



The Effect of Halal Label, Social Media, and Lifestyle on Purchase Intention among Rural Generation Z E-Commerce Context

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Abstract

The rapid growth of the beauty industry and the increasing use of digital platforms have significantly influenced consumer purchasing behavior, particularly among Generation Z. Grounded in the Theory of Planned Behavior (TPB), this study examines the effect of halal label, social media, and lifestyle on purchase intention toward bodycare products among Generation Z consumers in a rural e-commerce context. Data were collected from 100 Generation Z respondents in Bintang Bayu District using a purposive sampling technique. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The findings indicate that halal label, social media, and lifestyle all have a significant positive effect on purchase intention. Among these variables, lifestyle is identified as the most influential factor affecting consumers' intention to purchase bodycare products. These findings highlight the growing importance of lifestyle-driven consumption patterns among rural Generation Z consumers. This study contributes to the extension of the Theory of Planned Behavior in the context of rural digital markets and provides managerial implications for marketers to strengthen halal assurance, optimize social media engagement, and align product positioning with the lifestyle preferences of Generation Z consumers.

Keywords: Halal Label, Social Media, Lifestyle, Purchase Intention

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INTRODUCTION

The beauty industry has experienced rapid growth in recent years, driven by the increasing number of brands and products available in the market. One of the main factors

contributing to this growth is the rising demand for personal care products (Batubara et al., 2022). This situation indicates that personal care products, including bodycare, are attracting greater attention from consumers, particularly among younger generations.

The rapid development of technology and information has encouraged people to become more familiar with and engage more actively with the internet (Silalahi, 2024). As the internet becomes an integral part of daily life, the way consumers search for information and conduct transactions has also changed (Silalahi et al., 2022). The internet not only functions as a communication tool but also serves as a platform that supports e-commerce and acts as a reference for consumer decision-making (Nurbaiti et al., 2021). In this context, social media has become one of the primary channels in marketing, as it allows consumers to access product information before making a purchase.

Social media plays an important role in introducing personal care products, particularly because most Generation Z consumers are actively engaged with these platforms. Information, testimonials, and recommendations shared on social media can influence consumers' perceptions and interest in a product. Therefore, social media can significantly affect purchase intention (Inayah et al., 2023). Previous studies also highlight that digital interactions and online marketing exposure can strongly shape consumer purchasing decisions in modern digital marketplaces (Keshavarz & Gölgeci, 2023).

In addition to digital factors, lifestyle also influences consumption choices. Lifestyle reflects individuals' patterns of activities and interests in daily life, including their preferences in selecting personal care products. Generation Z, who tend to follow trends and pay close attention to their appearance, often consider lifestyle as an important factor that shapes their purchasing intentions (Risnandar et al., 2025).

Conversely, the halal label plays a crucial role for Muslim consumers when selecting products. This label is closely associated with compliance with Islamic principles and helps create perceptions of safety and trust toward the product (Ahmad et al., 2025). In recent years, awareness of products bearing halal certification has increased significantly, particularly among Muslim consumers. As a result, Muslim consumers are increasingly inclined to choose cosmetic products that comply with Islamic teachings and halal standards. The presence of a halal label can enhance consumers' willingness to purchase such products, especially halal bodycare products, which are perceived as safer, cleaner, and free from harmful ingredients. Therefore, halal certification has the potential to influence purchase intention, particularly for halal personal care products (Sari et al., 2025). Previous international research also indicates that halal labeling can significantly influence purchasing intentions by strengthening consumer trust and perceived product credibility (Nugraha et al., 2022).

Although the influence of halal labels, social media, and lifestyle on purchase intention has been widely examined, previous studies have produced inconsistent findings. Furthermore, most prior research has been conducted in urban contexts and has primarily focused on products such as skincare, cosmetics, or halal food. Consequently, studies that simultaneously examine these three variables in the context of halal bodycare products within non-urban environments remain limited. This limitation represents an important research gap in explaining the purchasing intentions of young consumers in rural e-commerce ecosystems.

This research gap is particularly important because bodycare products have different consumption characteristics compared to other beauty products. Bodycare products are used routinely and are closely associated with daily self-care practices. Furthermore, consumers in non-urban areas tend to have different social characteristics compared to

those living in large cities, especially in terms of considering halal certification, social media influence, and lifestyle factors. In regions such as Bintang Bayu District, religious values and community norms tend to be stronger, suggesting that rural contexts may demonstrate different dynamics of purchase intention compared to urban markets.

In this study, Bintang Bayu District was selected as the empirical setting because it represents a non-urban context that remains relatively underexplored in previous research. The selection of this location was also supported by preliminary data from 100 Generation Z respondents, indicating that perceptions regarding halal labels, social media usage, lifestyle factors, and interest in purchasing halal bodycare products through Shopee tend to fall within the high category, although purchase intention is not evenly distributed among all respondents. These preliminary findings are not used as the primary basis for identifying the research gap but rather serve to reinforce the empirical relevance of Bintang Bayu District as an appropriate context for examining this phenomenon.

Theoretically, this study is grounded in the Theory of Planned Behavior (TPB), which explains that behavioral intention is influenced by attitudes, subjective norms, and perceived behavioral control. Within this framework, the halal label is conceptualized as a determinant of attitude, social media engagement represents subjective norms, and lifestyle reflects perceived behavioral control. Previous studies have confirmed the relevance of TPB in explaining halal purchasing behavior, particularly when religiosity and consumer perceptions toward halal products are considered (Zafar & Jafar, 2026). Therefore, this study aims to analyze the influence of halal labels, social media, and lifestyle on the purchase intention of halal bodycare products among Generation Z consumers in Bintang Bayu District through the Shopee platform. By examining these variables simultaneously in a rural e-commerce context, this study contributes to extending the application of the Theory of Planned Behavior in explaining the purchasing behavior of young consumers in non-urban digital markets.

THEORITICAL REVIEW AND HYPOTHESIS DEVELOPMENT

Theory of Planned Behavior (TPB)

This study is theoretically anchored in the Theory of Planned Behavior (TPB), an extension of the Theory of Reasoned Action (TRA). The TPB posits that human behavior is not entirely volitional but is significantly moderated by an individual's perceived control over the action. Central to this framework is the assertion that behavioral intention serves as the primary proximal determinant of actual behavior. Intention is subsequently shaped by three antecedents: attitude toward the behavior, subjective norms, and perceived behavioral control. Furthermore, the framework suggests that when individuals perceive a higher degree of control and encounter fewer impediments, their intention to execute the specific behavior is correspondingly enhanced (Naskar & Lindahl, 2026).

In this study, the intention to purchase halal bodycare products through Shopee among Generation Z in Bintang Bayu District is understood as a behavioral intention influenced by several important factors. The halal label reflects consumers' beliefs and attitudes regarding product safety and its compliance with the values they uphold, thereby fostering a positive attitude toward purchasing decisions. Social media functions in shaping subjective norms through information, reviews, and recommendations that influence Generation Z's perceptions of a product. Meanwhile, lifestyle reflects patterns of activities, interests, and opinions that also affect consumers' preferences and choices in bodycare products.

The Theory of Planned Behavior is applied in this research because it explains how these three variables collectively contribute to influencing consumers' purchase intention before it is eventually realized in actual purchasing behavior. Therefore, TPB is considered an appropriate theoretical framework for understanding the online purchasing behavior of Generation Z in buying bodycare products through the Shopee platform, particularly when considering the roles of halal labels, social media influence, and lifestyle (Rusti & Masnita, 2024).

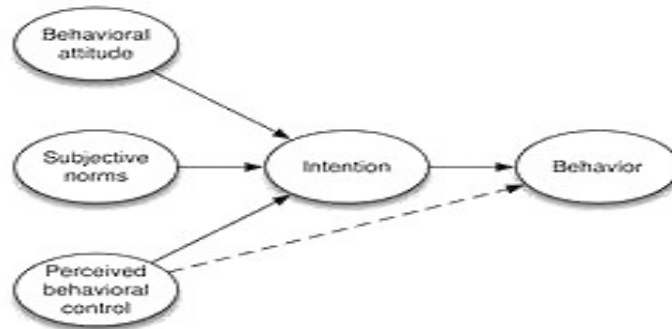


Figure 1
Theoretical Framework Based on the Theory of Planned Behavior (TPB)

1. Attitude

Attitude refers to the way individuals evaluate a particular behavior, whether they perceive it as positive or negative, beneficial or harmful.

2. Subjective Norms

Subjective norms relate to the social pressure or support from friends, family, or the surrounding environment that may influence an individual's behavior.

3. Perceived Behavioral Control

Perceived behavioral control refers to an individual's belief regarding whether they have the ability or capacity to perform a particular behavior.

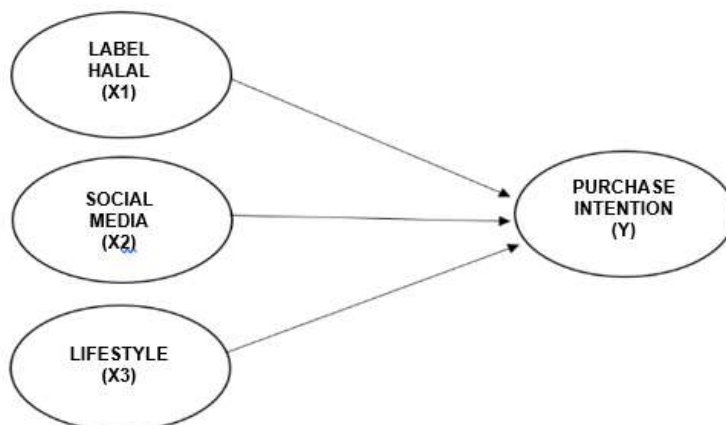


Figure 2 Conceptual Framework

The theory employed in this study is the Theory of Planned Behavior (TPB). Based on this theoretical framework, several research hypotheses are formulated as follows:

H1: Halal labels have a positive effect on purchase intention of halal bodycare products.

H2: Social media positively influences purchase intention of halal bodycare products.

H3: Lifestyle positively influences purchase intention of halal bodycare products.

Halal Label as a Determinant of Behavioral Attitude

According to (Ernawati & Koerniawan, 2023), a halal label is a mark indicating that a product is halal and is affixed to the packaging after the product has received halal certification from an authorized government institution. Products that meet the requirements of halal compliance according to Islamic principles are referred to as halal products. The halal label is intended to enhance the competitiveness of local products while also providing legal assurance to consumers (Rahayu & Handayani, 2023).

Beyond its role as an identification mark, the halal label also functions as an important informational cue that influences consumer perceptions regarding the safety, quality, and religious compliance of a product. For Muslim consumers, the presence of a halal label can reduce uncertainty in the purchasing process and increase confidence that the product aligns with Islamic principles. Consequently, halal certification does not only serve as a regulatory instrument but also as a factor that shapes consumers' evaluations and attitudes toward a product.

In Islamic teachings, using and consuming products that carry a halal label is considered an obligation established in Islamic law, as stated in Surah Al-Baqarah verse 168. The verse means: *"O mankind, eat from whatever is on earth that is lawful and good, and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy."*

This verse emphasizes the importance of consuming halal and wholesome products so that Muslim consumers can ensure that the products they purchase comply with Islamic teachings by identifying the presence of a halal label. In this context, halal certification becomes a mechanism that helps consumers verify whether a product fulfills religious requirements.

From the perspective of the Theory of Planned Behavior, the halal label is closely related to attitude toward behavior, as highly religious Muslim consumers tend to be more obedient to religious teachings. This condition encourages them to be more cautious and selective when choosing products to purchase, particularly those bearing halal certification (Zafar & Jafar, 2026). For these consumers, consuming halal products is not only a personal preference but also a form of religious compliance that reflects their beliefs and values (Ula, 2020). Therefore, the presence of a halal label can strengthen positive attitudes toward halal products because it assures consumers that the product aligns with both their religious and ethical considerations.

Furthermore, the presence of a halal label on bodycare products can create a positive perception among consumers, particularly among Generation Z who are increasingly aware of the importance of product safety and halal compliance. Social environments and religious values also encourage individuals to choose halal products. As a result, halal certification can function as a signal that enhances consumer trust and product credibility. Therefore, the stronger consumers' trust in halal certification, the higher their intention to purchase halal bodycare products.

According to (NASIKAH, 2023), several elements that reflect indicators of consumer understanding in selecting halal products include the following:

1. Halal Raw Materials

Halal raw materials are an important factor that must be understood by consumers. In the product selection process, consumers need to be aware of the ingredients used to ensure that the product complies with halal requirements.

2. Religious Obligation

Ensuring that products are halal is not only important for Muslim consumers but also represents a responsibility to comply with religious teachings. Therefore, the obligation to consume halal products becomes one indicator of halal awareness among Muslim consumers.

3. Production Process

Another indicator of halal understanding is knowledge regarding the halal production process. Information about production methods can be obtained through television or online media.

4. Product Cleanliness

Products that appear clean and hygienic can also serve as an indication of consumers' understanding of halal principles.

Social Media as a Representation of Subjective Norms

Social media refers to online communication platforms used to interact with others remotely, exchange information, and gather data through applications that utilize internet networks. The primary purpose of social networking platforms is to enable individuals to communicate and interact with one another (Pancaningsih, 2022).

In the contemporary digital era, social media serves not only as a communication tool but also as a significant medium for monetization. For example, numerous individuals leverage platforms such as Instagram, TikTok, Shopee, and Lazada to promote and market products. The proliferation of social media has thus facilitated online marketing through digital networks, enabling brand promotion and engagement across various channels. Additionally, the utilization of social media assists organizations in monitoring diverse consumer perspectives and analyzing shifts in consumer attitudes. This provides companies with critical insights necessary for maintaining the competitive advantage of their products or services in the marketplace (Heni Anjelica Silalahi et al., 2025).

Within the framework of the Theory of Planned Behavior, social media can be associated with subjective norms, which refer to individuals' beliefs regarding the expectations or opinions of people who are important to them. Subjective norms reflect the tendency of individuals to behave in accordance with the perceptions of their social environment, such as family members, friends, colleagues, or influential figures. In digital environments, social media amplifies this social influence by enabling users to observe others' opinions, experiences, and recommendations regarding particular products (Al Halbusi et al., 2023; Varni et al., 2024; Liu, 2025).

As a result, individuals may feel encouraged to follow consumption trends or recommendations shared within their online networks. Therefore, the stronger the influence of social media interactions and discussions within digital communities, the greater the likelihood that consumers will develop intentions to purchase halal bodycare products (Elistia & Nurma, 2023).

According to (Pratiwi, 2021), the indicators of social media include the following:

1. Participation

Participation refers to the involvement or engagement that provides opportunities for individuals to contribute ideas, opinions, efforts, or experiences, as well as to respond to ongoing activities, policies, or processes.

2. Openness

Social media generally possesses an open nature that allows users to participate and provide feedback through interactive features such as comments, voting, and information sharing. Access to content is typically unrestricted, making information easily accessible to the public.

3. Conversation

Social media enables users to communicate with one another rather than merely receiving information in a one-way manner.

4. Community

Social media facilitates the rapid formation of communities. These communities allow users to easily create groups and share information related to various topics or interests, ranging from hobbies such as photography and politics to favorite television programs.

Lifestyle as an Outcome Related to Perceived Behavioral Control

According to (Meilani et al., 2025), lifestyle refers to the way individuals live their lives, which can be observed through their activities, interests, and opinions. It reflects an individual's identity in relation to their surrounding environment and illustrates patterns of consumption that describe how individuals allocate their time and financial resources. In general, lifestyle represents the way individuals organize their daily lives through activities they perform, interests they prioritize, and opinions they express toward themselves and the world around them (Arif, Nabil Al, 2024).

Lifestyle plays an important role in shaping individual behavior, particularly in consumption decisions. Individuals with certain lifestyles tend to develop preferences toward products that support their self-image, personal values, or social identity. In this sense, lifestyle reflects patterns of activities, interests, and opinions that influence how consumers choose products and services, including those related to personal care and bodycare products (Yusrawati et al., 2024) . Within the Theory of Planned Behavior, perceived behavioral control refers to individuals' perceptions regarding the ease or difficulty of performing a particular behavior and reflects the extent to which individuals believe they possess the resources and abilities necessary to perform the action.

In the context of consumer behavior, lifestyle can contribute to the formation of perceived behavioral control because individuals who are accustomed to certain consumption patterns often feel more capable of performing similar behaviors in the future. For instance, individuals whose lifestyles emphasize personal care and self-presentation are more likely to consider bodycare products as part of their daily routines, which reduces perceived barriers in purchasing such products. Previous studies also indicate that lifestyle and consumption habits can strengthen consumers' confidence in making purchasing decisions, particularly when individuals are familiar with digital shopping platforms and product information sources (Zafar & Jafar, 2026).

In addition to influencing attitudes, lifestyle also reflects consumers' abilities and habits in making purchases, such as their shopping patterns, access to online shopping platforms, and their skills in managing expenditures. These conditions contribute to the

formation of perceived behavioral control, as consumers with lifestyles that support the use of bodycare products tend to feel more capable and find it easier to make purchasing decisions. In this way, lifestyle does not function as perceived behavioral control itself but rather acts as a contextual factor that shapes and strengthens consumers' perceptions of behavioral control (SAFITRI, 2023).

The indicators that reflect lifestyle include the following:

1. Activities

Lifestyle activities can be observed through various daily actions undertaken by consumers. These may include purchasing products, engaging in recreational activities, entertainment, and other activities that demonstrate how consumers utilize their time and resources. Such activities illustrate individuals' habits, preferences, and shopping patterns.

2. Interest

Interest refers to what consumers like or what becomes their preference at a particular time (Hasibuan, Ismi Khoiriah, Isnaini Harahap, 2024).

3. Opinion

Opinion refers to the way consumers express their views regarding a particular matter, reflecting their understanding as well as how they perceive themselves and their surrounding environment.

4. Consumption Pattern

Consumption patterns refer to the habitual ways in which individuals use goods and services repeatedly and consistently, reflecting their overall lifestyle (NISA, 2023).

Purchase Intention

According to (Syahputri et al., 2023), purchase intention refers to an individual's psychological tendency that arises from feelings and thoughts toward a desired product or service. This intention functions as an internal motivation that encourages individuals to pay attention to a product before making an actual purchase decision. When consumers perceive that a product aligns with their needs and preferences, it may generate positive feelings that increase their likelihood of purchasing the product. Therefore, purchase intention can be understood as a positive behavioral tendency reflecting an individual's readiness to buy products that match their interests and personal needs.

Within the framework of the Theory of Planned Behavior (TPB), purchase intention is conceptualized as a behavioral intention that mediates the relationship between psychological antecedents namely attitudes, subjective norms, and perceived behavioral control and actual purchasing behavior. Numerous studies have applied TPB to explain consumers' intentions to purchase various products, including cosmetics, fashion items, and products sold through e-commerce platforms. Empirical evidence indicates that these TPB constructs significantly influence consumers' intentions to purchase beauty products on digital marketplaces such as Shopee, thereby demonstrating the relevance of TPB as a robust theoretical framework for explaining the formation of purchase intention (Hanafiah et al., 2023). Furthermore, purchase intention can be identified through several indicators, including the following:

1. Transactional Intention

Consumers show a tendency to purchase the product.

2. Referential Intention

Consumers tend to recommend the product to others.

3. Preferential Intention

Consumers demonstrate a strong preference for the product and are reluctant to switch to other alternatives unless problems arise with the product.

4. Exploratory Intention

Consumers actively seek information and evidence regarding the advantages of the product they are interested in (Dillahi et al., 2025).

RESEARCH METHODS

Research Design

A quantitative research methodology was implemented for this investigation, facilitating the acquisition of primary data via structured questionnaires. The measurement tool was constructed in alignment with the operational definitions of the variables. Responses were recorded on a five-point Likert scale, where 1 indicated strongly disagree and 5 indicated strongly agree (Pasaribu et al., 2023).

Data collection was conducted during the period of January–February 2026 through the distribution of online questionnaires using Google Forms. This approach enabled respondents to complete the survey conveniently and allowed the researcher to reach participants efficiently within the selected research area.

Population and Respondent Criteria

The population of this study consists of Generation Z, defined as individuals born between 1997 and 2012. However, the age of respondents was limited to 18–25 years, as this range represents the late adolescence to early adulthood stage, during which individuals generally possess greater cognitive maturity and independence in making purchasing decisions (Jaidi, Fadhil, 2024). At this stage, respondents tend to be more familiar with and regularly use personal care products, show greater interest in lifestyle trends, and actively access social media and e-commerce platforms such as Shopee. Therefore, this age group is considered relevant for representing digital consumer behavior related to the intention to purchase bodycare products.

To ensure the relevance of the collected data, respondents were required to meet several criteria:

1. Individuals aged 18–25 years belonging to Generation Z
2. Residents of Bintang Bayu District
3. Individuals who actively use social media platforms
4. Individuals who are familiar with or have experience purchasing bodycare products through e-commerce platforms such as Shopee

These criteria were applied to ensure that the respondents possessed sufficient experience and familiarity with the research variables being investigated.

Justification for the Selection of Research Location

Bintang Bayu District was selected as the research location because it represents the characteristics of a rural area, where patterns of social interaction and consumption behavior may differ from those of urban communities. Generation Z in this region tends to live within a social environment characterized by strong interpersonal relationships, where religious values and social norms still play an important role in shaping attitudes and behaviors, including purchasing decisions. These conditions allow factors such as perceptions of halal labels, social media influence, and lifestyle to exhibit distinctive

dynamics compared to urban contexts. At the same time, the ongoing expansion of information technology has contributed to increasing internet access and the use of e-commerce platforms such as Shopee among young people.

Sampling Technique

The collected data were analyzed using SmartPLS 4.1.1.7. The sampling technique applied in this study was purposive sampling, which involves selecting respondents based on specific criteria relevant to the research objectives (Syarif & Aisyah, 2025). The sample size was determined using the Slovin formula with an error tolerance of 10%, resulting in 100 respondents as the research sample (Winda & Martiyanti, 2025). Respondents were recruited through the distribution of online questionnaires shared via social media platforms such as WhatsApp and Instagram. The survey link was circulated within community groups and youth networks in Bintang Bayu District to reach individuals who met the predetermined respondent criteria.

Research Instrument Testing

Before distributing the questionnaire to respondents involved in the main study, a pilot test was conducted on the research instrument involving 30 respondents. This step aimed to evaluate the validity and consistency of the questionnaire items and to ensure that the instrument met the requirements for accurate data collection. Items that did not meet the validity and reliability standards were revised before the questionnaire was distributed to the actual research sample (Hafiyya, 2023). After the questionnaires were distributed, further validity and reliability testing was conducted using SmartPLS 4.

a) Pilot Test Validity Test

Table 1
Results of the Pilot Test Validity Test

Variable	Indicator	Outer Loading	Remark
Halal Label	LH1	0.888	Valid
Halal Label	LH2	0.865	Valid
Halal Label	LH3	0.936	Valid
Halal Label	LH4	0.921	Valid
Lifestyle	GH1	0.801	Valid
Lifestyle	GH2	0.702	Valid
Lifestyle	GH3	0.884	Valid
Lifestyle	GH4	0.925	Valid
Purchase Intention	MB1	0.583	Needs Evaluation
Purchase Intention	MB2	0.950	Valid
Purchase Intention	MB3	0.908	Valid
Purchase Intention	MB4	0.903	Valid
Social Media	MS1	0.842	Valid
Social Media	MS2	0.952	Valid
Social Media	MS3	0.938	Valid
Social Media	MS4	0.627	Needs Evaluation

Source: Processed Data, 2026

The results of the SmartPLS analysis presented in Table 1 indicate that most indicators have outer loading values above 0.70, suggesting that the indicators are able to effectively reflect their respective constructs. According to the evaluation criteria for reflective measurement models, indicators with outer loading values below 0.70 may still be

considered for improvement by taking into account the Composite Reliability and Average Variance Extracted (AVE) values (Hair Jr, et al 2021). Based on the pilot test results above, several questionnaire items required clearer wording to avoid potential misunderstandings, without altering the conceptual meaning being measured. Therefore, the researcher revised the wording of several items while maintaining their conceptual meaning. This step is consistent with previous studies that recommend revising research instruments after the pilot test stage before they are used in the main data collection (Omar, 2017).

b) Reliability Test

Table 2
Results of the Pilot Test Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	AVE	Remark
Halal Label	0.925	0.946	0.815	Reliable & Valid
Lifestyle	0.849	0.873	0.693	Reliable & Valid
Purchase Intention	0.865	0.928	0.720	Reliable & Valid
Social Media	0.863	0.886	0.722	Reliable & Valid

Source: Processed Data, 2026

Collectively, the variables exhibit Cronbach's Alpha and Composite Reliability coefficients exceeding the 0.70 threshold, with Average Variance Extracted (AVE) values surpassing 0.50. Consequently, the measurement instruments are deemed to possess adequate reliability and validity. These findings confirm their appropriateness for the main study, subject to refinements informed by the pilot test outcomes.

RESULTS AND DISCUSSION

Result

Respondent Characteristics

Table 3
Respondent Characteristics

Description	Respondents	Frequency	Percentage
Gender	Male	12	12%
	Female	88	88%
	Total	100	100%
Age	18 years	4	4%
	19 years	2	2%
	20 years	9	9%
	21 years	33	33%
	22 years	41	41%
	23 years	7	7%
	24 years	3	3%

	25 years	1	1%
	Total	100	100%
Address	Bintang Bayu	100	100%

Source: Processed Data, 2026

A total of 100 respondents participated in the research through the distribution of questionnaires. The demographic characteristics of the participants, categorized by gender, age, and place of residence, are detailed below. The total sample size amounted to 100 individuals. In terms of gender, the female demographic predominated, comprising 88% of the sample, whereas males constituted 12%. Regarding age distribution, the majority of respondents fell within the 21 to 22-year range, with the highest frequency observed at 22 years (41%), followed by 21 years (33%). Notably, 100% of the respondents resided in Bintang Bayu District, confirming that the collected data represents the specific characteristics of this locality.

Measurement Model Testing (Outer Model) Convergent Validity

Table 4
Outer Loading

	Halal Label	Lifestyle	Purchase Intention	Social Media	Remarks
LH1	0.837				Valid
LH2	0.776				Valid
LH3	0.862				Valid
LH4	0.817				Valid
GH1		0.764			Valid
GH2		0.776			Valid
GH3		0.848			Valid
GH4		0.831			Valid
MB1			0.774		Valid
MB2			0.799		Valid
MB3			0.864		Valid
MB4			0.849		Valid
MS1				0.826	Valid
MS2				0.821	Valid
MS3				0.837	Valid
MS4				0.807	Valid

Source: Processed Data, 2026

The outer loading results presented above indicate that all indicators in the model demonstrate convergent validity. According to the guidelines proposed by (Hair Jr, et al 2021), indicators with loading values exceeding 0.70 are considered highly valid because they are able to explain more than 49% of the variance of the measured construct.

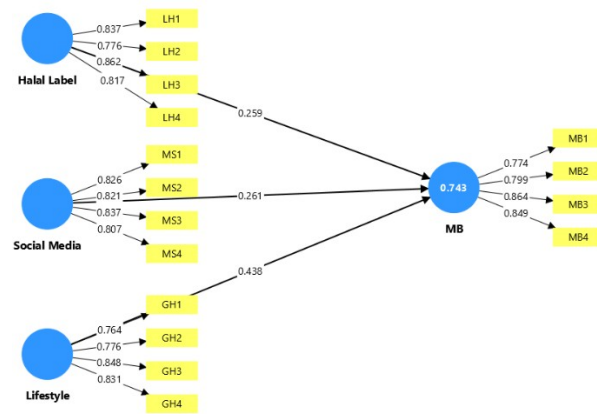


Figure 3
PLS Algorithm Diagram

The PLS Algorithm diagram above shows that each indicator of variables X1 to Y has an outer loading value greater than 0.70. This indicates that all questionnaire items designed to measure the latent variables Halal Label (X1), Social Media (X2), Lifestyle (X3), and Purchase Intention (Y) have successfully provided convergent and valid responses from the respondents. In other words, all indicators meet the criteria for convergent validity, and none of the indicators need to be removed from the model.

Discriminant Validity

Table 5
Fornell-Larcker Criterion

	Halal Label	Lifestyle	Purchase Intention	Social Media	Remarks
Halal Label	0.823				Valid
Lifestyle	0.700	0.806			Valid
Purchase Intention	0.759	0.798	0.823		Valid
Social Media	0.741	0.684	0.753	0.823	Valid

Source: Processed Data, 2026

Discriminant validity was assessed using the Fornell–Larcker criterion, which requires the square root of the Average Variance Extracted (\sqrt{AVE}) of each construct to exceed its correlations with other constructs in the model. The results show that the \sqrt{AVE} values for all constructs—LH (0.823), GH (0.806), PI (0.823), and MS (0.823)—are higher than their respective inter-construct correlations. For example, the \sqrt{AVE} of Halal Label (0.823) surpasses its correlations with Lifestyle (0.700), Purchase Intention (0.759), and Social Media (0.741). This pattern is consistently observed across all constructs, confirming that each construct is empirically distinct. Therefore, the measurement model satisfies the discriminant validity requirement based on the Fornell–Larcker criterion and is suitable for further analysis.

Table 6
Cross Loadings

	Halal Label	Lifestyle	Purchase Intention	Social Media	Remarks
LH1	0.837	0.612	0.637	0.679	Valid
LH2	0.776	0.494	0.492	0.577	Valid
LH3	0.862	0.589	0.681	0.628	Valid
LH4	0.817	0.596	0.663	0.558	Valid
MS1	0.559	0.511	0.588	0.826	Valid
MS2	0.676	0.593	0.670	0.821	Valid
MS3	0.647	0.541	0.636	0.837	Valid
MS4	0.543	0.604	0.573	0.807	Valid
GH1	0.470	0.764	0.505	0.407	Valid
GH2	0.499	0.776	0.579	0.463	Valid
GH3	0.678	0.848	0.738	0.700	Valid
GH4	0.575	0.831	0.707	0.581	Valid
MB1	0.517	0.550	0.774	0.621	Valid
MB2	0.592	0.649	0.799	0.574	Valid
MB3	0.724	0.732	0.864	0.655	Valid
MB4	0.645	0.680	0.849	0.628	Valid

Source: Processed Data, 2026

Discriminant validity was further examined through cross-loading analysis by comparing the loading values of each indicator on its corresponding construct and on other constructs. An indicator is considered to meet the discriminant validity requirement if it has the highest loading value on the construct it is intended to measure (Hair et al., 2019).

Based on the analysis results presented in Table 7, each indicator demonstrates the highest loading value on its respective construct. For instance, the indicator LH1 shows the highest loading on the Halal Label (LH) construct with a value of 0.837, compared to its loadings on Lifestyle (GH) (0.612), Purchase Intention (PI) (0.637), and Social Media (MS) (0.679). Therefore, this indicator satisfies the discriminant validity criterion.

Reliability

Table 7
Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Remark
Halal Label	0.842	0.852	0.894	Reliable
Lifestyle	0.821	0.837	0.881	Reliable
Purchase Intention	0.840	0.848	0.893	Reliable
Social Media	0.841	0.844	0.893	Reliable

Source: Processed Data, 2026

Empirical results from the instrument testing indicate that all constructs meet the required reliability and validity criteria. Reliability was assessed using Cronbach's Alpha and Composite Reliability (rho_a and rho_c), while convergent validity was evaluated through Average Variance Extracted (AVE). All Cronbach's Alpha values exceeded the 0.70 threshold, indicating adequate internal consistency, with values of 0.842 for Halal Label, 0.841 for Social Media, 0.821 for Lifestyle, and 0.840 for Purchase Intention.

Similarly, Composite Reliability values (rho_a and rho_c) for all constructs were above 0.70, confirming strong construct reliability. Convergent validity was also supported, as all AVE values exceeded the recommended threshold of 0.50, ranging from 0.649 to 0.678. These findings confirm that the measurement instruments demonstrate satisfactory reliability and validity, making them suitable for further analysis.

Model Fit Test

Table 8
Model Fit Test

	Saturated model	Estimated model
SRMR	0.079	0.079
d_ULS	0.853	0.853
d_G	0.461	0.461
Chi-square	253.175	253.175
NFI	0.763	0.763

Source: Processed Data, 2026

The model fit assessment indicates an SRMR value of 0.079, meeting the recommended threshold of <0.08 and suggesting an acceptable model fit. The d_ULS (0.853) and d_G (0.461) values further indicate no substantial discrepancy between the model and the observed data. Although the Normed Fit Index (NFI) value of 0.763 is below the ideal 0.90 threshold, it remains acceptable within the PLS-SEM framework, which emphasizes predictive relevance rather than strict model fit. Overall, these results suggest that the research model demonstrates an adequate level of fit and is suitable for hypothesis testing. (Hair et al., 2021).

R-Square

Table 9
Coefficient of Determination (R-Square)

	R-square	R-square adjusted	Category
Purchase Intention	0.743	0.735	Strong

Source: Processed Data, 2026

As presented in Table 10, the coefficient of determination (R^2) for the Purchase Intention (PI) construct is 0.743. This indicates that the independent variables in this study collectively explain 74.3% of the variance in Purchase Intention, while the remaining 25.7% is influenced by other factors not included in the research model. Furthermore, the adjusted R^2 value of 0.735 confirms that, after accounting for the number of predictors and sample size, the model is able to explain 73.5% of the variance in Purchase Intention. These results suggest that the proposed model has strong explanatory power in predicting Purchase Intention.

Hypothesis testing

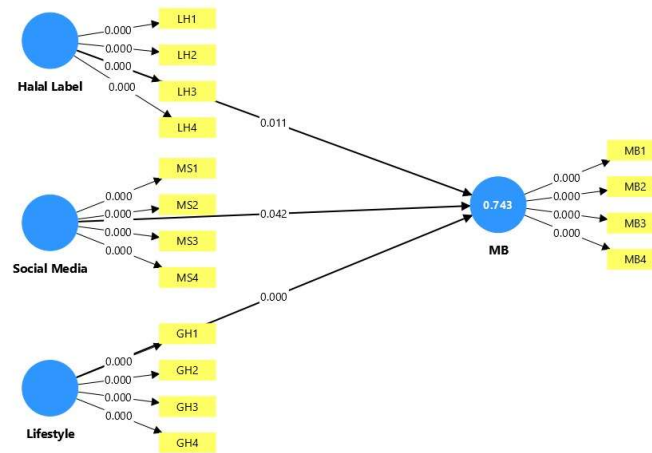


Figure 4
Bootstrapping Diagram

As illustrated in Figure 4, the study utilizes a structural model to examine the direct pathways from Halal Label, Social Media, and Lifestyle to Purchase Intention. The analysis focuses specifically on the direct influence of these predictors. Moreover, the accompanying table details the bootstrapping outcomes, facilitating the evaluation of the significance of these direct effects.

Table 10
Summary of Hypothesis Testing Results

	Original sample	T statistics	P values	Result	Description
Halal Label -> Purchase Intention	0.259	2.551	0.011	Accepted	Positive and Significant
Lifestyle -> Purchase Intention	0.438	3.500	0.000	Accepted	Positive and Significant
Social Media -> Purchase Intention	0.261	2.034	0.042	Accepted	Positive and Significant

Source: Processed Data, 2026

Discussion

The Effect of Halal Label on Bodycare Purchase Intention

The findings of this study indicate that halal labeling has a positive and significant influence on consumers' purchase intention toward bodycare products. This result suggests that the presence of halal certification serves as an important assurance for consumers when selecting personal care products. For Muslim consumers, halal labeling does not merely represent religious compliance but also functions as an indicator of product safety,

cleanliness, and ethical production standards. For instance, (Izza, Nadia Nurul, 2023) demonstrated that halal certification significantly impacts purchasing decisions regarding food items. Similarly, (Milah et al., 2024) reported comparable outcomes concerning general halal product acquisition. Furthermore, (Ihsan et al., 2024) observed that halal labeling influences the purchasing behavior of students at Sultan Ageng Tirtayasa University, particularly regarding fast food consumption.

Another study conducted in the Jabodetabek area also showed that halal certification or halal labeling has a positive and significant effect on consumers' intention to purchase products, while price has a positive but insignificant influence. In the context of halal restaurants, consumers tend to place greater trust in the halal assurance and the restaurant's reputation rather than considering price alone (Abdurroziq, et al., 2024).

These findings indicate that halal labeling plays an important role across various product categories, including food, restaurants, and personal care products. In the context of bodycare products, the presence of halal certification becomes particularly important because consumers tend to pay greater attention to the ingredients applied directly to the skin. For example, (Fahmi et al., 2024) found that halal labeling did not significantly influence consumers' intention to purchase Mie Gacoan in Jakarta. This difference indicates that in certain contexts, consumers may prioritize other factors such as consumption habits, price, or product popularity.

In the context of bodycare products, the importance of halal labeling becomes particularly relevant because consumers increasingly pay attention to the ingredients used in personal care products that are applied directly to the skin. Therefore, halal labeling can reduce consumer uncertainty and strengthen trust in the product. From the perspective of the Theory of Planned Behavior (TPB), this finding can be interpreted through the attitude component. Halal labeling helps shape positive consumer attitudes toward the product by aligning it with religious values and ethical considerations. When consumers perceive halal-certified products as safer and more trustworthy, their intention to purchase such products becomes stronger. These findings extend the application of TPB by demonstrating that religious assurance remains an important determinant of consumer attitudes even in digital purchasing environments.

The Effect of Social Media on Bodycare Purchase Intention

Empirical evidence from this investigation reveals that social media exerts a substantial positive effect on purchase intention for body care products. This outcome aligns with extant literature within the Indonesian context, which emphasizes the instrumental function of digital platforms in forming consumer sentiment. Specifically (Listiyani et al., 2023) documented that social media marketing significantly influences the propensity to purchase halal products via online channels, with TikTok content notably impacting Generation Z in South Jakarta. In a similar vein, (Rahayu & Handayani, 2023) observed a significant correlation between social media promotion and purchasing decisions among MS Glow consumers in Cilacap. Collectively, these perspectives underscore the critical function of social media in engaging consumers and stimulating purchase behavior, a conclusion further validated by (Sari et al., 2025).

A study on halal cosmetics among female students at IAIN Bone also showed that social media significantly influences their purchasing decisions regarding halal cosmetics. This suggests that the influence of social media is not limited only to bodycare or cosmetic products, but can also extend to other product categories. Evidence from other studies also

supports this pattern in the context of halal food consumption. Moreover, this influence is not limited to the Shopee platform, but also includes TikTok, other online marketplaces, and digital promotional channels in general. However, previous research does not always show consistent findings. For example, (Rofifa et al., 2023) reported that social media does not always have a direct influence on purchase intention. Instead, the influence of social media may occur indirectly through brand equity and electronic word of mouth (e-WOM). This indicates that although social media remains an important factor, in some studies its influence appears indirectly through other mediating variables.

In this study, social media functions as a platform where consumers obtain information, reviews, and recommendations related to halal bodycare products. Exposure to digital content such as beauty routines, product reviews, and influencer recommendations can shape consumer perceptions and stimulate interest in trying certain products. Within the framework of the Theory of Planned Behavior (TPB), this finding is associated with the subjective norm component. Recommendations, reviews, and trends circulating on social media create social pressure and influence consumers to adopt similar consumption patterns. As a result, consumers may develop stronger purchase intentions when the products they encounter are widely discussed or recommended within their digital social environment.

The Effect of Lifestyle on Bodycare Purchase Intention

The results of this study reveal that lifestyle has a positive and significant effect on the purchase intention of bodycare products on Shopee among Generation Z in Bintang Bayu District. This finding indicates that the greater an individual's attention to lifestyle aspects such as personal appearance, skin health, and self-care trends the higher their interest in purchasing bodycare products through Shopee. In other words, lifestyle plays an important role in shaping consumer interest in bodycare products.

These findings are consistent with several studies in Indonesia showing that lifestyle influences purchasing behavior not only in cosmetics but also in food and fashion products. A study conducted among female students of the Faculty of Economics and Business at Universitas Jambi found that lifestyle encourages cosmetic purchases because cosmetics are no longer viewed solely as functional necessities, but also as products related to trends and personal appearance (Siregar & Fitri, 2023). Similarly, Hafizah et al., (2025) found that lifestyle significantly influences purchasing decisions for Gokana Ramen and Teppan in Depok, indicating that even in food products, purchasing decisions are influenced by consumers' lifestyle patterns, habits, and preferences. A comparable result was also reported by (Fahmi et al., 2024) in their study on Mie Gacoan consumers in Jakarta, which showed that lifestyle significantly affects purchase intention, while halal labeling does not have a significant effect. Outside the food sector, research on Nadiraa Hijab consumers also found that purchasing decisions are influenced by price and lifestyle, while product quality does not have a significant impact (Rachmawati et al., 2020).

Conversely, the empirical evidence presented herein is not wholly congruent with the work of (Adhariah, Ade et al, 2025). Their analysis demonstrated that halal lifestyle exerts no statistically significant influence on the preference for halal cosmetics, as evidenced by a minimal coefficient and a p-value surpassing the 0.05 threshold. Such findings suggest that the salience of halal lifestyle as a decision-making criterion may vary depending on the context, rather than serving as the dominant factor in consumer choice.

Overall, these findings suggest that lifestyle is not only relevant for bodycare or cosmetic products but also influences purchasing behavior in food and fashion products.

The common aspect lies in the function of lifestyle as a pattern that shapes consumer consumption choices. In cosmetics, lifestyle is associated with appearance and trends; in food consumption, it relates to eating habits and brand or place preferences; while in fashion products such as hijabs, lifestyle is connected to identity expression and self-image.

Furthermore, the results of this study indicate that lifestyle is the most dominant factor influencing the purchase intention of halal bodycare products among Generation Z. This condition suggests that bodycare products are no longer perceived merely as functional necessities but have become part of daily routines, preferences, and consumption patterns. From the perspective of the Theory of Planned Behavior (TPB), this finding can be explained through its relationship with perceived behavioral control, as a lifestyle that supports self-care practices tends to make consumers feel more prepared, accustomed, and capable of purchasing bodycare products.

CONCLUSION

This study examines the influence of halal labeling, social media, and lifestyle on the purchase intention of halal bodycare products among Generation Z consumers in Bintang Bayu District. The findings indicate that all three variables have a positive and significant effect on purchase intention, with lifestyle emerging as the most dominant predictor. This suggests that bodycare consumption among Generation Z is closely related to self-care practices, personal appearance, and lifestyle trends. The results also contribute to the development of the Theory of Planned Behavior (TPB) by showing that consumer attitudes toward halal certification, digital social influence, and lifestyle-related behavioral control collectively shape purchase intentions in a rural digital market context. However, this study has limitations, particularly the relatively small sample size and the focus on a single geographical area, which may limit the generalizability of the findings. Therefore, future research is recommended to involve a larger and more diverse sample and to include additional variables such as religiosity, brand trust, or electronic word-of-mouth (e-WOM) to provide a more comprehensive understanding of factors influencing purchase intention toward halal bodycare products.

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