
Exploring How Halal Knowledge and Awareness Shape Gen Z's Decisions to Buy Halal Cosmetics

Bambang^{1*}, Nurul Fadila Siagian²

¹Management (PSDKU Gayo Lues), Faculty of Economics and Business, Syiah Kuala University, Jl. Blangkejeren-Blangpidie KM.20, Kecamatan Blangjerango, Kabupaten Gayo Lues, Provinsi Aceh

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***Correspondence Email:**
Bambang_psdku@usk.ac.id

Abstract

This study aims to analyze the influence of halal knowledge and halal awareness on the purchase decisions of halal cosmetics among Generation Z in Banda Aceh. The halal cosmetics industry continues to grow in line with increasing halal literacy and the religious sensitivity of young consumers in regions that implement Islamic law. This research employs a quantitative approach with 120 respondents selected through a saturated sampling technique, and the data were analyzed using multiple linear regression with SPSS 26.0. The results indicate that halal knowledge significantly affects purchase decisions, while halal awareness does not have a significant partial effect. However, both variables simultaneously have a significant effect with a contribution of 6.5%, while 93.5% is influenced by other factors. These findings highlight the importance of halal literacy, producer transparency, and digital communication strategies to strengthen Generation Z's preference for halal cosmetics.

1. Introduction

The growth of the halal cosmetics industry in Indonesia shows an increasing trend, along with the growing awareness of Muslim consumers on the importance of halal a product. In the midst of the dominance of Gen Z as a productive and consumptive age group, an interesting phenomenon has emerged in which purchasing behavior is influenced not only by the quality and aesthetics of the product, but also by religious values and awareness of the content used. In Banda Aceh, as an area with the specificity of the application of Islamic law, the halal aspect is the main consideration in every consumption decision, including the use of cosmetic products. Data for 2025 shows that the majority of Gen Z in Banda Aceh are more likely to choose beauty products that have halal certification, especially if they have a high level of halal knowledge and awareness. This phenomenon shows that internal factors such as product knowledge and halal awareness play a major role in shaping consumption patterns in accordance with sharia principles. In addition, the influence of social media, promotions from Muslim brand ambassadors, and halal education from religious institutions and local governments have further strengthened the preference for halal cosmetics among young people in Aceh. Therefore, it is important to further research how halal knowledge and awareness influence the purchase of

halal cosmetics by Gen Z, so that industry players can develop relevant marketing strategies and support the growth of the halal ecosystem in the beauty sector.

Table 1. Halal Cosmetic Products Sold in Banda Aceh

No	Product Name	Product Type	Halal Certification	Availability
1	<i>Somethinc</i>	<i>Skincare & Makeup</i>	Yes (LPPOM MUI)	Available in-store & online
2	<i>Zoya Cosmetics</i>	<i>Makeup, Body Mist, Facial Care</i>	Yes	Available in cosmetics stores
3	<i>Scarlett Whitening</i>	<i>Body Lotion, Skincare</i>	Yes (BPOM & Halal)	Lots for sale in Banda Aceh
4	<i>Wardah</i>	<i>Makeup, Skincare</i>	Yes (LPPOM MUI)	The product is very popular in Banda Aceh
5	<i>Madame Gie, Mazaya, BLP, dll</i>	<i>Local Makeup & Skincare Indonesia</i>	Yes	Can be purchased online & local marketplace

Source : Primary Data, 2025

Halal knowledge and the level of religiosity have been proven to have a significant influence on consumer buying interest in Azarine brand sunscreen products. On the other hand, halal awareness does not show a significant influence when analyzed separately. However, when the three variables—halal knowledge, halal awareness, and religiosity—are analyzed simultaneously, the results show that the three together have a significant effect on consumer buying interest in Azarine sunscreen products (Minat et al., 2024). Business actors are advised to increase the amount of content published through social media to expand consumer knowledge of the products offered more effectively. In addition, manufacturers can also seek to register their processed products to obtain halal certification as a form of compliance with the *mandatory halal policy* that has been set by the government (Rahmawati & Dermawan, 2024). Halal labeling, word of mouth, and quality perception partially or simultaneously have a significant effect on the purchase decision of Scarlett Whitening body lotion products in Generation Z. This reflects the importance of halalistic value, perceived quality, and social recommendations in shaping young consumer preferences (Ayuna, et al., 2024). Consumer knowledge has been proven to have a significant influence on the purchase intention of Muslim teenagers in Indonesia for halal cosmetic products. This means that the higher the level of understanding or knowledge of Muslim adolescents regarding the concept and importance of halal in cosmetic products, the greater their tendency to intend to buy the product. (Lailaturohmah et al., 2021). From the results of the research that has been carried out, the need for halal knowledge on the products to be used and also business actors must also provide complete information about halal beauty products through social media, rather consumers get knowledge related to the products to be purchased.

The purpose of this study is to analyze the influence of halal knowledge, halal awareness, and level of religiosity on the interest in buying halal cosmetics in Generation Z in Banda Aceh, considering the role of halal labeling, word of mouth, and quality perception in shaping purchase decisions. Generation Z is known as a very active consumer group who uses social media as a source of information before making a purchase, so exposure to digital content related to halal cosmetics greatly determines their knowledge and preferences (Ayuna et al., 2024). This research is important considering that Banda Aceh as an area that implements Islamic sharia has consumers with a high level of religious sensitivity, so that the halal factor is not only seen as a product attribute, but also as a form of compliance with spiritual values (Rahmawati & Dermawan, 2024). By understanding the relationship between these variables, this study aims to provide an in-depth understanding of how halal knowledge and awareness, coupled with religiosity, play a role in shaping the intention and purchase decision of halal cosmetics among the young generation of Banda Aceh. These findings are expected to make a theoretical contribution to the halal marketing literature as well as practical for cosmetics business actors, especially in formulating social media-based marketing communication strategies that are able to increase consumer knowledge and trust in halal products (Minat et al., 2024; Lailaturohmah et al., 2021). Thus, this study not only emphasizes the aspect of halal product consumption, but also connects it with the consumer behavior of the younger generation which is the main driver of the growth of the halal cosmetics market in Banda Aceh.

1.1 Literature Review

Consumer knowledge about the halal aspects of products (ingredients, production processes, and certifications) plays an important role in shaping attitudes and purchase intentions towards halal cosmetics. Studies in the Indonesian context show that a higher level of knowledge is positively correlated with the intention to buy halal cosmetic products; Consumers who understand the concept and evidence of halal (e.g., labels, certificates) tend to be more selective and have a stronger buying tendency (Lailaturohmah et al., 2021). Other quantitative research has also found the influence of knowledge on the behavior of using halal-labeled cosmetics in the student and adolescent population—the effect is not only direct but often mediated by attitudes towards products and social norms (Rohmatun, 2017; Maulina, 2024). In the context of Gen Z, digital-native characters make educational paths more effective through social media content, educational videos, and e-WOM; Systematic education can improve their ability to distinguish marketing claims from legitimate certification evidence, thus strengthening purchasing decisions that align with religious values. Therefore, strengthening halal literacy—both formal (certification, labels) and non-formal (verified digital content)—is an important strategy to increase interest in buying halal cosmetics among Gen Z Banda Aceh.

Halal awareness refers to the subjective awareness of consumers regarding the importance of halal as a socio-cultural value and their consumers (not just factual knowledge). The literature shows that halal awareness influences how product attributes (e.g. halal label, country of origin) and external factors (e.g. e-WOM, influencers) are processed by Gen Z, thereby modulating purchase intent significantly when combined with religiosity and social norms (Septianda, 2024; systematic review). Many studies have found that in younger generations, awareness is shaped by digital exposure—educational content, influencer endorsements, and community discussions that increase sensitivity to halal claims while accelerating the evaluation of trust in brands. In Banda Aceh, where religious norms are stronger, the level of halal awareness is usually higher and is a determining factor in the selection of beauty products; High awareness encourages Gen Z consumers to demand proof of certification and producer transparency, thus influencing brand preferences and purchasing channels (Gen Z Indonesia study). In conclusion, halal awareness functions as a psychosocial variable that strengthens (or weakens) the effect of knowledge and religiosity on the interest in buying halal cosmetics.

Consumer buying behavior includes a series of processes from the search for information, the evaluation of alternatives, to the final decision to purchase a product. In the context of halal cosmetics, Generation Z's purchasing behavior is influenced by a combination of internal factors (halal knowledge, religiosity, halal awareness) and external factors (halal labeling, word of mouth, quality perception). Recent research shows that halal labeling and quality perception have a significant effect on cosmetic purchase decisions among Gen Z, where social recommendation factors (WOM/e-WOM) play a role as decision reinforcing (Ayuna et al., 2024). In addition, Gen Z's purchasing behavior is characterized by a reliance on social media as the main source of product information, so digital communication strategies that highlight halal are crucial to influence their decisions (Septianda, 2024). In Banda Aceh, the behavior of buying halal cosmetics is not only seen from the functional aspect of the product, but also as a form of compliance with Islamic sharia values. This makes consumers more selective in choosing brands, only buying products that clearly have halal certification, and more trusting brands that are transparent in conveying halal information. Thus, Gen Z Banda Aceh's purchasing behavior towards halal cosmetics reflects a combination of modern lifestyle needs and religious adherence, which makes the halal factor a key element in the purchase decision process.

Halal knowledge is a consumer's understanding of halal concepts, rules, and practices related to products, ranging from raw materials, production processes, distribution, to official certification from relevant authorities. A high level of halal knowledge has been proven to be able to influence purchase decisions, especially in cosmetic products. Consumers who have adequate knowledge will be more critical in evaluating the halalness of a product, so they tend to choose brands with clear and reliable halal labels (Lailaturohmah et al., 2021). Other research shows that halal knowledge not only has a direct effect on purchase decisions, but also interacts with other variables such as religiosity and halal awareness in strengthening consumers' decisions to buy halal products (Rahmawati & Dermawan, 2024).

For Generation Z in Banda Aceh, halal knowledge is an important element because they grow up in an environment that emphasizes adherence to Islamic law. With extensive access to information through social

media, Gen Z is able to increase halal literacy through educational content, product reviews, and consumer testimonials. This makes them more selective about the cosmetics used, so that purchase decisions are more influenced by the extent to which halal information can be accessed and understood (Interest et al., 2024). Therefore, halal knowledge can be seen as the main foundation that drives the decision to purchase halal cosmetics among Gen Z Banda Aceh.

Halal awareness reflects the level of consumer sensitivity to the importance of the halalness of the products consumed, both in terms of ingredients, production processes, and official certification. The higher the halal awareness that consumers have, the greater their prudence in evaluating products before making a purchase decision (Septianda, 2024). In the cosmetics industry, halal awareness encourages consumers to not only consider quality and price aspects, but also pay attention to halal labels as a guarantee of trust and compliance with religious teachings (Rahmawati & Dermawan, 2024).

Previous research has shown that halal awareness has a significant impact on purchasing decisions, especially among young Muslims who actively use social media. Consumers with a high level of awareness are more selective in choosing products and tend to be loyal to brands that consistently show transparency and compliance with halal regulations (Ayuna et al., 2024). For Generation Z in Banda Aceh, halal awareness is increasingly important because of the cultural and religiosity factors of the local community that make halal a moral standard as well as a lifestyle. Therefore, halal awareness not only influences purchasing decisions, but also forms a positive image of cosmetic brands that are able to provide consistent halal product guarantees. Thus, halal awareness is a key variable that strengthens the connection between religious values and halal cosmetic purchase decisions among Gen Z Banda Aceh.

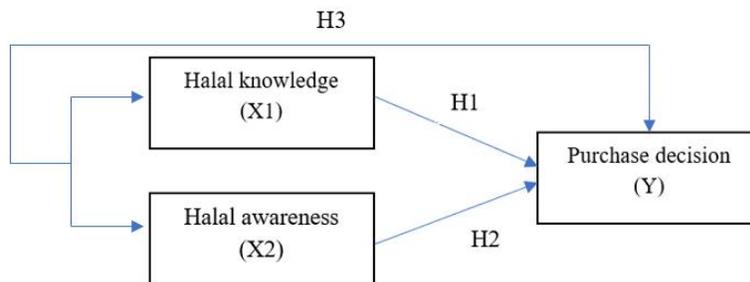


Figure 1. Theoretical Framework

2. Research Methods

This research method uses a quantitative approach to test the influence of halal knowledge (X1) and halal awareness (X2) on the purchase decision (Y) of halal cosmetics in Generation Z in Banda Aceh. Primary data was collected through a questionnaire with a Likert scale of 1–5 from 120 respondents. Sampling techniques used nonprobability sampling with a saturated sampling (census) approach, where all members of the population were used as research samples (Umar, 2019). Furthermore, data analysis was carried out using multiple linear regression to test the influence between variables in more depth and gain a more comprehensive understanding of the relationship patterns that occurred. Data analysis was carried out using the SPSS 26.0 program.

3. Result and Discussion

Multiple Regression Analysis

Table 1. Multiple Regression Results

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	9.668	2.069		4.672	.000
X1	.260	.121	.196	2.155	.033
X2	.145	.102	.129	1.421	.158

a. Dependent Variable: Y1

Source : SPSS 26.0 Output

Based on the data listed in the table, multiple linear regression equations with the following general form are obtained:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = 9.668 + 0.260X_1 + 0.145X_2$$

Based on the regression equation, it can be concluded that any change in the independent variables, namely halal knowledge (X1) and halal awareness (X2), will affect the dependent variable, namely the purchase decision (Y), according to the direction and magnitude of the regression coefficient.

1. Constant (a) is valued at 9.668, which means that if there is no increase or change in the variables of halal knowledge (X1) and halal awareness (X2), then the value of the purchase decision (Y) will remain at 9.668.
2. The value of the multiple linear regression coefficient for the halal knowledge variable was 0.260. This means that if the constant and the halal awareness variable does not change, then every one unit increase in the halal knowledge variable will increase the value of the purchase decision by 0.260 points.
3. The value of the multiple linear regression coefficient for the halal awareness variable was 0.145. This shows that if the constant of fixed value and the variable of halal knowledge does not change, then every increase of one unit in the variable of halal awareness will increase the value of the purchase decision by 0.145 points.

Table 2. Koefisien determinasi

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.255 ^a	.065	.049	5.26850

a. Predictors: (Constant), X2, X1

Based on the table, it is known that the value of the determination coefficient (R Square) is 0.065 or 6.5%. This shows that the contribution of the variables of halal knowledge and halal awareness to the purchase decision is 6.5%, while the remaining 93.5% is influenced by other variables outside this study.

UJI T

Table 3. Partial T Test Results of Halal Knowledge Variables Affect Purchase Decision

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	11.207	1.770		6.330	.000
X1	.292	.119	.221	2.457	.015

a. Dependent Variable: Y1

Source : SPSS 26.0 Processed Data

Based on the table above, the *calculated t* value of 2.457 > *table t* of 1.657 with a significance value of 0.015 < 0.05. Thus, H_{01} is rejected and H_{a1} is accepted. This shows that halal knowledge has a significant effect on the purchase decision of halal cosmetic consumers in Banda Aceh. This means that the higher the consumer's understanding of the halal concept, ingredients, and certifications attached to cosmetic products, the greater their tendency to choose and buy halal cosmetic products. Good knowledge provides a sense of trust and confidence for consumers that the products purchased are in accordance with religious values and safe to use. Therefore, halal literacy is an important factor in encouraging halal cosmetic consumption behavior among consumers.

Table 4. Partial T Test Results of Halal Awareness Variables on Purchase Decisions

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	12.815	1.488		8.614	.000
X2	.187	.102	.166	1.833	.069

a. Dependent Variable: Y1

Sumber : Data Olahan SPSS 26.0

Based on the table above, the *calculated t* value of 1.833 > *t* of the table is 1.657, but the resulting significance value is 0.069 > 0.05. This shows that H_0 is accepted and H_a is rejected, so it can be concluded that halal awareness does not have a significant effect on the purchase decision of halal cosmetics consumers in Banda Aceh. This means that even though consumers are aware of the importance of halal, this factor has not yet become the main consideration in determining purchasing decisions. Consumer decisions may be more influenced by other factors such as product quality, price, promotions, and recommendations from others. Thus, halal awareness is not always a direct determinant of halal cosmetic purchasing behavior among consumers.

UJI F

Table 5. Simultan F Test Results

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	225.014	2	112.507	4.053	.020 ^b
Residual	3247.577	117	27.757		
Total	3472.592	119			

a. Dependent Variable: Y1

b. Predictors: (Constant), X1, X2

Based on the table above, the F_{cal} value of 4.053 > F_{table} of 3.092 with a significance value of 0.02 < 0.05. Thus, H_{03} is rejected and H_{a3} is accepted. This shows that halal knowledge and halal awareness

simultaneously have a significant effect on the purchasing decisions of Generation Z consumers on halal cosmetic products in Banda Aceh. This means that when consumers have good knowledge about the concept of halal and a high awareness of the importance of using halal products, their decision to buy halal cosmetics is stronger. These findings confirm that the two variables complement each other in influencing consumption behavior, so producers need to pay attention to halal education while increasing consumer awareness through effective communication strategies.

4. Conclusions

Based on the results of the analysis in this study, the following conclusions were obtained:

The Effect of Halal Knowledge on Purchase Decisions The results of the *t-test* showed a calculated *t* value of 2.457 > *t* table 1.661 with a significance value of 0.015 < 0.05. This means that H₀ is rejected and H_a is accepted, so it can be concluded that halal knowledge has a significant effect on the purchase decision of halal cosmetic consumers in Banda Aceh. The higher the consumer's knowledge of halal concepts, ingredients, and certifications, the greater their tendency to buy halal cosmetic products.

The Effect of Halal Awareness on Purchase Decisions The results of the *t-test* showed a calculated *t* value of 1.833 < *t* table 1.661 with a significance value of 0.069 > 0.05. This means that H₀ is accepted and H_a is rejected, so it can be concluded that halal awareness has no significant effect on the purchase decision. Although consumers have halal awareness, these factors are not the main determinants in purchasing decisions, as consumers consider other factors such as product quality, price, and promotion.

The Simultaneous Effect of Halal Knowledge and Halal Awareness on Purchase Decisions The results of the *F test* showed an *F* value of 4.053 > *F* of a table of 3.096 with a significance value of 0.02 < 0.05. This shows that H₀ is rejected and H_a is accepted, so it can be concluded that halal knowledge and halal awareness simultaneously have a significant effect on Gen Z consumers' purchasing decisions on halal cosmetic products in Banda Aceh.

Variable Contribution (R²) The value of the determination coefficient (*R Square*) is 0.065 or 6.5%, which means that the contribution of halal knowledge and halal awareness variables to the purchase decision is only 6.5%, while the remaining 93.5% is influenced by other factors outside of this study.

For further research, it is recommended to expand the scope by adding other variables such as *religiosity*, *brand image*, quality perception, price, and *word of mouth*, so as to provide a more comprehensive picture of the factors that affect the purchase decision of halal cosmetics. In addition, research can be carried out on more diverse objects, such as the millennial generation or the general public outside Banda Aceh, as well as increase the number of samples so that the research results are more representative. The use of mixed methods is also recommended to explore a deeper understanding of consumers regarding halal cosmetic purchasing behavior.

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