

ANALYSIS OF CONSUMER PREFERENCES USING HALAL LABEL PRODUCTS WARDAH BEAUTY COSMETICS PRODUCTS

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ABSTRACT

The success of a beauty product in marketing and business is a benchmark that the beauty business provides opportunities for anyone who wants to be in this business. Through this primary data, this research approach is quantitative research where all answers from the questionnaires distributed are tabulated and processed into data to be analyzed using the SmartPLS application. Based on the Slovin formula, a sample of 273 people was obtained. The conclusion of this study is that the consumer knowledge variable as an independent variable has the highest influence on interest in using Wardah Beauty Cosmetics compared to the halal label variable. Meanwhile, the halal label variable affects consumer preference while the consumer knowledge variable does not affect consumer preference through the interest in using variable. Finally, the interest in using variable affects the preference for Wardah Beauty Cosmetics for female students of the Faculty of Economics and Business, University of Labuhanbatu.

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1. Introduction

Beauty is an important part of every woman and is even inseparable because this is the nature of a woman. Women are the most unique living creatures when compared to men because of their advantages that make them the most special creatures. However, the context or outline of this research is not about the existence of women as the most beautiful creatures on earth but the result of the presence of women in the beauty frame being the door for professionals and business people to take part in this situation into a business. This is in line with the opinion of (Peiss, 2014) that beauty and business seem to be closely related in the modern era, but beauty is always sold whenever and wherever the market appears and beauty has commercial value.

The explanation that beauty is part of the business is true and in line with the facts. According to the source (Turcu & Brancu, 2023) that the cosmetics and beauty industry has a significant economic and socialization contribution to the national and regional economies of the European Union. By purchasing goods and services, the cosmetics industry generates a lot of economic spending that benefits the European economy. In addition to economic factors, one aspect to consider is the many ways in which cosmetics tangibly improve people's lives. According to research (Audina & Prasadjo,

2020) the use of cosmetics in Indonesian society tends to increase, along with changes in people's lifestyles in their consumption patterns.

The success of a beauty product in marketing and business is a benchmark that the beauty business provides opportunities for anyone who wants to get involved in this business. This is also the strength of the author to examine more deeply the development of the cosmetics business in Indonesia, especially taking research subjects in women in regional communities on the use of Wardah beauty products as halal beauty label products for today's women. According to (Sari et al., 2023) the results of his research obtained a response that the public supports halal product advertisements for beauty products. Study (Nuryakin, Md Saad, & Maulani, 2023) that the results for the Indonesian and Malaysian samples show that there is a significant positive effect between knowledge, emotional attachment and religiosity on satisfaction and brand trust.

From the results of this study that the halal label attached to beauty products is an important way for someone to use Wardah beauty products as halal beauty products. In addition, this also illustrates that the level of consumer literacy towards the use of halal labels for beauty products is quite good, so it is possible that consumers already have a level of knowledge. According to research (Hidayati & Sunaryo, 2021) stated that producers and marketers use Halal certification and logos as a way to inform and encourage the target market. However, according to (Varinli et al, 2016) although the halal food industry has a high market share, the number of empirical studies that have been conducted on purchasing behavior is still limited, especially empirical studies of halal label literacy for beauty products have limitations, so this is one of the reasons for the importance of this research.

Therefore, the phenomena that strengthen this research include: 1) limited empirical studies on the literacy of halal labeling of beauty products, 2) the low literacy and knowledge of consumers to understand halal labels on beauty products. (Malini, Arulanandam, & Maghribi, 2022)3) through this research, it is hoped that the novelty of research will be obtained that the literacy factor is an important variable in measuring the level of understanding of consumers shopping and using halal label beauty products, 4) informing the public about the importance of the halal label on beauty so that the purpose of this study is to determine the factors of the halal label and consumer knowledge affect consumer preferences using halal label beauty products. In order for the objectives of this study to be achieved, the authors decided to choose the subject of this research millennials, especially female students who exist and live around Labuhanbatu Regency.

According to (Fahmi, 2017) the definition of halal in Arabic means permitted, usable, and lawful. The opposite of halal is haram which means not allowed, cannot be used, and is invalid according to not allowed, cannot be used, and is invalid according to the law. Meanwhile, *mushâbih* (syubha, syubhah, and mashbuh) means black and white, questionable, and doubtful. Therefore, it is best for Muslims to avoid. Meanwhile, the halal label attached to beauty products is a trademark that the beauty product has permission from the halal certification party officially so that it can be used. According to (Khasahab & Wardah, 2018) halal label is a display of written information such as a logo, title, or similar sign that attaches to product packaging to identify the source of production is made from halal ingredients.

The results of research on consumer preferences for using halal-labeled beauty products are influenced by halal certification and cosmetic quality. (Malini et al., 2022). Meanwhile (Mahliza, Prasetya, & Kuswibowo, 2023) that religiosity has no significant effect on behavior, which means that the higher the religiosity of the consumer concerned, the higher the behavior of consuming products consuming halal cosmetic products. Halal knowledge has no significant effect on behavior, which means that the higher the halal knowledge of halal consumers, the higher the consumption behavior of halal cosmetic product consumption behavior. Through these studies, of course, it provides an indication that several empirical studies on halal labeling and consumer knowledge are still few so that this research will provide strength to researchers to prove the problem in the study entitled ANALYSIS OF CONSUMER PREFERENCE USING HALAL LABEL PRODUCTS WARDAH BEAUTY COSMETIC PRODUCTS.

2. Literature Review

Halal Label

Based on government regulation No. 69 of 1999 concerning halal labeling and food advertising, it states that the halal label is any information in the form of images, writing, and a combination of both, or other forms that are included in food, inserted into, or attached to part of the packaging. In general, the halal label aims to identify goods and become information for consumers. In connection with the enactment of the Law of the Republic of Indonesia No.33 of 2004 concerning halal product guarantees, so that a product that will be marketed in Indonesia must have halal certification. Alfian (2017), Halal labeling is the provision of evidence or which functions as a guarantee of products bearing halal in Arabic letters that have been issued or verified by MUI that the product is halal certified can be used by the public safely and comfortably.

The writing listed in or the halal labeling statement in a package or product indicates that the status of the product is declared halal. The halal label is a guarantee given by an institution authorized to provide this labeling, namely the Indonesian Ulema Council Food, Drug and Cosmetic Assessment Institute (LP POM MUI) as a form of statement that the product has officially passed halal testing in accordance with Islamic religious rules. In general, the halal label can be interpreted that the halal image or display aims to provide information to consumers about the status of a product. In this study, the halal label indicators in a product include (1) image (2) writing color (3) writing form (4) easy to recognize label and (5) composition of raw materials.

Product Knowledge

Knowledge of a product by a consumer is a development derived from the theory of consumer behavior. Among them is knowledge of a product based on product details in terms of the type and level of knowledge of the product. Product knowledge relates to information about a product which in this study is Wardah beauty cosmetic products which include, brands, attributes, benefits, and added value to Wardah beauty cosmetic products. Information obtained by consumers will be a consideration for consumers in making choices when using beauty cosmetic products. Mulyadi (2013) suggests that information or knowledge about a product is very important for consumers to know the characteristics of a product. Meanwhile, according to Peter and Olsen (2017), there are four indicators related to product knowledge, including (1) product attributes are all physical aspects of a product or service that can be seen or felt, namely, features, design, quality, brand, packaging, and services that support a product. (2) The benefits are physically the impact felt when consumers interact with the product. (3) Psychologically, the benefits are the social impact when interacting with a product by a consumer. (4) The value obtained or felt by consumers when using the product. While related to this research, the indicators in product knowledge are (1) Consumer Experience (2) Product Attributes (3) Product Quality (4) Product Benefits and (5) Product Added Value.

Interest in Using

According to Fathonah and Hendratmoko (2020), the interest in using a product is the desire to do something about a product of interest. Meanwhile, according to Makens (2024), a consumer behavior that shows his commitment to buying or using the product. Meanwhile, according to Suwandari (2019), in Saidah Putri Suwandari, the aspects of interest in using or interest in buying a product include (1) Attention, namely the attention of a consumer behavior to a product offered by a manufacturer. (2) Interest, which is a consumer's interest in a product offered by a manufacturer. (3) Desire is the desire of potential consumers to own the product offered. (4) Action, namely potential consumers make purchases of products offered by producers. The indicators of consumer interest in using Wardah beauty cosmetic products in research are (1) feelings of pleasure (2) interest and (3) attention.

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Consumer Preferences

Kotler argues in Syam (2022), preference is a preference, choice and something that consumers like. Consumer preference is also defined as a choice of likes or dislikes by a person for the goods or services consumed. Consumer preferences are different, depending on the consumer's perception. So that the factors in preferences for consumers include product, price, place or location, and promotion. This factor is a consideration for consumers in making decisions before making a purchase. Sumar'in (2013) suggests that consumer preference is the first step by a person with regard to liking a type of product compared to other products. Considerations in determining a chosen product are basically the availability of sufficient materials, traditions, and individual perceptions themselves. Meanwhile, there are several indicators for consumer preferences in this study, including (1) Price perception (2) Quality (3) Knowledge and (4) Completeness.

Framework of Thought

This study was conducted to determine "The Level of Consumer Knowledge Regarding Halal Labeling of Wardah Beauty Cosmetics Products". The framework in this study can be seen as follows:

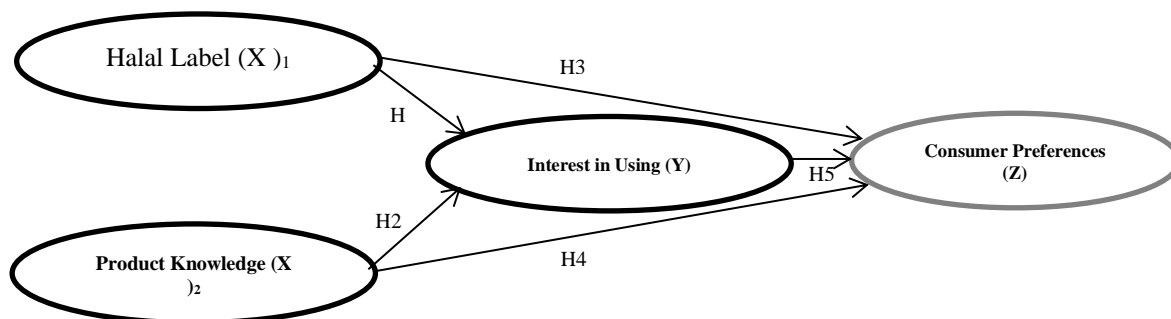



Figure 1. Framework of Thought

Description
 : Partially Affected

Based on the framework in this study, the authors want to find out whether the Halal Label Variable (X₁) affects the Interest in Using Variable (Y) and the Consumer Preference variable (Z). In addition, on the Product Knowledge variable (X₂), the authors want to know its effect on Interest in Using (Y) and on the Consumer Preference variable (Z). And simultaneously the Halal Label Variable (X₁) and Product Knowledge (X₂) affect the Interest in Using variable (Y) which becomes Consumer Preference (Z) in using Wardah beauty cosmetics products.

Hypothesis

Based on the description of the framework above, the following hypothesis can be formulated:

- H₁ : Halal Labeling of Wardah Beauty Cosmetics Products Affects Consumer Preferences.
- H₂ : Wardah Beauty Cosmetics Product Knowledge Affects Consumer Preferences.
- H₃ : Product Knowledge Regarding Halal Labeling of Wardah Beauty Cosmetics Products Affects Interest in Using in Preferences for Consumers.
- H₄ : Halal Labeling of Wardah Beauty Cosmetics Products Affects Interest in Using for Consumers.

H₅ : Wardah Beauty Cosmetics Product Knowledge Affects Interest in Using for Consumers.

3. Method, Data, and Analysis

This research design is a descriptive research development, where the main data source in this study is primary data, namely data obtained from the results of distributing questionnaires conducted online using google forms which contain variable indicator questions which will be distributed to research respondents. Through this primary data, this research approach is quantitative research where all the answers from the questionnaires distributed are tabulated and processed into data to be analyzed using the SmartPLS application. The population in this study were all active students of the Faculty of Economics and Business, Labuhanbatu University in 2023-2024 as many as 1,707 people.

Table 1. Number of active students in 2023-2024

No.	Study Program	Number of Students
1.	Management	1.578
2.	Accounting	129
Total		1.707

Source: FEB ULB, 2024

The number of populations that are known then determine the sample size of a population related to research using the Slovin formula with an error rate of 0.05 or 5% as follows:

$$N = \frac{N}{1 + Ne^2}$$

$$N = \frac{1.707}{1 + 1.707 \cdot 0,05^2}$$

$$N = \frac{1.707}{1 + 5,2675}$$

$$N = \frac{1.707}{6,2675}$$

$$= 273 \text{ People}$$

Description

- N : Sample Size
- N : Population Size
- E : Standard Error (5%)

Based on the Slovin formula, a sample of 273 people was obtained. The sampling technique used is non-probability sampling with purposive sampling technique. For the distribution of sample withdrawals per study program, the following calculation is used:

$$N = \frac{\text{Number of Students per Study Program}}{\text{Total}} \times \text{Sample size}$$

Table 2. Number of Respondents per Study Program

No.	Study Program	Number of Students	Respondents Per Study Program
1.	Management	1.578	253 People
2.	Accounting	129	20 People
	Total	1.707	273 People

Data analysis testing is SmartPLS which aims to specify the relationship between latent variables and their indicators in the outer model and inner model with a factor loading approach, Average Variance Extracted (AVE) and Discriminant Validity and Composite Reliability, R-Square.

4. Result and Discussion

Factor Loading

The first stage outer model can be seen from the expected factor loading output > 0.70. To find out the output factor loading can be seen in Table 3.

Table 3. Cross Loading Output

Indicator	Customer Preference	Halal Label	Interest in Using	Product Knowledge
Image		0.896		
Writing color of raw material composition		0.939		
Form of writing		0.926		
Labels are easy to recognize		0.917		
Raw material composition		0.868		
Feelings of pleasure			0.901	
Interest			0.918	
Attention			0.884	
Price perception	0.859			
Quality	0.869			
Knowledge	0.872			
Completeness	0.725			
Consumer experience				0.873
Product attributes				0.881
Product quality				0.887
Product benefits				0.892
Value-added products				0.898

Source: SmartPLS output, 2024

Based on the output factor loading in Table 3, it is known to have a value greater than 0.70 so it can be concluded that the first stage outer model has met the requirements in SmartPLS.

Average Variance Extracted (AVE)

The next stage of the outer model is to look at the output value of discriminant validity or the Average Variance Extracted (AVE) output value. The results of the Average Variance Extracted (AVE) output value in this study can be seen as follows:

Table 4. Average Variance Extracted (AVE) Output

Variables	Average Variance Extracted (AVE)
Customer Preference	0.695
Halal Label	0.827
Interest in Using	0.812
Product Knowledge	0.785

Source: SmartPLS output, 2024

From the results of the PLS Algorithm calculation in Table 4 above, it shows that the output of the Average Variance Extracted (AVE) value of all the variables studied has a value greater than the value of 0.50. Thus the second SmartPLS outer model meets convergent validity.

Composite Reliability and Cronbach

The final stage of the outer model of the SmartPLS model is to measure the true reliability value of a variable through Composite Reliability and Cronbach Alpha. If the Composite Reliability and Cronbach Alpha values for each variable are greater than 0.60, the model has met the Composite Reliability and Cronbach Alpha requirements. The values of composite reliability and Cronbach alpha include:

Table 5. Composite Reliability and Cronbach Alpha Output

Variables	Cronbach's Alpha	Composite Reliability
Customer Preference	0.851	0.901
Halal Label	0.948	0.960
Interest in Using	0.884	0.928
Product Knowledge	0.931	0.948

Source: SmartPLS output, 2024

After the outer model factor loading and convergent validity have been met, the final stage of the outer model is to see the output value of composite reliability and Cronbach alpha, from the results it is obtained that the composite reliability and Cronbach alpha values are on a good path, which is above the value of 0.60 so that they meet the outer model requirements.

Inner Model

Inner model testing on SmartPLS is the final requirement of the model which is determined by looking at the output of the coefficient of determination (R²), as follows:

Table 6. R-Square Output

Variables	R-Square
Customer Preference	0.672

Source: SmartPLS output, 2024

A good inner model is to have a value close to number one, from the results of testing the inner model it is known that the Customer Preference variable has a value of 0.672 or 67.2%. This means that the Customer Preference variable can be explained by the halal label variable and product knowledge by 67.2% or the level of influence is quite strong.

Hypothesis Testing

After the SmartPLS Bootstrapping Output model is presented, the next step in testing the hypothesis has a basis for decision considerations as follows (Niken, Putra, & Azka, 2022) according to if the t-statistic value of each variable / construct > 1.96 with a p-value <0.05, it can be stated that the hypothesis is accepted, otherwise if the t-statistic value of each variable / construct <1.96 with a p-value > 0.05, it can be stated that the hypothesis is rejected. For more details, it can be seen from the figures and tables below:

Table 7. Bootstrapping Model Output

	T-Statistic	Kontanta	P Values	Significance	Test Results
Halal Label -> Interest in Using	2.093	1,960	0.037	0,05	Accepted
Product Knowledge -> Interest in Using	6.958	1,960	0.000	0,05	Accepted
Halal Label -> Customer Preference	3.646	1,960	0.000	0,05	Accepted
Product Knowledge -> Customer Preference	0.411	1,960	0.681	0,05	Rejected
Interest in Using -> Customer Preference	9.738	1,960	0.000	0,05	Accepted

Source: SmartPLS output, 2024

DISCUSSION

The Effect of Halal Label on Interest in Using

Based on Table 7, it can be concluded that the halal label has a positive and significant effect on the interest in using Wardah Beauty Cosmetics products for female students at the Faculty of Economics and Business, Labuhanbatu University. This can be seen from the t-statistic value on this variable of 2.093 which is greater than the t-table value of 1.960. The results of this study are in line with research (Afifah Nur Rohmah, Ryan Bianda, 2024) which is entitled The Effect of Halal Labeling on Purchasing Decisions Through Interest in Buying Wardah Cosmetic Products in Tiktok Users that the halal label influences purchasing decisions so that the results of this study also explain that if someone is familiar with the halal label on beauty products, a consumer has an interest in using or purchasing decisions. Therefore, from this study it is known that the halal label of Wardah Beauty Cosmetics both among female students or the younger generation, especially women, already know that the halal label of a beauty product is very important before use because students have religious values in choosing products. Based on the above statement, it can be formulated as follows:

H1: Product Halal Labeling Affects Preferences for Consumers.

The Effect of Consumer Knowledge on Interest in Using

Based on Table 7, it can be concluded that consumer knowledge has a positive and significant effect on the interest in using Wardah Beauty Cosmetics products for female students at the Faculty of Economics and Business, Labuhanbatu University. This can be seen from the t-statistic value on this variable of 6.958 which is greater than the t-table value of 1.960. The results of this study are in line with research (Saputri & Hikmah, 2023) entitled The Effects of Brand Image, Review Beauty Vlogger, and Product Quality on Purchase Decisions for Wardah Cosmetics that in beauty vlogger reviews on

purchasing decisions. From the results of this study, it is emphasized that the reviews conducted by beauty vloggers indicate that they have good knowledge about Wardah beauty cosmetic products. The existence of good knowledge from consumers, especially female students of the Faculty of Economics and Business, Labuhanbatu University about beauty products, illustrates that consumer knowledge will influence interest in using and even deciding to buy. Based on the above statement, it can be formulated as follows:

H2: Consumer Knowledge Affects Consumer Preferences.

The Effect of Halal Label on Consumer Preferences Through Interest in Use

Based on Table 7, it can be concluded that the halal label has a positive and significant effect on consumer preferences for Wardah Beauty Cosmetics products for female students at the Faculty of Economics and Business, Labuhanbatu University. This can be seen from the t-statistic value on this variable of 3.646 which is greater than the t-table value of 1.960. The results of this study are in line with research (Salere, Munir, & Hamid, 2019) entitled The Effect of Celebrity Endorser and Halal Brand Image on Customers' Purchasing Decisions of Wardah Cosmetics that the halal label is perceived because consumers are increasingly intelligent in choosing products that are not only superior in brand quality and big names, but also consider the feasibility of products including health elements and the halalness of the ingredients used to make cosmetics, according to pre-research data that 90.8% of female students of the Faculty of Economics and Business and Hasanuddin University Business said that the halalness of a product is important. From the results of this study, it shows that the consumer preferences shown by female students of the Faculty of Economics and Business, Labuhanbatu University are at a fairly good level because preference is an important factor before knowing whether beauty product information has a halal label or not. Based on the above statement, it can be formulated as follows

H3: Halal Label Affects Consumer Preferences.

The Effect of Consumer Knowledge on Consumer Preferences Through Interest in Using.

Based on Table 7, it can be concluded that consumer knowledge does not have a positive and significant effect on consumer preferences for Wardah Beauty Cosmetics products for female students at the Faculty of Economics and Business, Labuhanbatu University through interest in using. This can be seen from the t-statistic value on this variable of 0.411 which is smaller than the t-table value of 1.960. The results of the study contradict research (Ishak & Zabil, 2012) entitled Impact of Consumer Awareness and Knowledge to Consumer Effective Behavior that every form of knowledge leads to a definite influence on human decision making. "System knowledge" refers to knowledge of how a system or process operates; "action-related knowledge" relates to behavioral choices and/or possible actions; and "effective knowledge" refers to knowledge of the potential benefits or certain behaviors. This means that every consumer who has knowledge about beauty products may be limited due to low preferences so that the results of this study find a condition where a consumer will experience an information crisis and low preferences. Based on the above statement, it can be formulated as follows:

H4: Consumer Knowledge Has No Effect on Consumer Preferences

Effect of Interest in Using on Consumer Preferences

Based on Table 7, it can be concluded that interest in using has a positive and significant effect on consumer preferences for Wardah Beauty Cosmetics products for female students at the Faculty of Economics and Business, Labuhanbatu University. This can be seen from the t-statistic value on this variable of 9.738 which is greater than the t-table value of 1.960. The results of this study are in line with research (Uran, Fanggidae, & Nyoko, 2021) entitled The Effect of Consumer Behavior on Consumer's Interest to Buy Products Mr. Beta Pomade in UMKM in South Oesapa Village that consumers who have used Wardah Beauty Cosmetics after knowing the halal label and good consumer knowledge will affect consumer preferences. In addition, the factors that influence interest in using Wardah Beauty Cosmetics are packaging, brand image and the big name has been widely used by women and is famous abroad which indicates that this product has a good preference for a product, especially students of the Faculty of Economics and Business, Labuhanbatu University. Based on the above statement, it can be formulated as follows:

H5: Interest in Using Affects Consumer Preferences.

5. Conclusion and Suggestion

Conclusions

Consumers who have used Wardah Beauty Cosmetics after knowing the halal label and good consumer knowledge will affect consumer preferences. In addition, the factors that influence interest in using Wardah Beauty Cosmetics are packaging, brand image and the big name has been widely used by women and is famous abroad which indicates that this product has a good preference for a product

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