



Systematic Literature Review: Analysis of Factors Influencing Interest Purchasing Halal Cosmetics 2018-2024

Adika Iftitah Rizqillah¹, Maf Ulatul Ainiyah², Izza Milenia Ariyati³, Luqman Hakim⁴

^{*1}Universitas Negeri Surabaya, Indonesia, adika.23001@mhs.unesa.ac.id

²Universitas Negeri Surabaya, Indonesia, maf.23010@mhs.unesa.ac.id

³Universitas Negeri Surabaya, Indonesia, izza.23011@mhs.unesa.ac.id

⁴Universitas Negeri Surabaya, Indonesia, luqmanhakim@unesa.ac.id

Abstract. This research aims to analyze the factors influencing the intention to purchase halal cosmetics and to identify research trends in this sector from 2018 to 2024. Using the Systematic Literature Review (SLR) method guided by the PRISMA framework, this study systematically collects and analyzes data from scientifically indexed articles to provide a comprehensive understanding of consumer behavior towards halal cosmetics. The findings indicate a significant rise in publications on halal cosmetics, with research interest peaking in 2024. Key factors influencing purchasing decisions include awareness of product safety, halal certification, and lifestyle preferences. Furthermore, the study highlights that most existing research focuses on Muslim consumers, while the perspectives and motivations of non-Muslim consumers remain underexplored. This research contributes to the advancement of knowledge in halal cosmetic studies by mapping existing literature and identifying gaps for future research. It provides valuable insights for producers in designing more effective marketing strategies and supports policymakers in developing consumer protection regulations. Strengthening the position of halal cosmetics in the global market, this study also emphasizes the importance of educating consumers on sharia-compliant product choices. Future research is recommended to explore the motivations and perceptions of non-Muslim consumers and the impact of halal certification on consumer loyalty.

Keywords: Halal Cosmetics, Systematic Literature Review, PRISMA

***Corresponding Author**

INTRODUCTION

In later a long time, the halal cosmetics segment has experienced quick advancement in different nations, counting Indonesia. Based on the analysis of scientific articles conducted in the period 2018 to 2024 with a focus on the theme of halal cosmetics, it is seen that this topic is increasingly becoming a concern in research. The limitations of this study include research published in the last five years and specifically discussing the development of halal cosmetics. The data in the diagram shows an increase in the number of articles analyzed, with the highest number in 2024. This reflects the increasing attention to halal cosmetics, along with the high awareness of the Indonesian people, who are predominantly Muslim, of the importance of using

halal-labeled products. Previous research by Putri & Utami (2024) also supports this trend, by showing an increase in demand for halal cosmetics, especially among young women with high levels of education. Not only Muslim consumers, halal cosmetic products are also starting to be of interest to non-Muslim consumers, showing a broader appeal. This growing interest can be explained by the increasing number of studies in the last five years, as reflected in the diagram, which shows academic attention in line with industry developments.

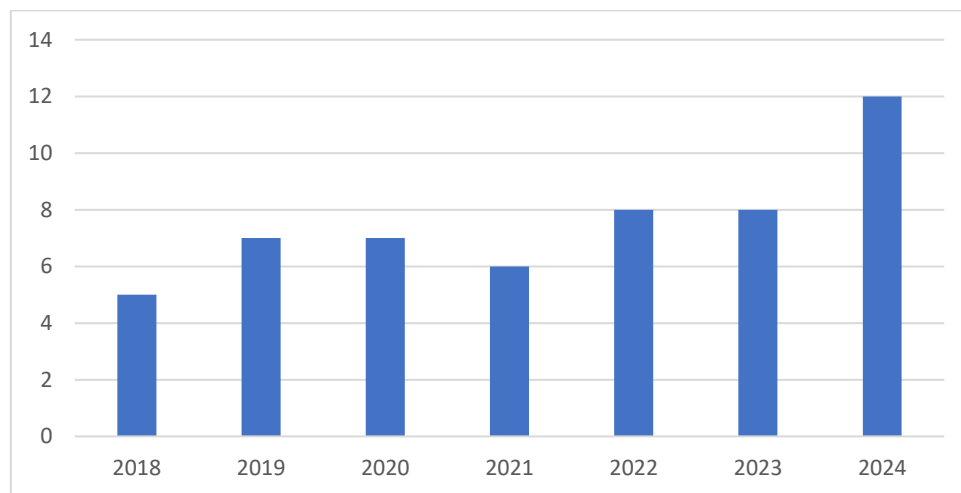


Figure 1. Article Analysis 2018-2024

Source: processed data (2024)

The growth of the halal cosmetics sector is driven by the high public awareness of the importance of using products that are in accordance with sharia values and principles. Halal cosmetic products must not only be free from ingredients that are forbidden in Islam, but also be processed and produced in accordance with halal standards and regulations (Hasibuan et al., 2019). With the increasing Muslim population in the world and awareness of the importance of halal consumption, the halal cosmetics industry is projected to continue to grow along with changing consumer preferences.

The development of halal cosmetics has become an interesting topic to study in recent years. The shift in consumer behavior that has occurred is driven by healthy lifestyle trends and awareness of natural ingredients. Halal cosmetics are often associated with products that are safer, more natural, and free from harmful chemicals, making them a choice for consumers who care about health and the environment (Sara et al., 2022). In addition, changes in a more modern lifestyle and the need for products that comply with religious principles encourage manufacturers to continue to innovate in creating halal cosmetic products that can meet the needs of the growing market. This is also supported by research conducted by (Darmalaksana

& Busro, 2021), revealing the importance of halal cosmetics as part of a healthy lifestyle from the perspective of the teachings of the Prophet Muhammad SAW. Furthermore, this study explains that the use of halal cosmetics is not only limited to beauty, but also to health.

Consumer behavior in purchasing halal cosmetics is also influenced by the presence of a halal label. Public perception of the importance of the halal label on cosmetics shows that the presence of this label provides a sense of security for users. Although some Muslim consumers do not always have a problem with cosmetics without a halal label because they assume that the product may not be appropriate, many still tend to pay attention to the presence of a halal label on the packaging. This is because the label provides a guarantee of the safety of product use. In Islamic teachings, it is recommended to consume halal things and avoid haram things. A label is information printed on the packaging in a visual form, which provides information about the product inside (Hidayat, 2023). So, the inclusion of a halal label on a product has an important meaning for consumers and business actors. This is supported by research conducted by Masitoh (2022), revealing that Halal is a priority for Muslims, so they tend to choose cosmetics labeled halal compared to other products that do not have a halal guarantee. Meanwhile, for non-Muslims, the content of cosmetic products that are free from hazardous materials and have guaranteed safety is a special attraction. This makes halal cosmetics in demand by non-Muslims because these products are considered safe and support the health of their facial skin.

The development of cosmetic products in Indonesia shows that consumers do not only judge products from their halal labels, but the factor that most influences the purchase of halal cosmetics is religiosity. Purchasing decisions are formed based on religious values or beliefs. If someone has a high level of religiosity, the tendency to consume halal cosmetic products is greater (Maharani & Silvia, 2019). This is supported by research conducted by Maulani et al., (2023), revealing that religiosity plays an important role in shaping consumer attitudes and purchasing intentions. The results show that attitude plays a role as a mediator in the influence of religiosity on purchasing intentions. Therefore, industry leaders need to pay special attention to the aspect of religiosity in their promotional strategies, as this can effectively encourage consumer purchasing intentions.

Religiosity is not the only factor that influences purchasing decisions. Another factor, namely marketing strategy, also plays a significant role. In this marketing strategy, the role of social media is very important. Social media has become a platform to introduce and promote halal

cosmetic products, so that consumers can share reviews, testimonials, and usage experiences. This is in line with research conducted by Syafrial & Firdaus (2022), revealing that the role of social media has a significant influence on consumer purchasing interest in halal cosmetic products in Jambi City. The analysis shows that the curation dimension of social media gets the highest score, which indicates that consumers tend to be active in reviewing and providing positive feedback on advertised products. In addition, consumers also showed high participation in creating content and sharing information about halal products on social media platforms. Furthermore, social media serves as an effective tool in shaping positive perceptions and consumer purchasing interest in halal cosmetic products. Further efforts are needed to increase public awareness of the importance of halal products, as well as utilizing social media as a more efficient communication channel in promoting product halalness.

Based on consumer behavior in using halal cosmetics, it is important to analyze the factors that influence the purchasing decision of this product. This analysis is needed because the halal cosmetics market has great potential and continues to grow. A deep understanding of these factors can help manufacturers, marketers, and policy makers design more effective strategies to meet consumer needs. This understanding can also support the growth and competitiveness of the halal cosmetics industry, both in the domestic and international markets, and contribute to economic growth through halal-based innovation and collaboration. This study is expected to provide a contribution in the form of insight into the behavior of halal cosmetics consumers, so that business actors or manufacturers can take strategic steps to strengthen the position of their products in a competitive market.

LITERATURE REVIEW

Purchase Decision

Kotler and Keller define consumer purchase interest as a behavior that represents a customer's choice to purchase a product based on their prior experiences with the product's selection, use, or desire (Syafrial & Firdaus, 2022). Marketers must comprehend how consumers behave during the purchasing process in order to stimulate interest in making a purchase. Customers will choose whether to purchase or reject the provided product after being swayed by marketers (Habibi & Mubasiroh, 2023). Purchase interest is influenced by the evaluation of the product's value, where if the perceived benefits are greater than the sacrifices, the interest in buying will be higher. Conversely, if the benefits are smaller than the sacrifices, consumers tend to switch

to looking for other products. According to Kotler and Keller in (Ismaya et al., 2022), define purchase interest as a consumer's desire to buy or choose a product based on their experience. They explain that purchase interest can be understood through the AIDA model, which describes the stages of stimulation that consumers go through, namely attention, interest, desire, and action. At the attention stage, consumers begin to get to know the product through promotions carried out by the company. The next stage is interest, where consumers are interested after getting more information. Then, at the will stage, consumers' desire to buy the product increases, and finally at the action stage, consumers make a decision to buy the product. Purchase interest also functions as a motivational factor that influences consumer behavior, indicating the efforts made by a person to try or buy a product (Sari, 2020). According to Listyoningrum (2012), purchase interest reflects short-term behavior that can predict future consumer purchasing decisions. Furthermore, according to Listyoningrum Listyoningrum (2012) states that purchase interest is an individual's conscious intention to buy a product.

Halal Cosmetics

Halal in Indonesia is regulated through the granting of halal certification by institutions that aim to build a perception among Muslims that products without halal certification may be at risk of not complying with Islamic law. According to Warto & Samsuri (2020), halal certification functions to make it easier for Muslim consumers to choose products that comply with Islamic law. Based on research by Warto & Samsuri (2020), it states that halal cosmetics cover all aspects of production, including the use of halal raw materials, as well as production processes, storage, packaging, and shipping that comply with Sharia procedures. In Arabic, halal means permissible or lawful and is related to the concept of "good" which emphasizes that everything that is halal must also bring goodness (Qanita & Syaifuddin, 2023). Allah says in Al-Baqarah verse 168, "O mankind! Eat of what is lawful and good on earth and do not follow the footsteps of Satan. Indeed, Satan is a clear enemy to you."

The concept of halal is not only limited to food and beverages, but also part of the belief system and moral ethics in everyday life (Masitoh, 2022). Currently, halal is not only a religious issue but also a business opportunity that can increase sales and create competitive advantages. The word cosmetics comes from the Greek "kosmetikos," which means the skill of decorating or beautifying. According to the Regulation of the Minister of Health of the Republic of Indonesia No. 445 / MenKes / Permenkes / 1998, cosmetics are defined as preparations used on the outside of the body (such as skin, hair, nails, lips, and external genitalia) as well as teeth and

oral cavity to clean, increase attractiveness, change appearance, protect, or improve body odor, without medical intent (Maryani & Fachrurrazi, 2017).. Cosmetics used to be made from natural ingredients obtained from around the place of residence, but now they have been innovated by using artificial ingredients. According to the Indonesian Food and Drug Supervisory Agency (BPOM) in 2011, cosmetics are materials used on the outside of the body for the purpose of cleaning, perfumed, changing appearance, improving body odor, protecting, or maintaining certain body conditions (Adjeng et al., 2023).

Consumer Behavior

Consumer direct actions in obtaining, consuming, using goods and services, including the decision process that occurs before and after the action is what is meant by consumer behavior (Syafrianita et al., 2022). In general, humans tend to be rational and use available information systematically. Before doing or avoiding a behavior, a person usually considers the impact of their actions (Mahyarni, 2013). In the consumer decision-making process, there are a number of influencing factors. One important factor is culture, which has a major influence on consumption patterns or consumer behavior in Indonesia. Personal characteristic like age, life stage, profession, financial situation, personality, self perception, way of life, and value are also significant. Consumer behavior is directly impacted by a number of these traits. Motivation, perception, learning, beliefs, and attitudes are the primary psychological components. Strong drives or needs can direct a person to make decisions. Stimuli from marketing and the environment enter the consumer's consciousness, which are then processed through a number of psychological mechanisms together with certain consumer characteristics, resulting in decision making and final choices (Mahyarni, 2013).

METHOD

Review Method

This systematic review follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines. A literature search was conducted on the Scopus database in January 2025. The keywords used in the search were “halal AND cosmetic”. The study selection process was carried out in stages, following the PRISMA flowchart, the following is the PRISMA method diagram.

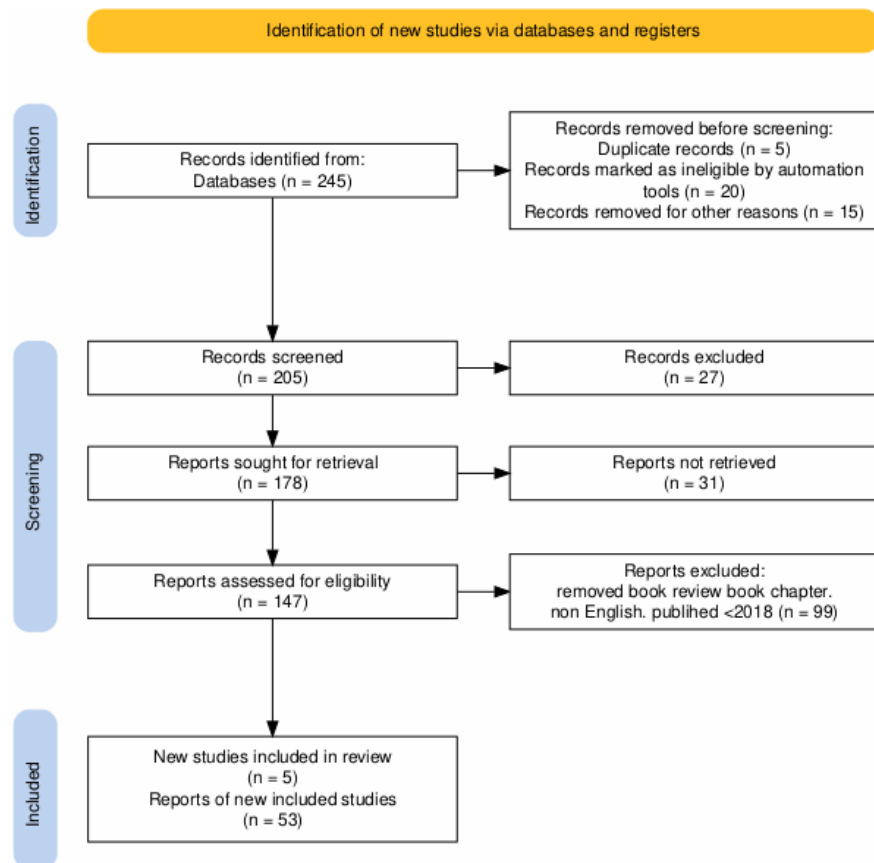


Figure 2. Stages of implementing the SLR PRISMA method

At the identification stage, an initial search was conducted and resulted in 245 documents. Then screening was carried out. After removing duplicates ($n = 5$), records marked as ineligible by the automated tool ($n = 20$), and records removed for other reasons ($n = 15$), 205 records remained for abstract and title review. Of the 205 documents, 27 records were excluded because they were not relevant to the topic. Furthermore, at the Eligibility assessment stage, full-text reports were searched for 178 documents. A total of 31 documents could not be found or accessed. Of the 147 report documents assessed for eligibility, 99 documents were excluded with the following criteria: book review or book chapter, publication not in English, publication before 2018, research that only discusses aspects of halal cosmetic production without involving consumers, research that does not contain theory, research that focuses more on religious aspects than scientific aspects. After a rigorous selection process, 53 articles met the inclusion criteria and were included in this systematic review. Detailed information about the included studies can be seen in the discussion.

Research Question (RQ)

The research questions were formulated with the aim of focusing the Systematic Literature Review (SLR) study conducted. The development of research questions refers to the PICOC (Population, Intervention, Comparison, Outcome, Context) framework proposed by (Kitchenham et al., 2007). This PICOC framework helps in specifically identifying the study population, the intervention studied, relevant comparisons, expected outcomes, and the research context. Based on the PICOC framework, the research questions proposed in this study are as shown in Table 1.

Table 1. Research Questions In the Literature Review

ID	Research Questions	Motivation
RQ1	<i>What is the trend of halal cosmetics research in the last 7 years (2018-2024)?</i>	<i>Identification of developments and evolution of research in the field of halal cosmetics in the period 2018-2024</i>
RQ2	<i>What approaches have been most frequently used in halal cosmetics research in the last 7 years (2018-2024)?</i>	<i>Identification of the most effective and efficient research methods in studying the topic of halal cosmetics.</i>
RQ3	<i>What types of research instruments are most frequently used in halal cosmetics research in the last 7 years (2018-2024)?</i>	<i>Understanding the most relevant and valid types of measuring instruments or instruments for collecting data in halal cosmetics research.</i>
RQ4	<i>What factors have influenced halal cosmetics research in the last 7 years (2018-2024)?</i>	<i>Identification of internal and external factors that influence the direction and focus of halal cosmetics research.</i>
RQ5	<i>Who are the research subjects most frequently targeted in halal cosmetics research in the last 7 years (2018-2024)?</i>	<i>Identify the population groups that are most often the focus of research</i>
RQ5	<i>What research gaps are emerging in halal cosmetics research?</i>	<i>Identify gaps or deficiencies in existing research</i>

Search Strategy

The search process in a systematic literature review (SLR) involves several crucial stages. The initial stage is selecting a relevant digital database. Selecting a comprehensive database will increase the chances of obtaining studies relevant to the research topic. The database used is

an article indexed by SCOPUS. Next, a specific search string is formulated by referring to the PICOC components, especially the population and intervention that have been defined in the research question. An effective search string involves identifying relevant key terms, synonyms, and spelling variants. In addition, it is also necessary to consider searching for key terms in the title, abstract, and keywords of the article. After obtaining the initial search results, it is necessary to refine the search string iteratively to minimize the number of irrelevant studies.

In the search process, it is important to adjust the search strategy to the characteristics of each database. Limiting the search based on the year of publication, type of publication (eg, journal articles and conference proceedings), and language also needs to be done to obtain more focused search results.

Study Selection

Inclusion and exclusion criteria were used to select primary studies. These criteria are shown in Table 2.

Table 2. Inclusion and Exclusion Criteria

<i>Inclusion Criteria</i>	<i>Scientific journal articles indexed in the Scopus database</i> <i>Indonesian or English.</i> <i>Research on consumer perceptions of halal cosmetics.</i> <i>Factors influencing purchasing decisions for halal cosmetics.</i> <i>Analysis of halal cosmetic raw material content.</i> <i>Comparison between halal and non-halal cosmetics.</i> <i>Regulations and standards for halal cosmetics in various countries.</i> <i>Social and economic impacts of the halal cosmetics industry</i> <i>Using quantitative methods (surveys, experiments) or qualitative (in-depth interviews, case studies).</i> <i>Involving a representative sample of halal cosmetic consumers.</i> <i>Focusing on countries with significant Muslim populations (Indonesia, Malaysia, Saudi Arabia, etc.).</i>
<i>Exclusion Criteria</i>	<i>Books, research reports that are not published in scientific journals, popular articles, or blogs.</i> <i>Languages other than Indonesian and English.</i> <i>Published before the last 7 years (adjust to the relevance of the topic).</i> <i>Research that only discusses aspects of halal cosmetic production without involving consumers.</i> <i>Case studies that are too specific and cannot be generalized.</i> <i>Research that focuses more on religious aspects than scientific aspects.</i> <i>Studies that are not relevant to the context of Muslim-majority countries.</i>

Data Extraction

The selected primary studies were then subjected to systematic data extraction to gather relevant information to answer the research questions. A specially designed data extraction form was used as a tool to collect important data from each study. The properties or variables to be extracted were identified based on the research questions and preliminary analysis conducted by the researcher. A total of four primary properties were identified to answer the research questions, as listed in Table 3. The data extraction process was carried out iteratively to ensure the accuracy and completeness of the data obtained.

Table 3. Data Extraction Properties Mapped to Research Questions

No.	Research Questions (RQ)	Relevant Data Extraction Properties
1	What is the trend of halal cosmetics research in the last 7 years (2018-2024)?	Year of publication, country of study, underlying theory
2	What approaches have been most frequently used in halal cosmetics research in the last 7 years (2018-2024)?	Research methods (quantitative, qualitative, mixed methods)
3	What type of research instruments are most frequently used in halal cosmetics research in the last 7 years (2018-2024)?	Research instruments (questionnaires, interviews, observations)
4	What factors have influenced halal cosmetics research in the last 7 years (2018-2024) ?	Variabel independen, variabel dependen, model analisis data, hasil analisis
5	Who are the research subjects most frequently targeted in halal cosmetics research in the last 7 years (2018-2024)?	Sample characteristics (age, gender, education, occupation, etc.)
6	What research gaps are emerging in halal cosmetics research?	Under-researched topics, limitations of previous research, recommendations for further research

Study Quality Assessment and Data Synthesis

Evaluation of study quality is crucial in guiding the interpretation of synthesis findings and determining the level of confidence in the conclusions drawn. The primary purpose of data synthesis is to collect and integrate empirical evidence from relevant studies to answer the research question. Although each study may have limited contribution, the accumulation of evidence from a large number of studies can strengthen the validity of the overall findings. The data extracted in this review included both quantitative and qualitative data. Various data synthesis strategies were applied, tailored to the type of research question asked. In general, a

narrative approach was used as the primary synthesis method. The data obtained were then tabulated systematically to facilitate analysis and interpretation. In addition, various data visualizations such as bar charts, pie charts, and tables were used to present the data more informatively.

Table 4. Research Data

Title	Author	Year	Methodology	Results
The influence of knowledge and religiosity on intention to repurchase; a comparative study in three industries: Halal cosmetics, halal personal care and halal food	Ilma Savira Putri, Sri Daryanti , and Sri Rahayu Migrated Their Hearts	2018	Quantitative	The research findings indicate that there is a significant indirect influence between the variables in the relationship. However, the direct connection does not show a significant relationship between knowledge and repurchase intention. Meanwhile, the connection between religiosity and repurchase intention demonstrates a significant relationship between halal personal care products and halal food products.
Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia	Ahasanul Haque, Naila Anwar, Arun Kumar Tarofder , Nor Suhana Ahmad, and Sultan Rahaman Sharif	2018	Quantitative	The study's findings indicate that attitude, perceived behavioral control, and religiosity have a significant relationship with purchase intention, whereas subjective norms do not show a significant relationship.
Consumer Purchasing Behavior of Halal Cosmetics: A Study on Generations X and Y	Elfira Maya Adiba.	2019	Quantitative	The research results show that halal knowledge and Islamic religiosity significantly influence consumer behavior, with attitudes acting as a mediator. This has implications for halal cosmetics companies in designing effective marketing strategies to enhance Indonesian exports of halal cosmetic

Title	Author	Year	Methodology	Results
				products, thereby contributing to the national economy.
Managing The Halal Industry and The Purchase Intention of Indonesian Muslims: The Case of Wardah Cosmetics	Sukesi and Wanda Gema Prasadio Akbar Hidayat	2019	Quantitative	The concept of halal has become a global trend and a way of life for Muslims worldwide, particularly in Indonesia, the country with the largest Muslim population. One significant development in Indonesia's halal industry is Wardah Cosmetics, recognized as a pioneer in halal beauty products. Wardah markets its products using three key taglines: "pure and safe," "expert beauty," and "inspiring beauty." Despite its success, Wardah has yet to fully maximize its potential due to negative perceptions regarding product quality and a distribution network that is primarily concentrated in urban areas. However, Wardah remains a leading example in the halal cosmetics industry, with its strategies and approaches closely influencing the purchasing intentions of Indonesian Muslim consumers.
Determinants of purchase intention of halal cosmetic products among Generation Y consumers	Nasreen Khan, Abdullah Sarwar and Booi Chen Tan	2020	Quantitative	According to this study, the halal logo and security components are highly significant predictors of Generation Y consumers' inclination to buy halal cosmetics. Without allegedly, the study finds that religious beliefs play a role the least role important in intention purchase .

Title	Author	Year	Methodology	Results
Purchase behavior of millennial female generation on Halal cosmetic products	Tanti Handriana, Praptini Yulianti, Masmira Kurniawati , Nidya AyuArina , Ratri Amelia Aisyah, Made Gitanadya Ayu Aryani and Raras Kirana Wandira	2020	Quantitative	The study demonstrates that consumer attitude and intents to buy halal cosmetics are influenced by perceived value, brand image, religious belief, halal certification, trust, and halal awarness. However, the impact of religious beliefs on halal awareness was not supported.
Factors Affecting the Halal Cosmetics Purchasing Behavior in Klang Valley, Malaysia	Osman, S., Cheng, K. W., & Wider, W	2022	Quantitative	The study reveals that halal awareness, halal knowledge, and halal attitude all have a direct and significant relationship with the purchasing behavior of halal cosmetics.
Sustainable Purchasing Decisions for Halal Cosmetics in Indonesia	Wisudanto Mas Soeroto , Tika Widiastuti, Dien Mardhiyah , Anidah Robani, Imron Mawardi , Sri Ningsih and Muhammad Ubaidillah Al Mustofa	2023	Quantitative	This study confirms that the halal label influences the purchase of halal cosmetics across different generations. Concerns about halal cosmetics are more strongly felt by the Baby Boomer Generation and Generation X compared to Millennials. On the other hand, Millennials place greater emphasis on fair pricing compared to older generations.
The motivating factors for switching intention to use halal cosmetics in Indonesia	Wisudanto Mas Soeroto , Tika Widiastuti, Dien Mardhiyah , Anidah Robani, Imron Mawardi , Sri Ningsih and Muhammad Ubaidillah Al Mustofa	2023	Quantitative	Product image plays the most significant role in shaping attitudes toward switching to halal cosmetics, followed by perceived behavioral control, halal awareness, and subjective norms. However, halal certification and advertising do not have the same impact. The findings indicate that the image of

Title	Author	Year	Methodology	Results
				halal cosmetics influences consumer attitudes toward transitioning to these products. While Indonesian consumers recognize the obligation to use halal products as Muslims, halal certification alone does not directly drive their intention to switch.
Perception of Halal Cosmetics Consumers towards Halal Awareness in Online Social Network: Study in Malaysia and Indonesia	Point Respati , Lina Jamilah, Indra Fajar Alamsyah , Abdulrazak Abdulahdi	2024	Quantitative	Based on the research findings, six key factors influence Millennials' interest in choosing halal cosmetics: social media campaigns, influencer trust, halal awareness, the desire to purchase well-known brands on social media, the language used in cosmetic advertisements, and trust in the brand and product quality.
Analysis of Factors Influencing Purchase Intention on Halal-labeled Cosmetics in Bogor by Generation Z	Siti Sokhiful Jannah, Indra	2024	Quantitative	The findings indicate that norms, attitudes, and behavioral control significantly influence young people's interest in purchasing halal cosmetics. This implies that self-regulation, perceptions of halal products, and social standards are key factors in shaping purchase intentions. These insights can help cosmetic producers and marketers refine their communication strategies by highlighting halal values and enhancing awareness of product benefits.
Halal cosmetics: a technology empowered	Christine Wan Shean Liew and Noorliza Karia	2024	Qualitative	Through a comprehensive review of 66 articles, this study provides a holistic

Title	Author	Year	Methodology	Results
systematic literature review				and detailed perspective on halal cosmetics, serving as a valuable resource for academics and market practitioners in strategizing and positioning the future development of halal cosmetics. This research offers a thorough understanding of halal cosmetics, helping academics and industry professionals grasp market responses to strategies and positioning for the industry's growth.

Major Thematic Cluster

Keyword co-occurrence analysis of halal cosmetics research. This study conducted an analysis using co-occurrence to obtain the main theme in research on halal cosmetics. The keywords used bring up interests that are mapped through the keyword format used by the authors in listing their research (Andersen, 2021). Figure 3 presents the co-occurrence keyword network displayed with VOSviewers. It is known that there are four main focuses of the theme groups that emerge from the results of the co-occurrence keyword analysis representing that the red color refers to the knowledge cluster on halal cosmetics, the green cluster represents attitudes towards halal products, the blue cluster represents that halal-labeled cosmetics influence purchase intentions, the purple cluster includes ingredients in halal cosmetics and halal certificates in halal cosmetics.

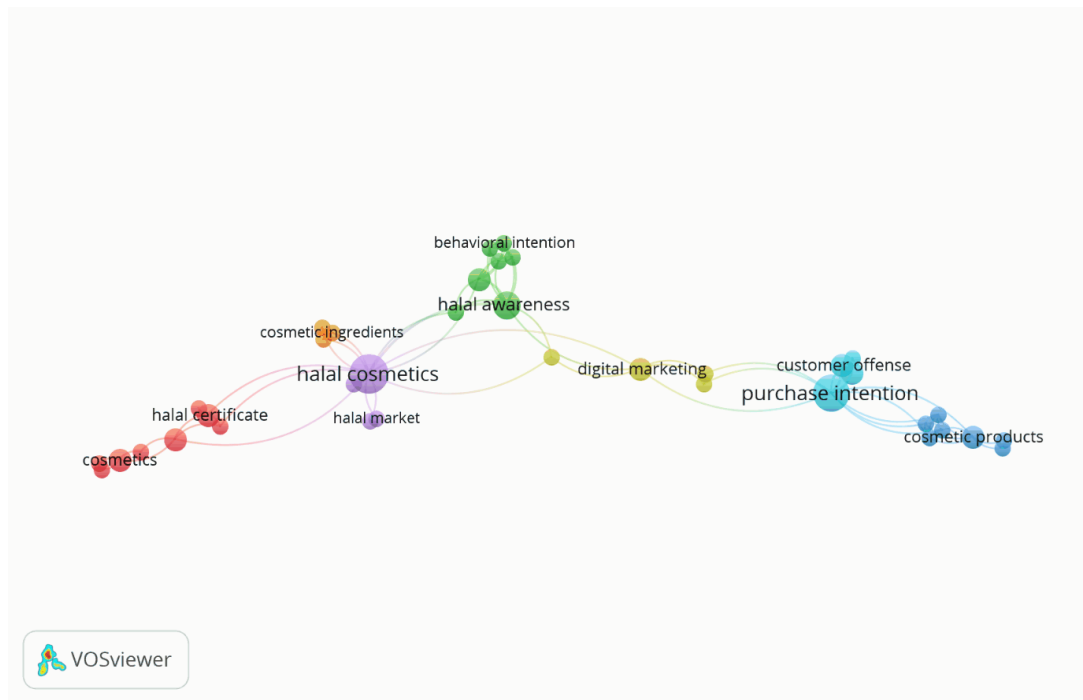


Figure 3. Thematic Cluster oleh VOSviewer

RESULTS

Research Trends regarding Purchasing Halal Cosmetics (RQ 1)

The development of article publications focusing on the interest in purchasing halal cosmetics over the past 7 years between 2018 and 2024 has increased and decreased. These results can be seen in Figure 1 which shows that the most research on the topic of purchasing halal cosmetics occurred in 2024, namely 12 articles. While in 2023 there were 8 articles, research conducted in 2022 with the topic of interest in purchasing halal cosmetics there were 8 articles. And in 2021, 6 writings were found on the topic of interest in purchasing halal cosmetics, and in 2020 and 2019 7 studies were found on the same topic, in 2018 as many as 5 articles were found.

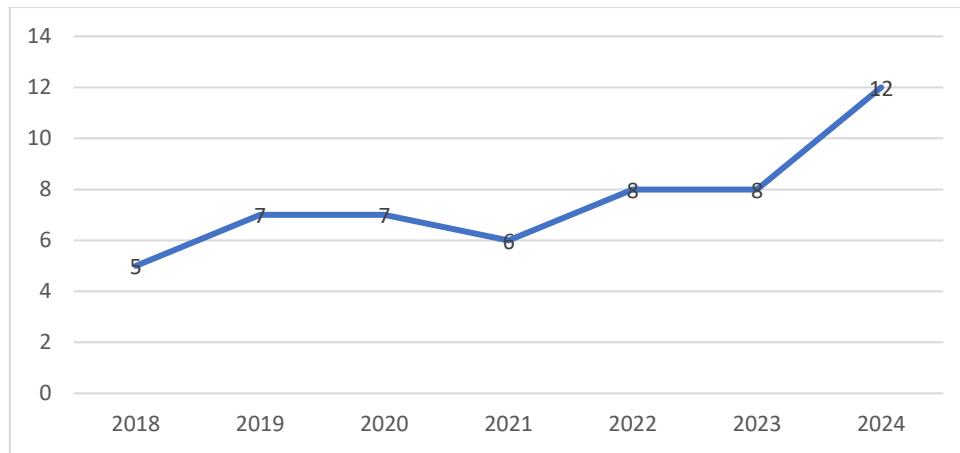


Figure 4. Publication Trends

Research found in 2020 stated that consumers already have a higher awareness and tend to choose products that comply with halal principles (Hasibuan et al., 2019). The fluctuation in the number of studies between 2018 and 2024 indicates that consumers choose halal products because the safety of ingredients followed by the halal logo is a very important predictor of the intention to purchase halal cosmetic products among Generation Y consumers (Khan et al., 2021). It can be concluded that consumers trust halal products because of the safety offered by halal products. In addition, the massive use of social media makes consumers easily tempted by products displayed through reviews of these products has a major impact on interest in purchasing halal cosmetics (Sulistiyosari et al., 2023). Then the product image plays no less a crucial role in forming attitudes towards the intention to switch to halal cosmetics because the image built by the halal cosmetic brand focuses on skin health and beauty and creates a positive attitude towards someone who uses it (Wisudanto et al., 2024). No less important is the reasonableness of the price of a halal cosmetic product (Soeroto et al., 2023).

Through various studies found, researchers can identify various factors that cause consumer interest in buying halal cosmetic products. A study can provide various benefits such as additional knowledge for business actors for several reasons, namely, these findings can be used as a reference to be applied in their efforts to attract consumer interest and can find out how consumers think before deciding to make a decision to buy a product.

Meanwhile, the publication of articles from each country is known to be Indonesia with 28 articles, followed by Malaysia with 15 articles and India with 6 articles, Pakistan with 3 articles and Bangladesh with 1 article.

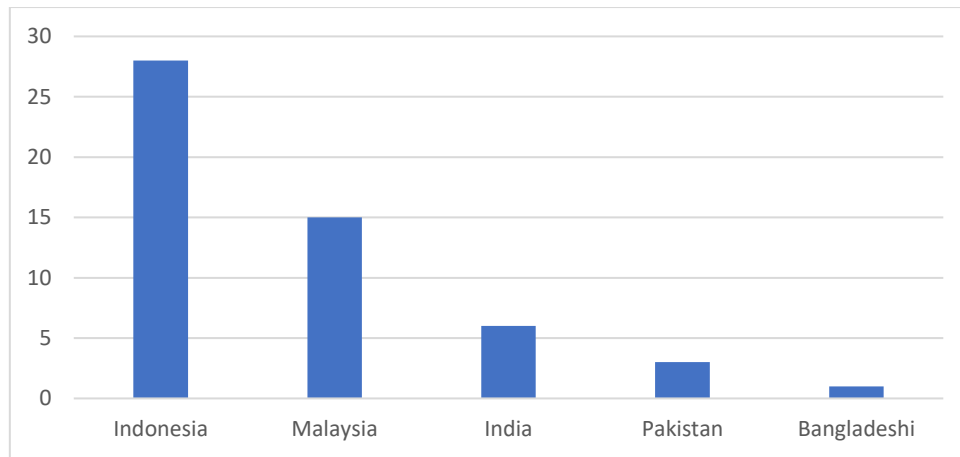


Figure 5. Article Publication by Country

Indonesia is a country with the largest Muslim population, this creates an opportunity for manufacturers to develop halal products, such as cosmetic products. In addition, currently there are many new cosmetic brands that are popular in Indonesia that present halal cosmetic products and increase consumer awareness of halal products and the growth of the halal industry (Ashilah et al., 2023; Anjelina & Andni, 2024).

The application of theory is used in scientific writing as a basis and support in writing research, as stated by (Nursulis & Muspawi, 2024). that there needs to be a basis for developing an opinion, focusing on methodology, analyzing data to providing contributions to science.

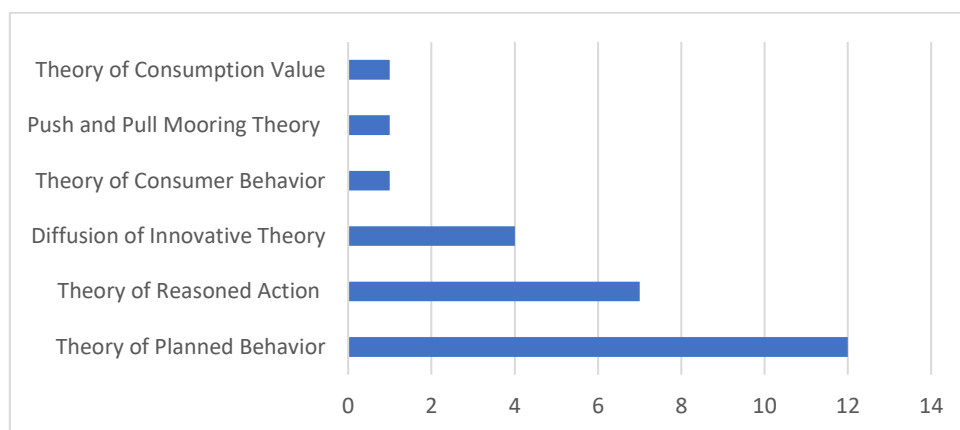


Figure 6. Theory in Research

In Figure 6, it is known that the most frequently used theory in research is the Theory of Planned Behavior (Khan et al., 2021; Septiarini et al., 2023; Osman et al., 2022; Huriah et al., 2022), this theory is most widely used to determine purchasing decisions for halal cosmetics. Furthermore, the most widely used theory after the Theory of Planned Behavior is the Theory of Reasoned Action (Putri et al., 2019; Hassan & Sengupta, 2019; Sama & Trivedi, 2019).

Meanwhile, the use of the Theory of Consumer Behavior, Push and Pull Theory, and Theory of Consumption Value was found only once each.

Research Approach (RQ 2)

The research approach is used to collect, analyze, and interpret data in answering research questions systematically and accurately. Figure 5 shows that the research approach often used by researchers is a quantitative approach, which can provide a clearer understanding of the research phenomenon through data collection that can be measured quantitatively and generalize findings to a wider population (Ardiansyah et al., 2023).

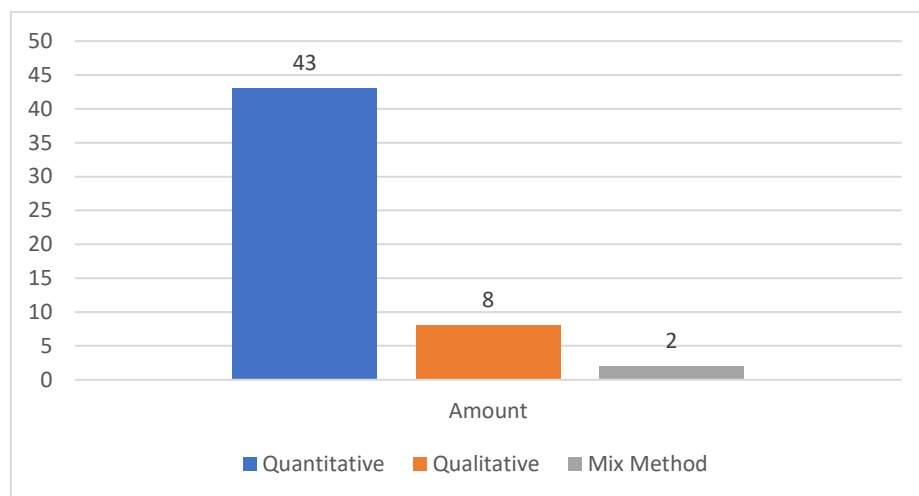


Figure 7. Research Approach

Meanwhile, qualitative research is defined as a research approach that aims to understand and explain social phenomena as a whole through the interpretations, perspectives, and experiences of the people involved in it (Ardiansyah et al., 2023) As in the research conducted by (Masitoh, 2022) which examined the Existence of Halal-Labeled Cosmetics in Muslim and Non-Muslim Communities, using a qualitative phenomenological approach because it aims to explore the subjective experiences of individuals or groups, in this case consumers who choose the Wardah brand.

Research Instrument (RQ 3)

Research instruments are used to ensure that the data obtained is in accordance with research needs, accurate, and reliable. This study reveals research instruments that are often used by researchers.

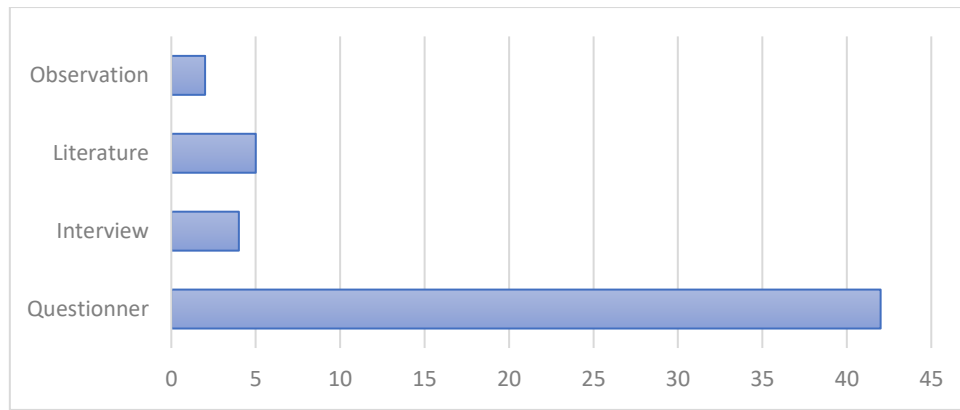


Figure 8. Research Instrument

In Figure 8, it can be seen that the most widely used research instrument by researchers is a questionnaire. This is because the questionnaire data collection instrument is used to collect data from larger samples in quantitative research (Creswell & Creswell, 2018). Meanwhile, research instruments with interviews are effective when the source of information is a group or someone who is an expert in their field (Harto et al., 2023). Therefore, most of the studies found used questionnaire data collection instruments because they are more effective when using large samples.

Factors that Influence Interest in Purchasing Halal Cosmetics (RQ 4)

Based on the findings of the Systematic Literature Review research which has conducted content analysis on previous studies, it can be seen that a person's interest in buying halal cosmetic products is influenced by several factors, namely:

A. Lifestyle

Lifestyle greatly influences the interest in purchasing halal cosmetics because a person's personal preferences, life values, and consumption habits often reflect how they choose products that are considered most in accordance with their beliefs and outlook on life. Lifestyle is a person's lifestyle in the world which is expressed in their activities, interests and opinions (Ariyono et al., 2023). The higher a person's lifestyle, the more effective the decisions taken (Syah & Barsyah, 2022). A study (Lin & Shih, 2012) found that lifestyle can increase women's purchasing decision behavior to have cosmetic products. Changes in the lifestyle of modern society will certainly affect the use of the goods they use, including the use of halal cosmetics. Currently, the marketing of halal cosmetics has occurred massively, this has made people switch to buying halal cosmetics because of the perspective from the community that halal cosmetics provide product safety for their users.

B. Religiosity

Another factor that influences consumers to buy halal cosmetic products is religiosity. Religiosity is a high level of individual belief in religion in making certain decisions (Mishra et al., 2017). The act of making religiously motivated purchases of goods and services while taking into account whether or not the intended consumption pattern is perceived as a degree of religiosity (Agarwala et al., 2019). Religiosity can influence the purchase of a purchase because a person's religious beliefs and commitment to the teachings they adhere to encourage them to choose products that are in accordance with the principles of their religion. For many people who have a high level of religiosity, using halal products is part of carrying out religious orders in everyday life, including in terms of self-care. However, this is in contrast to the research conducted Khan et al., (2021) that in the purchase of halal cosmetics made by generation Y, religious beliefs play the least important role in purchasing intentions. This is also supported by research Maharani & Silvia (2013) showing that increasing knowledge about halal products has more influence on purchasing decisions compared to the level of individual religiosity. This shows that religiosity is not always directly proportional to the purchase of a halal product.

C. Halal Labeling

Halal labeling affects consumer purchasing interest in halal cosmetic products because this label is an important marker that provides a guarantee of halalness and product credibility in accordance with the standards set by the certification body. The halal concept is considered to be able to increase consumer purchasing interest in cosmetic products because products that have halal labeling are believed to be safe and are not worried about causing skin problems in the future (Yanti & Darwanto, 2021). According to Hidayat & Resticha (2019) research, halal labelling significantly and favorably influences consumers' desire to repurchase Wardah cosmetics. that the halal logo, halal awareness, and halal brand image influence consumer attitudes and intentions in choosing halal products. This can be interpreted that consumers in choosing halal cosmetic products are influenced by the presence of halal labeling on the product because it provides assurance, comfort, and trust for consumers who prioritize halal products. In addition, this label increases positive perceptions of product quality and ethics, makes it easier for consumers to choose, and supports a lifestyle and identity that is in line with religious values.

Research Subject (RQ 5)

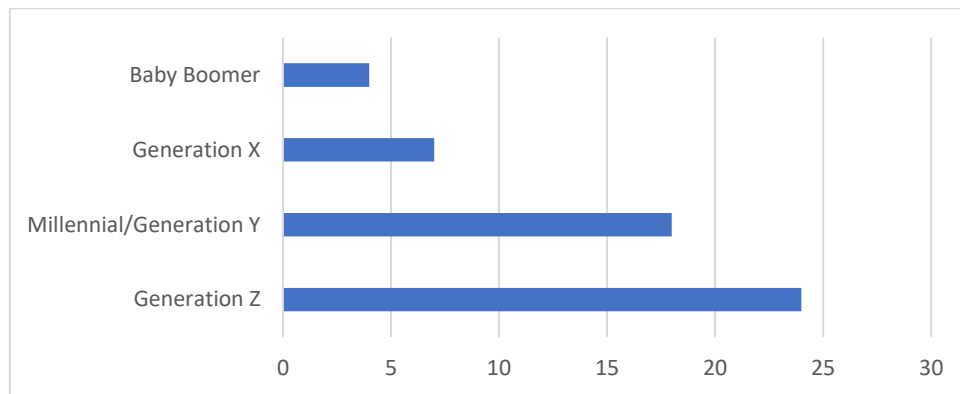


Figure 9. Research Subject

Based on figure 9, there is a consistent focus on the behavior of halal cosmetic consumers, especially among women. Most of the research is indeed centered on the millennial generation and generation Z in Indonesia. This shows the high interest of local researchers to understand the factors that influence the decision to purchase halal cosmetic products among the younger generation who are increasingly aware of the importance of halal and quality products. It is known that the trend of purchasing halal cosmetics by Gen Z indicates awareness of the halal status of cosmetics (Jannah & Indra, 2024). However, there are also several comparative studies involving neighboring countries such as Malaysia and Singapore, indicating an effort to understand local and global nuances in the consumption of halal cosmetics (Khan et al., 2021; Respati et al., 2024; Septiarini et al., 2023). Although Indonesia is the center of attention, research also covers interesting subject variations, such as comparisons between generations. Several studies compare the behavior of halal cosmetic consumers between generations (Millennials, Gen Z, Baby Boomers) both within one country and between countries. This can be seen in the differences and similarities in consumer preferences across generations and cultures. Then, comparisons between countries, research involving countries such as Malaysia and Singapore provide insight into the influence of different cultural, religious, and economic factors on the behavior of halal cosmetic consumers.

DISCUSSION

Research Opportunities/Gaps (RQ 6)

Based on the analysis conducted on several research articles, it shows that research related to halal cosmetics has grown rapidly, but there are still several topics that need to be studied to broaden the horizons in this halal cosmetics sector. One topic that needs to be studied is the

limitations of studies that explore the behavior of non-Muslim consumers in using halal cosmetics. Current research generally focuses on Muslim consumers, while the motivations of non-Muslim consumers, such as perceptions of quality, safety, and trust in halal products, are still rarely studied (Koc et al., 2024). However, based on research conducted by Septiarini et al., (2023) stated that non-Muslim consumers are also interested in halal cosmetics for various reasons, such as safety, comfort, and cleanliness of the ingredients used. However, referring to several articles, it is considered insufficient to describe the perceptions of non-Muslim consumers towards halal cosmetics, the majority of studies only focus on Muslim consumers, considering the importance of the halal aspect for Muslim groups, while the behavior and motivations of non-Muslim consumers who also use halal cosmetics are still rarely explored. In addition, although halal certification is recognized as important as a product guarantee, analysis is still needed on its influence on consumer perception, loyalty, and preferences in various market segments (Warto & Samsuri, 2020). The interaction between culture and religious values is also a research gap that needs to be explored, especially in how local culture or globalization can moderate the influence of religiosity on purchasing decisions for halal cosmetics (Maulani et al., 2023). Furthermore, there is a need to examine effective marketing strategies to increase awareness and demand for halal cosmetics, both in the domestic and international markets, given the increasingly fierce competition.

Based on the limitations of the research found in the analysis of articles on halal cosmetics, for further research, it is recommended that further research be conducted on the behavior of non-Muslim consumers who use halal cosmetics in order to understand the motivations, perceptions, and factors that drive them to choose these products. Research can also expand the focus on the influence of halal certification on consumer perceptions and loyalty in various market segments and different cultures. In addition, it is important to further explore how the interaction between culture and religiosity can moderate purchasing decisions for halal cosmetics, especially in the context of globalization and local culture. Further research could also develop specific and effective marketing strategies to increase awareness and demand for halal cosmetics, both locally and internationally.

CONCLUSION

The conclusion of this study shows that the halal cosmetic industry has great potential and continues to grow, especially among Muslim consumers. Factors such as awareness of product safety, halal labeling, lifestyle play an important role in influencing purchasing decisions. Although there has been a significant increase in publications related to halal cosmetics, the majority of studies still focus on Muslim consumers, while the behavior and motivation of non-Muslim consumers who use halal products have not been widely explored. This creates a research gap that needs to be filled in order to better understand market dynamics. Therefore, it is important for business actors to design more innovative and effective marketing strategies, as well as improve consumer education about the benefits and safety of halal cosmetics. This study also recommends the need for further studies to explore the motivations and perceptions of non-Muslim consumers, as well as analyze the effect of halal certification on consumer loyalty. With these steps, it is hoped that the halal cosmetic industry can continue to grow and meet the increasingly diverse needs of consumers, as well as increase competitiveness in the domestic and international markets.

REFERENCES

- Adjeng, A. N. T., Koedoes, Y. A., Ali, N. F. M., Palogan, A. N. A., & Damayanti, E. (2023). Edukasi Bahan dan Penggunaan Kosmetik yang Aman di Desa Suka Banjar Gedong Tataan Kabupaten Pesawaran. *Jurnal Kreativitas Pengabdian Kepada Masyarakat (PKM)*, 6(1), 89–102. <https://doi.org/10.33024/jkpm.v6i1.8041>
- Agarwala, R., Mishra, P., & Singh, R. (2019). Religiosity and consumer behavior: a summarizing review. *Journal of Management, Spirituality and Religion*, 16(1), 32–54. <https://doi.org/10.1080/14766086.2018.1495098>
- Andersen, N. (2021). Mapping the expatriate literature: a bibliometric review of the field from 1998 to 2017 and identification of current research fronts. *The International Journal of Human Resource Management*, 32(22), 4687–4724. <https://doi.org/10.1080/09585192.2019.1661267>
- Anjelina, N., & Andni, R. (2024). Faktor penentu keputusan pembelian dengan kepercayaan merek sebagai variabel intervening pada kosmetik halal. *Management and Business Review*, 8(1), 24–42. <https://doi.org/10.21067/mbr.v8i1.10201>
- Ardiansyah, Risnita, & Jailani, M. S. (2023). Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif. *IHSAN: Jurnal Pendidikan Islam*, 1(2). <http://ejournal.yayasanpendidikandzurriyatulquran.id/index.php/ihsan>
- Ariyono, K. Y., Irdiana, S., & Khairullah, M. N. (2023). Pengaruh Gaya Hidup, Label Halal Dan Iklan Terhadap Keputusan Pembelian Dan Minat Beli Ulang Kosmetik Wardah. *JIRK Journal of Innovation Research and Knowledge*, 3(2).
- Ashilah, K., Choiriyah, F. U., & Agustin, G. N. (2023). Pengaruh Label dan Harga Halal Terhadap Keputusan Pembelian Produk Kosmetik (Studi Kasus Mahasiswa Universitas
- Journal of Islamic Economic Laws Vol. 8 No. 1, 2025
(ISSN P: 2655-9609; E: 2655-9617)
DOI: 10.23917/jisel.v8i01.7449

- Islam Jember). *El-Jizya : Jurnal Ekonomi Islam*, 11(2), 157–176. <https://doi.org/10.24090/ej.v11i2.7302>
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design:Qualitative, Quantitative, and Mixed Methods Approaches* (Fifth). SAGE Publications Asia-Pacific Pte. Ltd.
- Darmalaksana, W., & Busro, B. (2021). Kosmetik Halal sebagai Lifestyle untuk Kesehatan: Studi Takhrij dan Syarah Hadis. *Al-Tadabbur: Jurnal Ilmu Al-Qur'an Dan Tafsir*, 6(2), 217–230. <https://doi.org/10.30868/at.v6i02.1634>
- Habibi, M. Y., & Mubasiroh, S. L. (2023). Analisis Minat Pembelian Produk Kosmetik Halal Pada Masyarakat Lombok Tengah di Masa Pandemi (Studi Masyarakat Praya Lombok Tengah). *ABHATS: Jurnal Islam Ulil Albab*, 4(1), 1–12.
- Harto, B., Pramuditha, P., Rukmana, A. Y., Sofyan, H., Rengganawati, H., Dwijayanti, A., & Sumarni, T. (2023). Strategi Social Media Marketing Melalui Dukungan Teknologi Informasi dalam Kajian Kualitatif Pada UMKM Kota Bandung. *KOMVERSAL: JURNAL KOMUNIKASI UNIVERSAL*, 5(2), 244–261. <https://doi.org/10.38204/komversal.v5i2.1499>
- Hasibuan, S. W., Nasution, M. Y., & Siregar, S. (2019). Kesadaran Konsumen Menggunakan Kosmetik Halal Serta Pengaruhnya Terhadap Brand Holistic. *At-Tijarah : Jurnal Ilmu Manajemen Dan Bisnis Islam*, 5(2). <http://jurnal.iain-padangsidimpuan.ac.id/index.php/attijarah>
- Hassan, Y., & Sengupta, A. (2019). India – an untapped market for halal products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>
- Hidayat, R., & Resticha, D. (2019). Analisis Pengaruh Variasi Produk Dan Labelisasi Halal Terhadap Kepuasan Konsumen Untuk Meningkatkan Minat Beli Ulang Pada Kosmetik Wardah (Studi Pada Konsumen Kosmetik Wardah Di Kota Batam). In *Journal of Business Administration* (Vol. 3, Issue 1). www.kemenperin.go.id
- Hidayat, W. G. P. A. (2023). Pengaruh Label Halal dan Kualitas Produk Terhadap Proses Keputusan Pembelian Kosmetik Merek Wardah dengan Menggunakan Brand Image Sebagai Variabel Intervening. *Jurnal Keislaman*, 6(1), 156–173. <https://doi.org/10.54298/jk.v6i1.3708>
- Huriah, T., Permana, I., Octavia, M., & Abdul Hamid, S. H. B. (2022). Understanding the purchasing behaviors of halal cosmetics of teenagers in Indonesia using the theory of planned behavior and theory of consumption value. *Bali Medical Journal*, 11(3), 1608–1613. <https://doi.org/10.15562/bmj.v11i3.3704>
- Ismaya, D., Susilawati, Q., & Suganda, F. R. (2022). Kesadaran Halal Dan Sertifikasi Halal Dalam Menentukan Minat Beli Produk Mie Instan Di Kalangan Konsumen Muslim Di Kabupaten Garut. *Journal Of Entrepreneurship and Strategic Management*, 1(01), 12–22. <https://doi.org/10.52434/jesm.v1i01.95>
- Jannah, S. S., & Indra. (2024). Analysis of Factors Influencing Purchase Intention on Halal-labeled Cosmetics in Bogor by Generation Z. *Airlangga Journal of Innovation Management*, 5(2), 247–259. <https://doi.org/10.20473/ajim.v5i2.55460>
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kitchenham, B. A., Mendes, E., & Travassos, G. H. (2007). Cross versus within-company cost estimation studies: A systematic review. *IEEE Transactions on Software Engineering*, 33(5), 316–329. <https://doi.org/10.1109/TSE.2007.1001>
- Koc, F., Ozkan, B., Komodromos, M., Halil Efendioglu, I., & Baran, T. (2024). The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude. *EuroMed Journal of Business*. <https://doi.org/10.1108/EMJB-01-2024-0004>

- Lin, L.-Y., & Shih, H.-Y. (2012). The Relationship of University Student's Lifestyle, Money Attitude, Personal Value and their Purchase Decision. In *International Journal of Research in Management* (Vol. 1).
- Listyoningrum, A. (2012). Analisis Minat Beli Konsumen Muslim Terhadap Produk Yang Tidak Diperpanjang Sertifikat Halalnya. *Jurnal Ekonomi & Keuangan Islam*, 2(1), 40–51.
- Maharani, N. K., & Silvia, A. (2013). Analisis Pengaruh Pengetahuan dan Religiusitas terhadap Niat Pembelian Produk Kosmetik Halal. *AL-URBAN: Jurnal Ekonomi Syariah Dan Filantropi Islam*, 3(1).
- Maharani, N. K., & Silvia, A. (2019). ANALISIS PENGARUH PENGETAHUAN DAN RELIGIUSITAS TERHADAP NIAT PEMBELIAN PRODUK KOSMETIK HALAL. *AL-URBAN: Jurnal Ekonomi Syariah Dan Filantropi Islam*, 3(1), 81–94. <https://doi.org/10.22236/alurban>
- Mahyarni, M. (2013). Theory of Reasoned Action dan Theory of Planned Behavior (Sebuah Kajian Historis tentang Perilaku). *Jurnal EL-RIYASAH*, 4(1), 13. <https://doi.org/10.24014/jel.v4i1.17>
- Maryani, M., & Fachrurrazi, S. (2017). Sistem Pendukung Keputusan Pemilihan Kosmetik Produk Latulipe Yang Sesuai Dengan Jenis Kulit Wajah Perempuan Indonesia Menggunakan Metode Promethee. *Sisfo: Jurnal Ilmiah Sistem Informasi*, 1(2), 97–126. <https://doi.org/10.29103/sisfo.v1i2.245>
- Masitoh, I. (2022). Eksistensi Kosmetik Berlabel Halal pada Masyarakat Muslim, dan Non-Muslim (Studi Kasus Wardah Kosmetik) 1. *Journal Transformation of Mandalika*, 3(2). <http://ojs.cahayamandalika.com/index.php/jtm/issue/archive>
- Maulani, M. R., Yuliana, I., Marlina, F. N., Nirwana, B. N., & Aditia, R. (2023). Pengaruh Religiusitas terhadap Niat Beli Kosmetik Halal dengan Sikap Millennial sebagai Mediasi. *Target: Jurnal Manajemen Bisnis*, 5(2), 195–208. <https://doi.org/10.30812/target.v5i2.3626>
- Mishra, S. K., Togneri, E., Tripathi, B., & Trikamji, B. (2017). Spirituality and Religiosity and Its Role in Health and Diseases. In *Journal of Religion and Health* (Vol. 56, Issue 4, pp. 1282–1301). Springer New York LLC. <https://doi.org/10.1007/s10943-015-0100-z>
- Osman, S., Cheng, K. W., & Wider, W. (2022). Factors Affecting the Halal Cosmetics Purchasing Behaviour in Klang Valley, Malaysia. *FWU Journal of Social Sciences*, 16(4), 102–120. <https://doi.org/10.51709/19951272/Winter2022/8>
- Putri, N. A., & Utami, C. W. (2024). Pengaruh Citra Merek, Kepercayaan Religius, dan Label Halal terhadap Keputusan Pembelian Konsumen melalui Perilaku terhadap Produk dan Kesadaran Halal sebagai Variabel Intervening (Studi Pada Produk Kosmetik). 8(2), 1–21.
- Putri, T. U., Mursitama, T. N., Furinto, A., & Abidinagoro, S. B. (2019). Does mui halal logo matter for young millennials? An experiment study in cosmetic mass-market brand. *International Journal of Scientific and Technology Research*, 8(9), 888–890.
- Qanita, A., & Syaifuddin, H. (2023). Integrasi Halal Assurance System 23000 & ISO 22000 Dalam Perspektif Tauhid Ismail Raji Al-Faruqi. *An-Nuha*, 10(2).
- Respati, T., Jamilah, L., Alamsyah, I. F., & Abdulhadi, A. (2024). Perception of Halal Cosmetics Consumers towards Halal Awareness in Online Social Network: Study in Malaysia and Indonesia. *Indonesian Journal of Halal Research*, 6(1), 46–57. <https://doi.org/10.15575/ijhar.v6i1.33326>
- Sama, R., & Trivedi, J. P. (2019). Factors affecting consumers' loyalty towards halal cosmetics: An emerging market perspective. *International Journal of Business and Emerging Markets*, 11(3), 254–273. <https://doi.org/10.1504/IJBEM.2019.102655>

- Sara, S. K., Ahmad, R. M., & Arkiang, F. (2022). Pengaruh Kesadaran Halal Terhadap Minat Beli Kosmetik Halal. *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam*, 4(1), 21–37. <https://doi.org/10.47435/asy-syarikah.v4i1.820>
- Sari, S. P. (2020). Hubungan Minat Beli Dengan Keputusan Pembelian Pada Konsumen. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(1), 147. <https://doi.org/10.30872/psikoborneo.v8i1.4870>
- Septiarini, D. F., Ratnasari, R. T., Salleh, M. C. M., Herianingrum, S., & Sedianingsih. (2023). Drivers of behavioral intention among non-Muslims toward halal cosmetics: evidence from Indonesia, Malaysia, and Singapore. *Journal of Islamic Accounting and Business Research*, 14(2), 230–248. <https://doi.org/10.1108/JIABR-02-2021-0064>
- Soeroto, W. M., Widiastuti, T., Mardhiyah, D., Robani, A., Mawardi, I., Ningsih, S., & Mustofa, M. U. Al. (2023). Sustainable Purchasing Decisions for Halal Cosmetics in Indonesia. *Journal of Sustainability Science and Management*, 18(11), 68–86. <https://doi.org/10.46754/jssm.2023.11.005>
- Sulistiyosari, Y., Sultan, H., Karwur, H. M., & Korompis, M. E. (2023). The Relevance of Social Studies Education in the Independent Curriculum to the Thoughts of Ki Hadjar Dewantara. *TECHNIUM SOCIAL SCIENCE JOURNAL*, 49(Special Issue), 134–139. www.techniumscience.com
- Syafrial, S., & Firdaus, F. (2022). Peran Media Sosial Terhadap Persepsi Dan Minat Beli Konsumen Pada Produk Kosmetik Halal Di Kota Jambi. *Jurnal Manajemen Terapan Dan Keuangan*, 11(04), 970–980. <https://doi.org/10.22437/jmk.v11i04.21166>
- Syafrianita, N., Muhammad, A., & Firah, A. (2022). Analisis Perilaku Konsumen Dalam Keputusan Pembelian Produk Pada CV. Syabani di Pusat Pasar Medan. *Jurnal Bisnis Corporate*, 7(2), 31–40.
- Syah, A., & Barsyah, A. (2022). Pengaruh Gaya Hidup dan Literasi Keuangan Terhadap Keputusan Berinvestasi Generasi Milinial Kota Tangerang Selatan. *SCIENTIFIC JOURNAL OF REFLECTION: Economic, Accounting, Management and Business*, 5(3).
- Warto, & Samsuri. (2020). Sertifikasi Halal dan Implikasinya Bagi Bisnis Produk Halal di Indonesia. *Al Maal: Journal of Islamic Economics and Banking*, 2(1), 98. <https://doi.org/10.31000/almaal.v2i1.2803>
- Wisudanto, Widiastuti, T., Mardhiyah, D., Mawardi, I., Robani, A., & Al Mustofa, M. U. (2024). The motivating factors for switching intention to use halal cosmetics in Indonesia. *Journal of Islamic Accounting and Business Research*, 15(4), 661–683. <https://doi.org/10.1108/JIABR-08-2022-0220>
- Yanti, N. D., & Darwanto. (2021). Analysis of The Influence of Halal Labeling and Digital Selling on Purchase Intention for Halal Cosmetics. *Ad-Deenar: Jurnal Ekonomi Dan Bisnis Islam*, 5(1). <https://doi.org/10.30868/ad.v5i01.1144>