

## The Influence of Attitudes and Subjective Norms on the Purchase Intention of Halal-Certified Wardah Products (A Study of Muslim Female Students at Muhammadiyah University of Jember)

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**Abstract:** The development of the halal cosmetics industry in Indonesia shows changes in consumer behavior that increasingly consider aspects of quality, safety, and product suitability with religious values. Wardah as a pioneer of national halal cosmetics has become one of the brands widely used by Muslim consumers, especially female students. This study aims to analyze the influence of attitudes and subjective norms on the purchase intention of Wardah products among Muslim female students at the University of Muhammadiyah Jember. The study used a quantitative approach with a survey method of 322 respondents. Data collection was conducted through questionnaires and analyzed using multiple linear regression. The results showed that attitudes have a positive and significant effect on purchase intention ( $t = 11.511$ ;  $sig. = 0.000$ ). Subjective norms also have a positive and significant effect on purchase intention ( $t =$

**Abstrak:** Perkembangan industri kosmetik halal di Indonesia menunjukkan perubahan perilaku konsumen yang semakin mempertimbangkan aspek kualitas, keamanan, dan kesesuaian produk dengan nilai religius. Wardah sebagai pelopor kosmetik halal nasional menjadi salah satu merek yang banyak digunakan oleh konsumen Muslim, khususnya kalangan mahasiswi. Penelitian ini bertujuan menganalisis pengaruh sikap dan norma subjektif terhadap minat pembelian produk Wardah pada mahasiswi Muslim Universitas Muhammadiyah Jember. Penelitian menggunakan pendekatan kuantitatif dengan metode survey terhadap 322 responden. Pengumpulan data dilakukan melalui kuesioner dan dianalisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa sikap berpengaruh positif dan

7.841; sig. = 0.000). Simultaneously, both variables have a significant effect on purchase intention ( $F = 149.926$ ; sig. = 0.000) with a coefficient of determination of 0.481. The research findings show that individual evaluation of the product and social environmental support play an important role in shaping the purchase intention of halal cosmetics. This study strengthens the application of the Theory of Planned Behavior in explaining Muslim consumer behavior in the halal cosmetics industry.

**Keywords:** Attitude; Subjective Norms; Purchase Intention; Halal Cosmetics.

signifikan terhadap minat pembelian ( $t=11,511$ ; sig.=0,000). Norma subjektif juga berpengaruh positif dan signifikan terhadap minat pembelian ( $t=7,841$ ; sig.=0,000). Secara simultan, kedua variabel berpengaruh signifikan terhadap minat pembelian ( $F=149,926$ ; sig.=0,000) dengan nilai koefisien determinasi sebesar 0,481. Temuan penelitian memperlihatkan bahwa evaluasi individu terhadap produk serta dukungan lingkungan sosial berperan penting dalam membentuk minat pembelian kosmetik halal. Penelitian ini memperkuat penerapan *Theory of Planned Behavior* dalam menjelaskan perilaku konsumen Muslim pada industri kosmetik halal.

**Kata Kunci:** Sikap; Norma Subjektif; Minat Pembelian; Kosmetik Halal.

## A. Introduction

The growth of the halal industry has driven changes in consumer behavior, including in the cosmetics sector. Modern consumers not only consider a product's function and quality but also increasingly prioritize how well the product aligns with their values, lifestyle, and beliefs. For Muslim consumers, halal certification is a key factor in the purchasing decision-making process, particularly for products that are used directly and repeatedly, such as cosmetics.

As a country with a Muslim-majority population, Indonesia offers significant market potential for the growth of the halal cosmetics industry. This has prompted cosmetics manufacturers to strengthen their product positioning by emphasizing safety, quality, brand image, and halal certification. Wardah is one of the local cosmetics brands that has successfully established itself as a pioneer in the halal cosmetics sector in Indonesia. This success is demonstrated not only through the brand's possession of

halal certification but also through its ability to build a product identity that aligns closely with the needs of modern Muslim consumers.

In consumer behavior studies, purchasing decisions generally begin with the formation of purchase intention. Purchase intention describes an individual's tendency to purchase a product after undergoing a specific evaluation process (Ajzen, 1991). However, the use of these three components is contextual and they are not always used together in every study.

This study focuses on the variables of attitude and subjective norms as the factors considered most relevant in explaining the interest in purchasing halal cosmetics. Attitude refers to an individual's evaluation of a behavior based on beliefs regarding the benefits or consequences to be gained (Rahayu, S.E., MM & Nadia Afrilliana, S.E., 2021). In the context of consumer behavior, attitudes can be shaped through usage experiences, perceptions of quality, trust in the brand, and the product's alignment with consumer needs (Santoso & Handoyo, 2021). The more positive a consumer's evaluation of a product, the greater the likelihood of purchase interest developing (Mutmainna, 2024).

In addition to personal factors, purchasing behavior is also influenced by social factors. Subjective norms explain how individuals take into account the views, expectations, and support of those they consider important, such as family, friends, or specific groups (Mukorobin et al., 2020). In the context of Muslim consumers, the social environment can contribute to the formation of halal consumption preferences by encouraging the use of products that are perceived as safe, compliant with Islamic law, and accepted within their social community.

The relationship between attitudes, subjective norms, and purchase intention has been extensively studied in previous research, but the results still show mixed findings. A study (Sari, 2020) found that attitudes and subjective norms significantly influence the purchase behavior of halal products. Similar findings were also reported by

(Wahyuni & Fadil, 2021), who showed that individual evaluations of products and the influence of the social environment contribute to the formation of consumer interest. Conversely, a study (Ikhsan & Sukardi, 2020) showed that not all components of the Theory of Planned Behavior have the same level of influence in every research context. These differing findings indicate that the influence of TPB variables still requires empirical testing on different subjects and respondent characteristics.

Muslim female college students were selected as the research subjects because they are a consumer group that actively uses cosmetic products, has broad access to information, and is part of a dynamic social environment. In addition to considering the benefits of products, this group also tends to take into account aspects of identity, social recommendations, and alignment with religious values when making consumption choices.

Unlike several previous studies that examined halal purchasing behavior in general, this study specifically analyzes the interest in purchasing Wardah products among Muslim female students at Muhammadiyah University of Jember, focusing the analysis on the two main determinants of the Theory of Planned Behavior: attitudes and subjective norms. Therefore, this study aims to analyze the influence of attitudes and subjective norms on the interest in purchasing Wardah products among Muslim female students at Muhammadiyah University of Jember.

The Theory of Planned Behavior (TPB) is a theory developed by Ajzen to explain the factors that influence the emergence of individual behavior. This theory states that behavior is preceded by the formation of a behavioral intention, while this intention is influenced by three main determinants: attitude, subjective norms, and perceived behavioral control (Ajzen, 1991).

In the context of consumer behavior, the TPB is widely used to explain the process of consumer decision-making because this theory takes into account both personal and social factors in the formation of behavioral intentions. The TPB has been

applied in various studies related to purchasing behavior, including the consumption of halal products and halal cosmetics (Purwanto et al., 2022). This study focuses on two components of TPB, namely attitude and subjective norms, as these two variables are considered relevant in explaining Muslim consumers' interest in purchasing halal cosmetics.

An attitude is an individual's evaluation of a behavior that is formed based on beliefs regarding the perceived consequences or outcomes of that behavior (Ajzen, 1991). In consumer behavior, attitudes reflect how consumers evaluate a product based on their experiences, expenditures, and perceptions of the product's attributes (Santoso & Handoyo, 2021).

In the context of halal cosmetics, consumer attitudes can be influenced by perceptions regarding product quality, safety of use, benefits, and the product's alignment with the religious values held by Muslim consumers (Mutmainna, 2024). Consumers who have a positive evaluation of a product tend to show a higher interest in making a purchase.

The attitude variable in this study was measured using three main indicators, namely:

1. The cognitive component, which refers to consumers' beliefs or knowledge about a product.
2. The affective component, which refers to consumers' feelings or emotional responses to a product.
3. The conative component, which refers to an individual's behavioral tendencies or readiness to act regarding a product.

Subjective norms refer to an individual's perception of social pressure, expectations, or support from significant others regarding a particular behavior (Ajzen, 1991). These significant others may include family members, friends, or social groups that influence an individual's decision-making (Mukorobin et al., 2020).

In the consumption of halal products, social factors play a significant role because consumer behavior is often influenced by values, recommendations, and customs prevalent within Muslim communities (Nur, 2019). Environmental support for the use of halal products can reinforce consumers' confidence in choosing products that are perceived as consistent with social norms and religious values (Wahyuni & Fadil, 2021).

The subjective norm variable in this study was measured using two indicators, namely:

1. Normative beliefs, which are an individual's beliefs regarding others' views or expectations about a particular behavior.
2. Motivation to comply, which is the degree to which an individual is willing to follow the views of those considered important.

Purchase intention refers to an individual's tendency to purchase a product after undergoing a specific evaluation and consideration process. Purchase intention is often viewed as an early indicator of the likelihood of actual purchasing behavior (Ajzen, 1991).

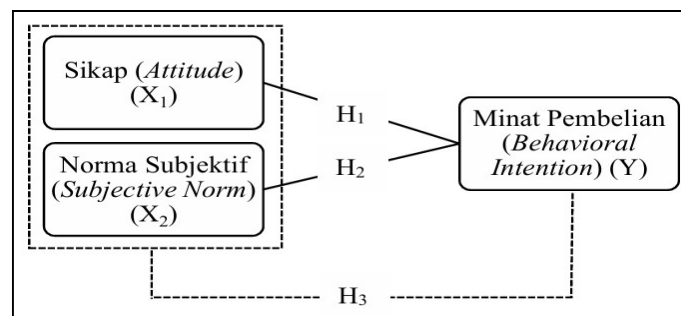
In consumer behavior studies, purchase intention can be influenced by various factors, both internal and external, such as consumer attitudes, social influence, quality perceptions, and product experiences (Santoso & Handoyo, 2021). For halal cosmetic products, purchase intention is influenced not only by the product's functional benefits but also by perceptions of halal compliance and the product's alignment with Muslim consumers' values (Nur et al., 2024).

The purchase intention variable in this study was measured using the following indicators:

1. Transactional interest, which refers to consumers' tendency to purchase a product.

2. Preferential interest, which refers to consumers' tendency to choose a product over other alternatives.
3. Exploratory interest, which refers to consumers' tendency to seek further information about a product they are interested in.

Based on the Theory of Planned Behavior and previous research findings, this study examines the influence of attitude ( $X_1$ ) and subjective norms ( $X_2$ ) on purchase intention ( $Y$ ) for Wardah products among Muslim female students at Muhammadiyah University of Jember. The relationship between variables is based on the assumption that consumers' positive evaluations of a product can increase their propensity to purchase, while social support from their environment can strengthen consumers' intention to choose halal products.



**Figure 1. Research Framework**

Based on this framework, the research hypotheses are formulated as follows:

- H1: Attitude has a positive effect on the purchase intention of Wardah cosmetic products among Muslim female students at Muhammadiyah University of Jember.
- H2: Subjective norms have a positive effect on the purchase intention of Wardah cosmetic products among Muslim female students at Muhammadiyah University of Jember.
- H3: Attitude and subjective norms simultaneously have a positive effect on the purchase intention of Wardah cosmetic products among Muslim female students at Muhammadiyah University of Jember.

## B. Research Method

This study employs a quantitative approach using a survey method to analyze the influence of attitudes and subjective norms on the purchase intention of Wardah products among Muslim female students at Muhammadiyah University of Jember. The quantitative approach was chosen because the study focuses on testing the relationships between variables using numerical data obtained from respondents through a structured survey (Sugiyono, 2013).

The study population consisted of all female Muslim students at Muhammadiyah University of Jember, totaling 2,968 active students in 2026. The study sample comprised 322 respondents selected based on the research criteria. Data collection was conducted using a questionnaire with a five-point Likert scale.

The independent variables in this study consist of attitude (X1) and subjective norm (X2), while the dependent variable is purchase intention (Y). Variable measurement is based on the Theory of Planned Behavior. Attitude is measured through cognitive, affective, and conative dimensions; subjective norms through normative beliefs and motivation to comply; and purchase intention through transactional, preferential, and exploratory aspects (Mutmainna, 2024).

Data analysis was conducted using multiple linear regression with the aid of SPSS. Prior to hypothesis testing, the data underwent instrument validation and statistical assumption testing to ensure the suitability of the analytical model (Ghozali, 2018).

## C. Results and Discussion

This section presents the results of the data analysis conducted to examine the influence of attitudes and subjective norms on the purchase intention of Wardah products among Muslim female students at Muhammadiyah University of Jember. The analysis was conducted using multiple linear regression to determine the relationships between variables, both partially and simultaneously. Prior to hypothesis testing, the

research data met the instrument and statistical assumption tests, making it suitable for use in regression model analysis (Machali, 2021).

1) Results of Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of attitude and subjective norm variables on the purchase intention of halal-certified Wardah products among Muslim female students at Muhammadiyah University of Jember. The results of the analysis yielded the following regression equation:

**Table 1. Multiple Linear Regression Test**

Model		Unstandardized Coefficients		Beta
		B	Std. Error	
1	(Constant)	3.839	1.232	
	Sikap	.555	.048	.497
	Norma Subjektif	.417	.053	.339

$$Y = 3,839 + 0,555 X_1 + 0,417 X_2 + e$$

The regression equation indicates that the attitude and subjective norm variables have a positive effect on purchase intention. The constant term of 3.839 indicates that when the independent variables are held constant, purchase intention remains positive. Meanwhile, the regression coefficients for each variable indicate that an increase in attitude or subjective norm tends to be followed by an increase in purchase intention for Wardah products.

The findings indicate that interest in purchasing halal cosmetic products does not arise spontaneously but is influenced by individual psychological factors and social factors from the surrounding environment. In the context of the Theory of Planned Behavior (TPB), attitude represents an individual's personal evaluation of a behavior, while subjective norms describe the social influence stemming from people considered important. Both factors contribute to shaping an individual's tendency to make a purchase.

In the context of this study, Muslim female students at Muhammadiyah University of Jember not only consider the functional benefits of cosmetic products but also take into account the products' alignment with religious values, perceptions of quality, safety of use, and social support from their surroundings. These findings indicate that the formation of purchase interest in Wardah products involves a combination of consumers' internal evaluations and normative influences from their social environment.

2) The Effect of Attitude on Purchase Intention

**Table 2. T-Test (Partial)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta"		
1 (Constant)	3.839	1.232		3.116	.002
Sikap	.555	.048	.497	11.511	.000
Norma Subjektif	.417	.053	.339	7.841	.000

The results of the partial test (t-test) indicate that the attitude variable has a calculated t-value of 11.511 > the critical t-value of 1.967 and a significance level of 0.000 < 0.05; therefore, it can be concluded that attitude has a positive and significant effect on the purchase intention of halal-certified Wardah products among Muslim female students at Muhammadiyah University of Jember. Thus, the hypothesis stating that attitude influences purchase interest is accepted.

The results of this study show that the more positive consumers' attitudes toward Wardah products are, the higher the likelihood of purchase intent. These findings suggest that consumers' personal evaluations play a dominant role in shaping purchase intent for halal cosmetic products.

In the Theory of Planned Behavior, attitude refers to an individual's evaluation of a behavior based on beliefs regarding its perceived benefits or consequences (Ajzen, 1991). In the context of consumer behavior, this includes usage experience, brand beliefs, and the product's suitability for

consumer needs (Santoso & Handoyo, 2021). Individuals who view a behavior as beneficial tend to have a higher interest in engaging in that behavior. In this study, Muslim female students' attitudes toward Wardah products are shaped by their perceptions of product quality, safety of use, product benefits, and the product's alignment with halal principles and Muslim women's identity.

In relation to the research indicators, the influence of attitudes can be explained through three main components: the cognitive, affective, and conative components. The cognitive component reflects respondents' beliefs regarding the quality, safety, and halal status of Wardah products. The affective component describes feelings of liking, comfort, trust, and emotional attachment to the brand. Meanwhile, the conative component indicates respondents' behavioral tendencies to choose, use, or purchase Wardah products over other alternatives. The combination of these three components contributes to strengthening the formation of purchase interest.

These findings are relevant to the characteristics of the study's respondents—Muslim female students at Muhammadiyah University of Jember—as a group of young consumers who actively use cosmetic products and are part of an academic environment grounded in Islamic values. In this environment, aspects of halal status, safety, brand image, and the product's alignment with religious identity are key considerations in the product evaluation process. Therefore, when Wardah is perceived as a halal, safe, high-quality product that aligns with their held values, the respondents' tendency to express purchase interest in the product increases.

Furthermore, the results of this study indicate that consumer decisions regarding halal cosmetics are not based solely on the presence of a halal certificate, but also on how consumers evaluate the product's overall

attributes. This suggests that the halal label serves as one of the supporting factors in shaping positive perceptions, but it still needs to be reinforced by product quality, user experience, and a strong brand image.

The results of this study support the findings of (Sari, 2020), who stated that attitudes have a significant influence on the purchasing behavior of halal products. Similar findings were also reported by (Wahyuni & Fadil, 2021), who showed that consumers' positive evaluations of a product can strengthen their purchasing tendencies. The similarity of these results reinforces the argument that psychological factors, specifically attitudes, are important determinants in explaining the purchasing behavior of Muslim consumers.

This study also provides an empirical contribution to the development of the Theory of Planned Behavior in the halal cosmetics sector. Unlike some previous studies that examined halal products in general, this study specifically demonstrates that attitudes have a strong influence on the intention to purchase Wardah products—a pioneer in halal cosmetics—among Muslim female students in an Islamic university setting. These findings indicate that individual evaluations of a product's quality, benefits, and alignment with personal values remain the dominant factors in shaping the intention to purchase halal cosmetics.

### 3) The Effect of Subjective Norms on Purchase Intentions

The results of the partial t-test in Table 2 show that the subjective norm variable has a calculated t-value of  $7.841 >$  the critical t-value of  $1.967$  and a significance level of  $0.000 < 0.05$ ; thus, subjective norm has a positive and significant effect on the purchase intention for Wardah halal-certified products. Thus, the hypothesis stating that subjective norms influence purchase intention is accepted.

The results indicate that the influence of the social environment plays a significant role in shaping Muslim female students' tendency to purchase Wardah products. The greater the support, recommendations, and positive views from the people around an individual, the higher their interest in purchasing these products.

According to (Ajzen, 1991), subjective norms relate to an individual's perception of social expectations and pressures from people they consider important. In consumer behavior, this influence can emerge through recommendations from family, friends, or the social environment in which the individual interacts (Mukorobin et al., 2020). In this study, social influence appears to play a role in shaping consumer preferences for halal cosmetics. When individuals perceive that influential people in their lives support the use of certain products, they tend to be motivated to develop an interest in that behavior.

In relation to the research indicators, subjective norms in this study are explained through two main indicators: normative beliefs and motivation to comply. Normative beliefs relate to respondents' beliefs regarding the views, advice, or expectations of individuals they consider important concerning the use of Wardah products. Meanwhile, motivation to comply indicates the extent to which respondents are motivated to follow or adjust their behavior in accordance with these social expectations. The combination of these two indicators suggests that purchase interest is not solely shaped by social pressure from the surrounding environment.

These findings are relevant to the characteristics of the study's respondents, namely Muslim female students in an educational environment grounded in Islamic values. In a social environment such as Muhammadiyah University of Jember, recommendations from friends, family influence, and

social norms prevalent on campus have the potential to serve as key factors in the purchasing decision-making process. The use of halal cosmetics is not only viewed as an aesthetic necessity but is also associated with alignment with religious values and prevailing social norms within the consumer's environment.

This finding suggests that when Muslim female students receive support or positive perceptions from their social environment regarding the use of Wardah as a halal cosmetic brand, their tendency to develop a purchasing intention becomes stronger. Conversely, if the social environment is less supportive or neutral, the tendency to develop a purchasing intention may be lower, even if the individual holds a positive personal view of the product.

The results of this study are consistent with the research by (Safitri, 2022) which shows that subjective norms have a positive influence on the intention to purchase halal cosmetic products. These findings also support the study (Sari, 2020) which states that social factors play a significant role in explaining the purchasing behavior of Muslim consumers. However, the results of this study differ from those of (Ikhsan & Sukardi, 2020) and (Wahyuni & Fadil, 2021) which found that subjective norms do not significantly influence the intention to purchase halal cosmetics.

These differences in results indicate that the influence of subjective norms is contextual and can be influenced by respondent characteristics, the social environment, and the research subjects used. In the context of this study, the strong influence of subjective norms is likely influenced by the characteristics of Muslim female students at an Islamic-based university, who tend to have a higher interest in social norms and religious values compared to the general population. This finding also reinforces the contextual gap previously identified in the research.

4) The Effect of Attitudes and Subjective Norms on Purchase Intentions

**Table 3. F-Test (Simultaneous)**

Model		Sum of Squares	“df	Mean Square	F	Sig.
1	Regression	1509.578	2	754.789	149.926	.000 <sup>b</sup>
	Residual	1605.975	319	5.034		
	Total	3115.553	321			

a. Dependent Variable: Minat Pembelian

b. Predictors: (Constant), Norma Subjektif, Sikap

The results of the simultaneous test (F-test) showed a calculated F-value of 149.926 with a significance level of  $0.000 < 0.05$ . This indicates that the variables of attitude and subjective norms simultaneously have a significant effect on the purchase intention of halal-certified Wardah products among Muslim female students at Muhammadiyah University of Jember. These results indicate that the research model used is effective in explaining the relationships among the research variables.

The findings indicate that the formation of purchase interest in halal cosmetic products cannot be explained by a single factor alone. Purchase interest is shaped by a combination of consumers' internal evaluations of the product and social influences from their surroundings. Attitudes contribute through personal assessments of the product's quality, benefits, safety, and alignment with individual values, while subjective norms reinforce behavioral tendencies through social support and environmental expectations.

In the context of the Theory of Planned Behavior, these findings support the theoretical assumption that behavioral intention is the result of an interaction between psychological and social factors. When individuals have a positive evaluation of a product and receive social support from their surroundings, their tendency to develop a purchase intention increases more significantly than when only one of these factors is at play.

For Muslim female students at Muhammadiyah University of Jember, the decision to purchase Wardah products is influenced not only by their personal perceptions of the products' quality and halal status but also by a social environment that supports the use of halal cosmetics. Thus, the consumer behavior of young Muslim women in the context of this study indicates an interplay between personal and social factors in the formation of purchasing intentions.

**Table 4. Coefficient of Determination (R<sup>2</sup>) Test**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.696 <sup>a</sup>	.485	.481	2.244

The adjusted R-squared value of 0.481 indicates that 48.1% of the variation in purchase intention can be explained by attitudes and subjective norms, while the remainder is influenced by other variables outside the research model.

The magnitude of these contributions indicates that both independent variables have a fairly strong explanatory power in explaining the intention to purchase halal cosmetic products. However, these results also suggest that consumer behavior is a complex phenomenon influenced by various other factors that were not analyzed in this study.

In the context of purchasing halal cosmetic products, other factors that may influence purchasing interest include perceived behavioral control, religiosity, product quality, brand image, price, knowledge of halal standards, consumer trust, and the influence of social media. Therefore, future research may consider incorporating additional variables to develop a more comprehensive research model for explaining Muslim consumer behavior.

Overall, the results of this study provide an empirical contribution to the development of consumer behavior research based on the Theory of Planned

Behavior in the halal cosmetics industry. This study indicates that attitudes and subjective norms are key determinants in shaping the purchase intention for Wardah products among Muslim female students at Muhammadiyah University of Jember. These findings further support the argument that Muslim consumer behavior regarding halal products is influenced by a combination of personal evaluations of the product and the social dynamics within the consumers' environment.

#### **D. Conclusion**

This study demonstrates that attitudes and subjective norms have a positive and significant influence on the purchase intention of Wardah products among Muslim female students at Muhammadiyah University of Jember. Attitudes play a role in increasing purchase intention through consumers' positive evaluations of the product's quality, safety, benefits, and halal status. These findings are consistent with the Theory of Planned Behavior, which explains that an individual's beliefs regarding a particular behavior contribute to the formation of behavioral intentions.

Subjective norms were also found to have a significant impact on purchase intent. Social support from family, friends, and the surrounding community also shapes consumer preferences when choosing halal cosmetic products. These findings indicate that purchasing behavior is influenced not only by personal considerations but also by social influences within the consumer's environment.

Simultaneously, attitudes and subjective norms account for 48.1% of the variation in purchase intention. These findings support the application of the Theory of Planned Behavior in explaining Muslim consumer behavior in the halal cosmetics industry. This study suggests that enhancing purchase intention requires more than just improving product attributes; it also necessitates marketing communication strategies capable of fostering positive perceptions and social support among young Muslim consumers.

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