauzi (2023) posits that halal literacy acts as a foundational catalyst, fostering an awareness that balances spiritual peace with physical safety.

Halal Convenience and Trust

A pivotal dimension of consumption behavior in this domain is a robust intrinsic orientation toward products that provide convenience in maintaining halal principles. This convenience is underpinned by the conviction that halal-certified products inherently adhere to superior safety and quality standards. According to Ismail et al. (2018), younger demographics—specifically Generation Z—frequently equate the halal logo with substantive quality, including ingredient transparency and packaging safety. This trust transcends mere formality; it serves as a mechanism for self-protection against the risks posed by hazardous chemicals often present in non-certified formulations. Consequently, brand trust emerges as a reputational pillar that mitigates perceived risks, as consumers remain confident that established brands will not compromise their market standing by violating halal protocols (Ismail et al., 2018).

Preference for Sharia Systems and Institutional Frameworks

Consumer preference for Sharia-compliant systems reflects a broader alignment with the holistic Islamic economic ecosystem. Rizki (2023) argues that individuals who adopt a halal lifestyle exhibit a higher degree of loyalty toward organizations that integrate Sharia principles into their operational models. Among university students, this preference suggests that cosmetic purchasing decisions are not isolated acts but are influenced by their overarching perception of the Islamic economic framework. Essentially, a stronger belief in the efficacy of Sharia systems correlates with a higher propensity to prioritize products marketed within this value-driven infrastructure.

Awareness and Identification of Halal Labeling

Awareness of halal labeling constitutes the cognitive component of consumer behavior, involving the critical ability to recognize and validate official halal certifications. Saputra et al. (2023) describes label identification as a "heuristic" or mental shortcut that simplifies decision-making amidst a saturated market. For students, who are constantly exposed to a surge of digital information and global branding, the ability to visually verify halal symbols is crucial. This awareness ensures that manufacturers' halal claims are authenticated by recognized national and international authorities, thereby reducing information asymmetry.

Determinants of Halal Cosmetic Purchase Decisions

The synergy between halal convenience, systemic preference, label awareness, and brand trust ultimately dictates the efficiency of the consumer decision-making process. In this study, purchase potential is categorized into three levels: low potential (delayed decisions), moderate, and high potential (expedited decisions). As Zakaria et al. (2017) notes, high levels of halal convenience combined with robust brand trust significantly reduce selection ambiguity. When these determinants are aligned, the decision-making process is accelerated, transforming the halal lifestyle from a mere cultural identity into a primary driver of market behavior and consumption efficiency among academic cohorts.

The Conceptual Sequence of Halal Cosmetic Consumption Behavior

To avoid presenting the determinants of halal cosmetic consumption as an isolated list of factors, this study integrates the examined constructs into a coherent, sequential consumer-behavior logic (Mahliza & Prasetya, 2024). Grounded in risk-reduction and value-driven consumption frameworks, the conceptual framework operates on a structured, sequential sequence. First, the institutionalized religious-cultural environment of West Sumatra acts as the macro-structural input that shapes an individual's orientation toward halal convenience and commitment. Second, this internalized orientation actively drives the consumer, prompting them to sharpen their cognitive label awareness and conduct a more rigorous product evaluation rather than remaining passive. Third, high label awareness and established brand trust serve as critical cognitive mechanisms to reduce perceived risk—mitigating both physical risk from complex cosmetic chemical ingredients and spiritual risk from non-compliant components. Finally, this reduced perceived risk accelerates purchase decisions, effectively transforming a latent halal lifestyle into an expedited, high-potential buying action (Mahliza & Aditantri, 2022). By establishing this explicit conceptual sequence, the manuscript moves beyond a descriptive listing of predictors, contributing a clearer strategic model to sharia marketing management that illustrates how regional macro-cultural inputs are converted into micro-consumption efficiencies among academic cohorts (Abogsya, 2025).

RESEARCH METHOD

Research Design and Data Sources

This study employs a descriptive-exploratory research design aimed at elucidating the relational characteristics between specific variables and phenomena—primarily focusing on

consumer behavior and preferences regarding the adoption of a halal lifestyle. A quantitative approach was adopted to ensure empirical rigor, utilizing standardized measurement instruments and robust analytical techniques to validate the findings. The primary data were gathered via a structured questionnaire, while secondary data were synthesized from relevant academic journals, books, and literature to provide a comprehensive theoretical foundation.

Population and Sampling Procedure

The research population comprises 1,003 students from the Faculty of Economics and Business (FEB) at Dharma Andalas University (Unidha), specifically those enrolled in the 2023/2024 academic year. To ensure the relevance of the data, a purposive sampling technique—a form of non-probability sampling based on the criteria of active students of FEB Unidha during the 2023/2024 even semester, active user of cosmetics products, and Muslim Students, as the study focuses on halal lifestyle adherence.

The sample size was determined using the Krejcie et al. (1996) formula to ensure statistical representativeness. Within a total population (N) of 1,003 and a predetermined margin of error of 5%, the required sample size (n) was identified as 278 respondents. Furthermore, a proportional random sampling approach was utilized to maintain balanced representation across different sub-groups within the faculty, ensuring that every eligible member had an equitable probability of being selected (Sugiyono, 2012).

Descriptive statistics were employed to provide a comprehensive overview of the research object based on the collected sample data (Sugiyono, 2007). This analysis primarily focuses on measures of central tendency, particularly the mean, to identify the average characteristics of the respondents' behavior (Fauzy, 2009; Kuswanto, 2012). To enhance data visualization and facilitate the interpretation of demographic and behavioral trends, the results are further presented through Pareto charts and frequency tables.

Multivariate Analysis

This study employs multivariate analysis to examine the complex interrelationships between various variables. Specifically, a dependency analysis approach is applied, in which one or more variables function as both dependent and independent variables. The primary analytical tools selected for this study are Factor Analysis and Logistic Regression Analysis. Factor Analysis employs the Principal Component Analysis (PCA) method, as it reduces the data into factors whose results are then used in logistic regression analysis to determine significant determinants. Although logistic regression is frequently used to model regional development potential—such as the growth of Islamic banking—in this context, the method is employed to identify and analyse the determinants influencing the adoption of a halal lifestyle. Logistic regression is particularly well-suited to this study as it describes the relationship between qualitative and categorical dependent variables and one or more independent variables measured on a categorical or interval scale.

Since the empirical distribution of the dependent variable shows that the response categories are strictly binary—consisting only of Low Potential (47.5%) and High Potential (52.5%), with zero observations falling into the moderate classification—this study utilizes Binary Logistic Regression to evaluate the determinants influencing the adoption of a halal lifestyle. Binary logistic regression is exceptionally well-suited for this framework as it describes the probabilistic relationship between a dichotomous categorical dependent variable and multiple interval-scaled independent factors (Taha, 2017).

The mathematical structure of the Binary Logistic Regression model is formulated through the logit transformation as follows:

$$\ln \left(\frac{P}{1-P} \right) = \beta_0 + \beta_1 F_1 + \beta_2 F_2 + \beta_3 F_3 \dots \dots \dots (1)$$

Where P represents the probability of a student showing a high purchase potential (expedited decision), $(1-P)$ is the probability of showing a low purchase potential (delayed decision), β_0 is the

model intercept, and $\beta_1, \beta_2, \beta_3$ denote the regression coefficients assigned to the extracted factors: Trust (F1), Convenience (F2), and Halal Logo (F3).

To evaluate the collective statistical significance of all independent predictors within the model, the Likelihood Ratio Test (G-test) is applied under the null hypothesis ($H_0: \beta_1 = \beta_2 = \beta_3 = 0$). Furthermore, the significance of individual parameters is evaluated using the Wald Test statistics where $\hat{\beta}_j$ represents the estimated regression coefficient for each respective factor, and $SE(\hat{\beta}_j)$ denotes its standard error.

$$W = \left[\frac{\hat{\beta}_j}{SE(\hat{\beta}_j)} \right]^2 \dots\dots\dots (2)$$

Potential Assessment and Classification

To estimate the potential value of a specific region or demographic, a Potential Score is calculated using the following weighted formula:

$$PotentialScore = \sum w_j s_j \dots\dots (3)$$

Where:

w_j : The weight assigned to the j^{th} score.

s_j : The value of the j^{th} response category score.

In this study, the dependent variable is classified into three distinct potential levels: Low (Score 1), Moderate (Score 2), and High (Score 3). Consequently, Therefore, projections of the potential for a halal lifestyle are determined based on the following classification thresholds:

- Category 1 (Low): If the potential score is < 1.67 .
- Category 2 (High): If the potential score is ≥ 2.34 .

RESULTS

To provide a clearer understanding of respondent profiles, this study presents the distribution of key characteristics including gender, age, region of origin, the type of cosmetics used, monthly allowance or income. The distribution of this data can be seen in detail in Table 1.

Figure 1. Respondent Profile

Profile	Category	Frequency	Percentage (%)
Gender	Men	43	15.5
	Women	235	84.5
Age	17–20 years	99	35.6
	21–24 years	61	21.9
	>24 years	118	42.4
Region of Origin	Padang	9	3.2
	Sijunjung	19	6.8
	Padang Pariaman	108	38.8
	Pesisir Selatan	9	3.2
	Others	133	47.8
Type of Cosmetics Used	Lipstick	217	78.1
	Foundation	122	43.9
	Powder	200	71.9
	Facial wash	183	65.8
	Soap	178	64.0
Monthly Expenditure	Rp500,000–Rp1,000,000	118	42.4
	>Rp1,000,000–Rp3,000,000	90	32.4
	>Rp3,000,000	70	25.2

The respondent profile reveals that the majority were women (84.3%), aged >24 years (45.7%) followed by 17–20 years (32.2%), and 21 - 24 years (22.1%), with based on region of origin from Padang pariaman (39%), while 6.8 % from Sljunjung. Monthly expenditure was largely IDR 500,000 - 1.000.000 (42.3%), with 32.7% between IDR 1,000,000–3,000,000 and 25% above IDR 3,000,000, indicating varying levels of purchasing power.

The types of cosmetics most used by university students are lipstick (78%), face powder (72%) and facial wash (66%). Based on this data representation, it was found that respondents use various types of cosmetic products spanning the skincare category (such as moisturizers and sunscreen), decorative cosmetics (such as lipstick, powder, and foundation), and body care products. This diversity of product types indicates that cosmetic use among students is no longer limited to a single product but has evolved into a complex, daily self-care routine. Academically, this diversity of cosmetic types has a direct correlation with the complexity of the raw materials contained within them. As explained by Ismail et al. (2018), each category of cosmetics has different halal critical points, particularly regarding the use of animal-derived ingredients, alcohol, or placenta—components frequently found in skincare and decorative products. Therefore, the wide variety of cosmetics used by students at Dharma Andalas University demands a more specific level of halal literacy. The fact that university students use more than one type of cosmetic underscores the urgency of adopting a halal lifestyle as a form of consumer protection. In line with Ahmad Fauzi's (2023) argument, the greater the variety of products used, the higher the risk of exposure to ingredients whose halal status has not been verified, unless accompanied by strong label identification skills.

Identifying Factors Influencing the Selection of Halal Cosmetic Products (Factor Analysis)

Before conducting factor analysis, a data suitability test must be performed to determine whether there are correlations among the items. The test was conducted using the Kaiser-Meyer-Olkin (KMO) and Bartlett's test; the results are as in Table 2.

Table 2. The Kaiser-Meyer-Olkin (KMO) And Bartlett's Test

Test	Statistic	Value
Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy	KMO	0.781
Bartlett's Test of Sphericity	Approx. χ^2	289.184
	df	91
	p-value	< 0.001

The Kaiser-Meyer-Olkin (KMO) value is 0.781, which is greater than 0.5, meaning the data is suitable for factor analysis. Therefore, the analysis can proceed to the MSA value as in Table 3.

Table 3. Factor Analysis of Halal Cosmetic Products

Item	MSA value
Before buying a specific product, I always check for the halal logo	0.715
I buy products that do not display anything contrary to Sharia law	0.476
I only buy packaged products that are non-toxic	0.815
I always choose products with a Halal brand	0.745
I tend to trust product brands that are already available on the market	0.330
I will buy high-quality products that do not contain prohibited ingredients	0.836
I believe that cleanliness is a prerequisite for producing halal products	0.789
I am willing to pay more for halal products	0.899
If there is a cheaper halal product, I will choose that product for consumption	0.798
I only consume halal products	0.828
I prefer halal-specific supermarkets	0.833
I prefer to use sharia-based financing	0.788
I do not buy products I do not trust	0.897
As a Muslim, I only buy halal products	0.771

The table above shows that two indicators do not meet the MSA criteria and must be removed before re-estimation can take place. The results of the re-estimation test show an increase in the KMO value from 0.781 to 0.843 as in Table 4.

Table 4. KMO and Bartlett's Test

Test	Statistic	Value
Kaiser–Meyer–Olkin (KMO) Measure of Sampling Adequacy	KMO	0.843
Bartlett's Test of Sphericity	Approx. χ^2	435.394
	df	66
	p-value	< 0.001

This increase indicates that the data quality has improved for analysis using factor analysis. Furthermore, the results of Bartlett's test of Sphericity showed a significance value of 0.000 ($p < 0.05$), meaning there was a significant correlation between items, thus fulfilling the basic assumptions of factor analysis as in Table 5.

Table 5. MSA Value Post-Revising

Item	MSA Value
Before buying a specific product, I always check for the halal logo	0.680
I only buy packaged products that are non-toxic	0.852
I always choose products with a Halal brand	0.711
I will buy high-quality products that do not contain prohibited ingredients	0.889
I believe that cleanliness is a prerequisite for producing halal products	0.859
I am willing to pay more for halal products	0.902
If there is a cheaper halal product, I will choose that product for consumption	0.840
I only consume halal products	0.890
I prefer halal-specific supermarkets	0.846
I prefer to use sharia-based financing	0.836
I do not buy products I do not trust	0.941
As a Muslim, I only buy halal products	0.803

The number of factors formed can be determined by examining the scree plot and the table of variance explained, as in Figure 1.

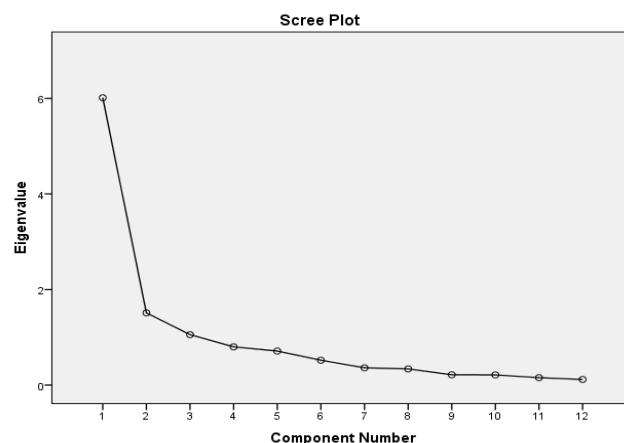


Figure 1. Scree Plot

Based on the results of the scree plot, there is a sharp decline in the eigenvalues up to the third component, after which the curve begins to level off in the subsequent components. This pattern indicates that three main factors have emerged in the research model. These findings are supported by the results of the Total Variance Explained, which show that these three factors account for 71.479% of the total variance in the data. This percentage indicates that the majority

of the variation in the choice of halal cosmetic products can be explained by the three main factors identified, whilst the remaining 28.521% is explained by other factors outside the research model.

Exploratory Factor Analysis

Principal component extraction identifies the underlying dimensions of halal cosmetic purchasing behavior before the study tests their predictive effect. Table 6 reports the extraction summary; only components with eigenvalues above 1 are retained, following the Kaiser criterion.

Table 6. Total Variance Explained (Retained Components)

Component	Eigenvalue	% Variance	Cumulative %	Rotated % Variance
1	6.012	50.10	50.10	29.95
2	1.511	12.59	62.69	22.46
3	1.054	8.79	71.48	19.08

Note. Processed data (2025). Extraction method: Principal Component Analysis. Nine additional components with eigenvalues below 1 are omitted; each explains less than 7% of total variance individually.

Three components exceed the Kaiser threshold and jointly explain 71.48% of total variance. Varimax rotation is applied to produce an uncorrelated, more interpretable factor structure. Table 7 reports the rotated loadings, with items grouped under the component on which each loads most strongly.

Table 7. Rotated Component Matrix

Item	Factor 1 (Trust)	Factor 2 (Convenience)	Factor 3 (Halal Logo)
I3	.660	.135	.261
I6	.665	.042	.252
I7	.826	.230	.153
I8	.678	.509	.296
I10	.701	.448	.319
I13	.762	.336	-.026
I9	.486	.525	-.110
I11	.348	.613	.440
I12	.164	.818	.344
I14	.195	.838	-.038
I1	.165	.064	.898
I4	.213	.150	.902

Note. Processed data (2025). Rotation method: Varimax with Kaiser normalization, converged in 8 iterations. Bold values indicate the primary loading for each item.

Factor 1 (Trust) comprises six items concerning product safety, ingredient compliance, and willingness to pay for halal assurance. Factor 2 (Convenience) comprises four items concerning cost sensitivity, access to halal-only retail and financing systems, and default preference for halal products. Factor 3 (Halal Logo) comprises two items concerning reliance on formal halal certification and branding.

Validity and Reliability of Factors

Table 8 combines the two measurement checks required before the factors enter the regression model: Pearson correlation with the total factor score (validity) and Cronbach's alpha (internal consistency reliability).

Table 8. Factor Validity and Reliability

Factor	Sig. (2-tailed)	Validity	Cronbach's α	Reliability
Factor 1 (Trust)	.000	Valid	.889	Reliable
Factor 2 (Convenience)	.000	Valid	.791	Reliable
Factor 3 (Halal Logo)	.000	Valid	.898	Reliable

Note. Processed data (2025). Validity criterion: $p < .05$. Reliability criterion: $\alpha > .60$.

All three factors correlate significantly with the total score and exceed the reliability threshold. The three-factor structure is therefore valid and internally consistent, and each factor score proceeds to the logistic regression model as a predictor.

Binary Logistic Regression

The dependent variable classifies purchase decisions into two groups: low potential (slower decisions) and high potential (faster decisions). Of 278 respondents, 132 (47.5%) fall into the low-potential group and 146 (52.5%) into the high-potential group. Table 9 reports the mean factor scores by group.

Table 9. Factor Scores by Purchase Decision Group

Factor	Group	<i>n</i>	<i>M</i>	<i>SD</i>
Trust	Low potential	132	4.18	.42
	High potential	146	4.82	.27
Convenience	Low potential	132	3.82	.52
	High potential	146	4.45	.54
Halal Logo	Low potential	132	4.33	.50
	High potential	146	4.72	.43

Note. Processed data (2025).

Mean scores on all three factors are higher in the high-potential group than in the low-potential group. This pattern indicates that faster purchase decisions coincide with stronger internalization of halal values across trust, convenience, and logo recognition, rather than with any single dimension.

Model Fit

Table 10 combines the overall significance test (Omnibus test of model coefficients) with the three pseudo- R^2 statistics, since both describe how well the full model, relative to the intercept-only model, fits the data.

Table 10. Logistic Regression Model Fit

Statistic	Value
–2 Log Likelihood (final)	78.680
Model χ^2 (df = 4)	42.161
Sig.	< .001
Cox & Snell R^2	.252
Nagelkerke R^2	.294
McFadden R^2	.150

Note. Processed data (2025).

The model chi-square is significant, which indicates that the three factors jointly improve prediction of purchase decision over a model with no predictors. The Nagelkerke R^2 of .294 indicates that the three factors explain approximately 29.4% of the variance in purchase decision; the remaining variance reflects predictors outside the model.

Coefficients and Odds Ratios

Table 11 reports the logistic regression coefficients, Wald significance tests, and odds ratios together, since the odds ratio is a direct transformation of the coefficient ($OR = e^{\beta}$) and both describe the same effect.

Table 11. Logistic Regression Coefficients and Odds Ratios

Factor	B	S.E.	Wald	df	Sig.	OR (e^{β})	Decision
F1: Trust	–1.161	.830	1.956	1	.162	0.313	Not significant
F2: Convenience	2.490	.738	11.393	1	.001	12.061	Significant
F3: Halal Logo	0.365	.666	0.301	1	.583	1.441	Not significant

Note. Processed data (2025). Reference category: low purchase-decision potential.

Convenience is the only factor that significantly predicts purchase decision. A one-unit increase in Convenience raises the odds of falling into the high-potential group by a factor of 12.06, holding Trust and Halal Logo constant. Trust shows a negative coefficient and Halal Logo a positive coefficient, but neither reaches significance, which means their direction cannot be generalized to the population from this sample.

This result indicates that halal cosmetic purchase decisions among the sampled students depend less on product-level trust or certification recognition than on the perceived ease of accessing and financing halal-compliant options. Convenience functions as the mechanism through which religious compliance translates into faster purchasing behavior, which positions it as the primary lever for interventions aimed at accelerating halal product adoption in this population.

DISCUSSION

The empirical results clarify how halal lifestyle dimensions shape cosmetic purchasing among university students. Among the three identified factors, convenience emerges as the only significant predictor of high purchase propensity. This finding suggests that students do not evaluate halal cosmetics only through aesthetic appeal or symbolic religious cues. They also consider how easily they can obtain reliable information, verify product suitability, and access products that satisfy both functional and Sharia-related expectations. Consistent with Saputra et al. (2023), halal cosmetic consumption reflects the interaction between religious considerations and practical purchasing judgments. Similar evidence also shows that Muslim consumers evaluate halal cosmetics through a combination of product quality, safety, religiosity, and consumption values rather than through a single religious cue (Prakasita & Wardana, 2022; Ru'yat & Hayati, 2025). Convenience therefore appears to function as a practical mechanism that converts halal awareness into actual purchase propensity. When halal information is accessible and product verification requires less effort, students may experience greater confidence and lower decision complexity when selecting cosmetics.

The nonsignificant effects of Trust (F1) and Halal Logo and Brand Cues (F3) provide an equally important finding. Although respondents may demonstrate favorable perceptions of trust and halal-related product cues, these dimensions do not independently distinguish students with high purchase propensity. This result does not imply that trust or halal certification is irrelevant. Prior studies indicate that halal certification can strengthen purchase intention and that trust may mediate the influence of certification on consumer behavior (Zakaria et al., 2017; Mahliza & Aditantri, 2022). Halal labels, religiosity, and brand image have also been associated with Muslim consumers' evaluations of cosmetic products (Aliza & Akbar, 2024; Zukhrufani & Zakiy, 2019). In the present study, however, these factors appear to operate as baseline expectations rather than decisive triggers of high purchase propensity. This distinction is important. Consumers may trust a product and recognize its halal logo without immediately increasing their likelihood of purchase when verification, availability, or product selection remains inconvenient.

The nonsignificance of Halal Logo and Brand Cues also suggests that external market signals alone may have limited discriminatory power among educated young consumers. Halal certification remains an important informational device because consumers generally cannot directly assess all cosmetic ingredients, processing methods, or production conditions. However, Generation Z consumers increasingly encounter product information through multiple digital and interpersonal sources, which can reduce their dependence on a single label or brand signal (Briliana, 2025). Muslim consumers may therefore combine halal certification with ingredient information, product reviews, perceived safety, brand credibility, and other consumption values when evaluating cosmetics (Hamid et al., 2023; Prakasita & Wardana, 2022). This may explain why the presence of halal logos and familiar brands does not independently accelerate purchase propensity in the present sample. The finding points to a more evaluative consumption process in which certification remains relevant, but its effect depends on whether consumers can conveniently interpret and use the information attached to it.

From a sociocultural perspective, the findings must also be interpreted within the West Sumatran context. The regional philosophy of *Adat Basandi Syarak, Syarak Basandi Kitabullah* embeds Islamic principles within social and cultural life and may normalize expectations surrounding halal consumption. Abrar and Pambudi (2025) emphasize that

emerging halal consumption behavior is shaped by broader social and market environments, while Sholekhah and Guntoro (2023) highlight the importance of halal literacy in translating Islamic consumption principles into everyday behavior. In such an environment, awareness of halal logos and general trust in halal products may already be widespread among students. These attributes may therefore provide limited differentiation between consumers with higher and lower purchase propensity. The decisive distinction may instead arise from whether halal consumption is practically convenient. This interpretation helps explain why convenience retains predictive power while trust and halal logo and brand cues do not.

Taken together, the findings suggest that halal cosmetic consumption among university students should not be interpreted as a simple consequence of religiosity, certification, or brand familiarity. Previous studies have demonstrated important roles for religiosity, halal labels, trust, brand image, safety, and quality in shaping halal cosmetic behavior (Mahliza & Aditantri, 2022; Aliza & Akbar, 2024; Saputra et al., 2023; Prakasita & Wardana, 2022). The present results extend this literature by showing that these favorable perceptions may not be sufficient to predict high purchase propensity when consumers already operate within a strongly halal-oriented social environment. Convenience becomes more decisive because it determines how easily halal values can be translated into actual consumption choices. The practical implication is that cosmetic firms should not rely solely on halal logos or brand reputation. They should make certification status, ingredient information, product authenticity, and Sharia-compliant product options easy to verify and access, particularly for Generation Z consumers who expect both credible halal assurance and low-friction purchasing processes.

CONCLUSION AND FURTHER STUDY

This study demonstrates that halal cosmetic consumption among students at Dharma Andalas University is structured around three dimensions: Trust, Convenience, and Halal Logo and Brand Cues. Among these dimensions, Convenience is the only significant predictor of high purchase propensity, while Trust and Halal Logo and Brand Cues do not show significant effects. The findings indicate that favorable perceptions of halal products and recognition of halal-related market cues are not sufficient to distinguish students with stronger purchasing propensity. Instead, students are more likely to exhibit high purchase propensity when halal products and relevant information are easy to access, understand, and verify. This finding contributes to halal consumer behavior research by showing that within a religious-cultural environment, practical convenience can play a more decisive role than trust or symbolic halal cues in translating halal lifestyle orientation into cosmetic purchasing decisions.

This study is limited by its focus on 278 students from the Faculty of Economics and Business at Dharma Andalas University, which restricts the generalizability of the findings to other student populations, regions, and consumer groups. The factor-analysis and logistic-regression design also identifies behavioral patterns and predictive relationships rather than establishing causality. Future studies should validate the three-factor structure across universities and regions, include more diverse demographic groups, and examine additional determinants such as halal literacy, religiosity, perceived quality, price sensitivity, digital information exposure, and product accessibility. Longitudinal or experimental designs could also clarify how convenience translates halal awareness into actual purchasing behavior over time. From a managerial perspective, cosmetic firms should therefore strengthen ingredient transparency, simplify halal verification, improve access to authenticated products, and reduce the effort required to identify Sharia-compliant formulations rather than relying primarily on halal logos or brand familiarity.

ETHICAL DISCLOSURE

The author affirms that all research procedures were executed in strict adherence to international academic ethics standards. Participation in this study was entirely voluntary, with respondents providing informed consent without any form of coercion. All data collected have been anonymized to ensure the highest level of confidentiality, utilized exclusively for scientific advancement and scholarly publication. Furthermore, the author ensures that the research instrument was designed to be culturally sensitive, preserving the privacy and dignity of all participants while maintaining full transparency throughout the data collection process.

CONFLICT OF INTERESTS

The author declares that there are no financial, personal, or professional conflicts of interest associated with this research. This study was conducted independently for academic purposes and is not affiliated with, nor funded by, any specific cosmetic brand or commercial entity that could compromise the objectivity of the findings. All scholarly references, data sources, and technical supports have been transparently disclosed, and the results presented herein are free from external institutional or commercial intervention.

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