

# RELIGIOUS BELIEFS, INGREDIENT SAFETY, HALAL LOGO, AND PROMOTION IMPACT ON GEN Z'S PURCHASE INTENTION FOR WARDAH

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**Abstract-** Generation Z represents a promising market segment with distinct preferences for cosmetic products. This study examines the impact of Religious Belief, Ingredient Safety, Halal Logo, and Promotion on the Purchase Intention of Wardah Halal Cosmetics among Generation Z. A quantitative approach with a causal research design was employed, involving 303 Muslim Generation Z women in the Jabodetabek area. Data were analyzed using multiple linear regression, including validity and reliability tests, classical assumption tests, regression equations, coefficient of determination tests, and significance tests (t-test) using IBM SPSS 27. Findings indicate that Ingredient Safety, Halal Logo, and Promotion significantly influence Purchase Intention, whereas Religious Belief does not have a significant effect. Future research should explore alternative variables and broader perspectives on halal cosmetics to enhance theoretical understanding. In conclusion, Wardah's success in attracting Gen Z consumers lies in its product safety, clear halal certification, and effective promotional strategies rather than relying solely on religious alignment.

**Keywords:** Religious Beliefs; Ingredient Safety; Halal Logo; Promotion; Purchase Intention; Generation Z

## 1. INTRODUCTION

### 1.1 Research Background

Generation Z, a demographic that has grown alongside technological advancements, represents a significant market segment in Indonesia. According to the Central Bureau of Statistics (2020), Generation Z comprises 27.94% of Indonesia's population, approximately 74.93 million individuals born between 1997 and 2012 (GoodStats, 2020). As this generation increasingly prioritizes skincare, the ZAP Beauty Index (2021) reports that 41.7% of Indonesian Gen Z women seek anti-aging skincare products. Furthermore, the Indonesian cosmetics market is projected to grow at an annual rate of 5.35% until 2028 (Indonesia.go.id, 2024), indicating a rising demand for beauty products, particularly those catering to Gen Z preferences.

Wardah Cosmetics has established itself as a leading brand that aligns well with this demographic. Founded in 1995 under PT Paragon Technology and Innovation (PT PTI), Wardah is Indonesia's pioneer in halal cosmetics. The brand upholds high-quality standards

under the leadership of its commissioner, Nurhayati Subakat, providing a diverse range of makeup, skincare, hair care, and body care product. Wardah actively targets Generation Z through product innovations such as the Wardah Perfect Bright Series, designed for young and adolescent skin. The brand also leverages social media platforms like Instagram, TikTok, and YouTube while collaborating with Gen Z beauty influencers such as Amanda Rawles, Yasmin Napper, and Arafah Rianti to enhance consumer engagement.

A 2022 survey by Kompas Dashboard ranked Wardah among the top-selling cosmetic brands, placing it fourth in overall sales. Wardah's competitive advantage lies in its commitment to halal-based innovation, embracing a "Green Beauty" philosophy that emphasizes halal certification, natural ingredients, alcohol-free formulations, and cruelty-free products. This focus on high-quality and consumer-centric offerings strengthens its appeal among Generation Z.

Ingredient safety is a critical factor influencing consumer decisions in the cosmetic industry. The ZAP Beauty Index (2021) found that 68.6% of Gen Z consumers prioritize product safety when selecting beauty products. Rising concerns over the potential adverse effects of certain cosmetic ingredients have led to a 4% increase in consumers checking ingredient lists and a 93% rise in visits to the Indonesian Food and Drug Authority (BPOM) website (Rachmawati, 2023).

Marketing strategies also play a crucial role in influencing consumer behavior. Wardah's use of digital and social media marketing, where the brand creates engaging content on Instagram, TikTok, and YouTube. Collaborations with influencers and brand ambassadors who align with Wardah's values, such as Amanda Rawles, Yasmin Napper, and Arafah Rianti, further enhance brand engagement and purchase intention.

Despite rising awareness of halal cosmetics among Generation Z, the determinants of their purchase decisions remain inadequately examined. This study investigates whether religious belief, ingredient safety, the halal logo, and promotional strategies significantly influence Generation Z's purchase intention toward Wardah halal cosmetics. Prior research has often treated halal cosmetics as a monolithic category without focusing on specific brands; Wardah, as a pioneer in Indonesia's halal beauty sector, provides a unique case for analysis (Khan et al., 2021; Fauziah et al., 2024). By concentrating on Wardah, this research fills a gap in the literature and offers valuable insights into how these key factors shape brand-specific consumer preferences among young Muslim audiences.

The increasing awareness and demand for halal cosmetics among Generation Z reflect a significant shift in consumer preferences. Wardah, as a pioneer in Indonesia's halal cosmetic industry, has successfully positioned itself as a leading brand. However, despite its market dominance, research on the key factors influencing the purchase intention of halal cosmetics, particularly among Generation Z, remains limited. Understanding these factors is essential for businesses to develop effective marketing strategies and meet the evolving expectations of young Muslim consumers. This study aims to address this gap by examining the extent to which religious belief, ingredient safety, halal certification, and promotional strategies influence the purchase intention of Wardah's halal cosmetics.

Consumer decision-making in the halal cosmetics industry is inherently complex, shaped by a combination of religious values, ingredient safety, certification credibility, and promotional strategies. These elements interact dynamically with evolving social trends, digital engagement, and increasing consumer awareness—particularly among Generation Z—regarding halal product standards and ethical consumption. The rise of social media as a platform for halal product promotion has further intensified consumer exposure to halal values, halal certification, and safety assurances, which in turn influence purchase intentions (Alam et

al., 2022; Hasim et al., 2022). As Isa et al (2023) emphasize, the decision-making process in halal cosmetic consumption increasingly involves a blend of spiritual, informational, and rational evaluations. Additionally, interactive social media marketing has been shown to foster trust and strengthen brand engagement, particularly through influencer endorsements and halal-focused content (Tobing et al., 2024). While previous studies have explored halal cosmetics in a general context, there is a lack of research focusing on specific brands such as Wardah. To bridge this gap, this study is guided by several key research questions: To what extent does religious belief influence the purchase intention of Wardah halal cosmetics? How does ingredient safety impact Generation Z's purchasing decisions? What role does the halal logo play in shaping consumer perceptions? How do promotional strategies affect purchase intention? By answering these questions, this research provides valuable insights into the motivations behind consumer preferences.

Unlike previous studies that broadly examine halal cosmetics in a general or theoretical context, this research narrows its focus to a specific and influential brand—Wardah—and its interaction with Generation Z consumers, a digitally savvy and value-driven demographic. This targeted approach allows for a more nuanced understanding of how various factors influence purchase intention within a real-market setting. Guided by the following research questions:

By answering these questions, the research not only contributes to the academic literature on halal consumer behavior but also offers brand-level insights that can inform marketing strategies, product development, and consumer engagement. The findings are particularly valuable for halal cosmetic brands aiming to deepen their market reach and brand loyalty among younger Muslim consumers, whose expectations are increasingly shaped by product integrity, brand transparency, and digital interaction.

Ultimately, this research aims to provide actionable recommendations for cosmetic brands to refine their marketing strategies in the halal industry, ensuring they effectively meet consumer needs and expectations in a rapidly evolving market.

## 1.2. Literature Review

Religious Belief refers to an individual's knowledge, faith, religious practices, experiences, morality, and social attitudes related to religion. According to Sayyidah et al. (2022), religiosity reflects an individual's internal condition that drives them to act in accordance with their religious adherence. It signifies a commitment to religious teachings, which is evident in their behavior and daily activities (Khan et al., 2021). In the context of halal cosmetics, religious belief represents the values and attitudes influencing consumer decisions (Sayyidah et al., 2022). Ancok highlights three key aspects of Islamic religiosity—Islam (faith), Ibadah (worship), and Ihsan (ethics)—which are interconnected in shaping consumer behavior. Consumers with strong religious beliefs are more likely to purchase halal cosmetics (Monoarfa et al., 2023).

Ingredient Safety is a critical factor in cosmetic purchasing decisions. It refers to the assurance that ingredients do not pose health risks such as skin irritation, allergies, or toxicity (Nguyen et al., 2023). Growing concerns about health and environmental safety have led consumers to prefer eco-friendly and organic products (Khan et al., 2021). In Islam, both consumers and producers are responsible for ensuring that cosmetic ingredients meet halal and safety standards. Regulatory bodies like the FDA, European Commission, and BPOM mandate safety assessments, including toxicology and allergen tests (Florin et al., 2021). As awareness of ingredient safety rises, it significantly influences purchase intentions, particularly among Generation Z.

Halal Certification and Logo serve as a formal declaration ensuring that products comply with Islamic guidelines. Since 2021, halal certification in Indonesia has been regulated by BPJPH, requiring halal labeling to verify that products are free from prohibited substances (Amrullah, 2023). The halal logo issued by the Indonesian Ulema Council (MUI) acts as a trusted symbol for Muslim consumers, facilitating informed purchasing decisions (Yazid et al., 2021). Indonesian law (UU No. 33/2014) mandates halal certification for all marketed products, making the logo essential for consumer confidence and brand credibility (Fauzia et al., 2019).

Promotion plays a crucial role in influencing consumer purchase intentions. It involves communication strategies designed to introduce products, encourage consumer interest, and create a competitive advantage (Thamanda et al., 2024). Effective promotion fosters strong consumer-brand relationships by delivering persuasive messages through various channels, including digital platforms (Syachrony et al., 2023). Promotional activities influence consumer attitudes and encourage purchase behavior (Hertanu et al., 2022).

Purchase Intention refers to a consumer's likelihood of buying a product based on their evaluation of its attributes (Khan et al., 2021). It determines brand preference and ultimately drives purchasing behavior (Christanto et al., 2024). Companies must consider factors such as ingredient safety, promotions, and halal certification to enhance consumer purchase intentions (Keni et al., 2022; Wilson & Edelyn, 2022).

### 1.3 Hypothesis Development

Consumers with high religiosity tend to be more selective in choosing products that align with their ethical and moral values (Sari & Santoso, 2022). For example, Muslim consumers may prefer halal products, while others may choose eco-friendly options that resonate with their religious beliefs. Studies have shown a significant relationship between Religious Belief and Purchase Intention for halal cosmetics (Kusdiana et al., 2021). Consumers with strong religious beliefs integrate their faith into daily life, influencing their preference for halal cosmetic brands like Wardah, particularly among younger generations (Abdullah et al., 2021; Bukhari et al., 2020; Monoarfa et al., 2023). However, Khan et al. (2021) found that while Religious Belief significantly impacts Purchase Intention, its overall influence is relatively low.

#### **H1. Religious Belief significantly influences Purchase Intention.**

Consumers prioritize the safety and effects of cosmetic ingredients, leading to a growing preference for organic and eco-friendly products (Khan et al., 2021). Transparency in ingredient disclosure enhances consumer trust and purchase decisions (Nguyen et al., 2023). Ingredient safety is linked to concerns over potential side effects such as irritation, allergies, and toxicity, reinforcing the need for clear labeling (Rodrigues et al., 2021). Labels that highlight "paraben-free" or "sulfate-free" claims enhance consumer confidence and control over purchasing choices. Consumers also tend to avoid products with potentially harmful substances, even if they are cheaper (Lee et al., 2023). Ingredient Safety is particularly significant for Generation Z, who are highly critical of product formulations (Khan et al., 2021; Kim et al., 2022).

#### **H2. Ingredient Safety significantly influences Purchase Intention.**

The Halal logo is a crucial factor influencing purchase intention, especially among Muslim consumers, as it enhances trust and signals compliance with religious and quality standards (Isa, 2023; Rahmawati & Sumadi, 2023). It not only signifies compliance with Islamic law but also serves as a quality assurance marker (Zain et al., 2023). Consumers are

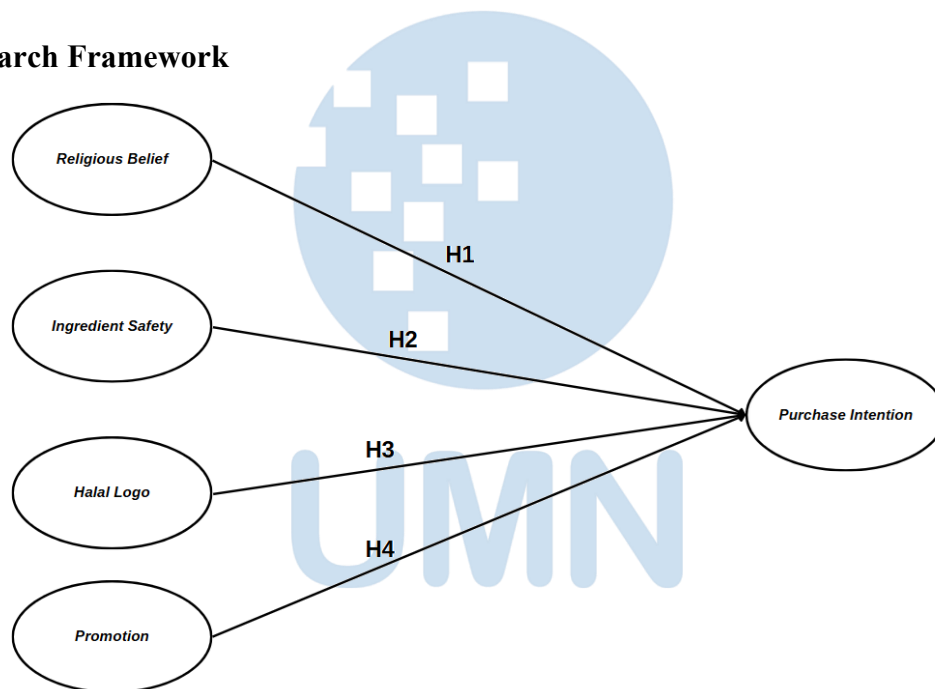
more likely to trust and purchase products with a halal certification (Ahmad et al., 2022). The logo reassures consumers that the product has undergone rigorous certification processes, strengthening brand credibility. From a business perspective, companies incorporating the Halal Logo into their marketing strategies can expand their market share and enhance customer loyalty (Shamsuddin et al., 2023). The logo not only appeals to Muslim consumers but also elevates a brand's overall reputation.

### **H3. Halal Logo significantly influences Purchase Intention.**

Promotion is a vital marketing strategy that influences consumer purchase decisions. Effective promotional efforts, such as advertising, discounts, and digital campaigns, capture attention and drive purchase intention by enhancing consumer interest (Setiabudi & Sukaris, 2022; Hasibuan & Nuraeni, 2023). Informative and engaging promotions are particularly effective at motivating consumers to buy (Questania et al., 2024). Additionally, promotions foster stronger brand connections, reinforcing consumer confidence and purchase likelihood (Thamanda et al., 2024).

### **H4. Promotion significantly influences Purchase Intention.**

## **1.3 Research Framework**



**Picture 1: Research Framework**

## **2. RESEARCH METHODOLOGY**

According to Sekaran (2020), research data sources encompass individuals or informants who serve as subjects in this study. The research subjects in this study are Indonesian Muslim members of Generation Z who are familiar with or have used Wardah halal cosmetics. Meanwhile, Supranto (2018) defines research objects as various elements such as companies, brands, products, or other aspects that form the primary focus of a study. Based on these definitions, this study designates Wardah cosmetics as its research object. Furthermore, the study examines the influence of Religious Belief, Ingredient Safety, Halal Logo, and Promotion on Purchase Intention of Wardah halal cosmetics among Generation Z, incorporating these variables as the key focus of the research.

This study uses a quantitative research approach, which focuses on causal relationships and structured data analysis. Quantitative methods are systematic and planned, involving statistical testing of hypotheses using samples from defined populations (Boogie & Sekaran, 2020). The research framework is based on established theories and the researcher's prior knowledge and experience (Maizar et al., 2022).

Given its objective, this research is classified as causal research (Explanatory Research), which examines cause-and-effect relationships between two or more variables. According to Sari et al. (2022), causal research aims to predict how variations in one phenomenon relate to other variables and to test or refine existing theories. Sugiyono (2019) also supports this classification, emphasizing that causal research is conducted to analyze and test the influence of different variables. In this case, the study aims to investigate the impact of Religious Belief, Ingredient Safety, Halal Logo, and Promotion on the Purchase Intention of Wardah halal cosmetics among Generation Z.

Data collection was conducted through a survey method, where respondents answered a structured questionnaire distributed via Google Forms. This approach was selected for its cost efficiency, ease of deployment, and ability to reach a broad audience at respondents' convenience (Cvent, 2023; Aksara, 2021). The survey targeted Muslim female members of Generation Z who were aware of or had previously used Wardah halal cosmetics. The questionnaire employed a Likert scale to measure perceptions, opinions, and attitudes, using the following scoring system: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

The population in this study consists of Indonesian Muslim members of Generation Z who are familiar with or have used Wardah halal cosmetics. A sample is a subset of the population that represents its characteristics. The sample in this study includes Muslim women from Generation Z (born between 1997 and 2012) residing in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek), with strong adherence to Islam and prior knowledge or experience using Wardah halal cosmetics.

To determine the sample size, the Sample-to-Item Ratio method was applied, following the recommendation of Gorsuch, Hatcher, and Suhr, which states that the ratio should not be less than 5:1 (Memon et al., 2020). Since the study contains 25 indicators, a minimum sample size of 125 respondents was required. This study employed non-probability sampling, specifically purposive sampling, where participants were selected based on predetermined criteria (Sugiyono, 2024). The inclusion criteria for respondents were:

- a. Muslim women from Generation Z (born between 1997–2012)
- b. Familiar with Wardah cosmetics
- c. Residing in the Jabodetabek area

The researcher utilized a survey questionnaire distributed online via Google Forms to collect data. The questionnaire included 25 indicators that is shown below:

**Table 1. Research Variables**

Variable	Code	Indicator	Source
Religious Belief	RB1	Saya melakukan namaz (sholat) lima kali sehari. (RB1)	(Khan et al., 2021; Maulani et al., 2022)
	RB2	Saya percaya kepada Allah, percaya kepada Muhammad (SAW) sebagai nabi terakhirnya, lalu percaya Quran & Sunnah. (RB2)	
	RB3	Saya akan melakukan atau telah menunaikan haji saya kapan pun ketika saya memiliki kesempatan itu. (RB3)	
	RB4	Saya dengan senang hati dan ikhlas membayar zakat saya tepat pada waktunya. (RB4)	



Variable	Code	Indicator	Source
	RB5	Saya senang meluangkan waktu untuk berkumpul dengan sesama umat Islam yang beriman. (RB5)	
Ingredient Safety	IS1	Bagi saya informasi mengenai kandungan bahan yang ada pada produk itu sangat penting.	Rosyada, M. A., & Saktiana, G. M. (2024); Chong et al., 2022
	IS2	Kandungan bahan pada produk mencerminkan keamanan dan kualitas produk.	
	IS3	Kandungan bahan produk kosmetik Wardah menggunakan bahan yang alami.	
	IS4	Bahan-bahan yang asing menimbulkan kecurigaan dalam hal “Kehalalan”.	
	IS5	Bahan-bahan yang familiar pada produk kosmetik wardah mempengaruhi niat pembelian.	
Halal Logo	HL1	Bagi saya logo halal sangat penting dalam niat membeli sebuah produk kosmetik, terutama Wardah.	(Khan et al., 2021; Yudha et al., 2024)
	HL2	Saya selalu memperhatikan logo halal pada packaging kosmetik sebelum membeli produk kosmetik halal.	
	HL3	Adanya kata “Halal” pada produk atau kemasan membantu saya mengidentifikasi produk tersebut sebelum membeli produk kosmetik halal.	
	HL4	Saya mengetahui dengan jelas letak logo “Halal” pada kemasan produk kosmetik, sehingga memudahkan dalam pemberian informasi dan keyakinan terhadap kualitas produk.	
	HL5	Saya memilih produk Halal berdasarkan logo Halal yang ada di kemasan produk kosmetik.	
Promotion	P1	Pembelian produk berdasarkan merek kosmetik yang sudah terkenal atau familiar.	(Khan et al., 2021; Syachrony., et al 2023)
	P2	Bagi saya Promosi mempengaruhi niat pembelian produk kosmetik halal yaitu Wardah.	
	P3	Promosi yang dilakukan produk Wardah selalu menarik perhatian.	
	P4	Promosi memberikan penawaran langsung yang menarik untuk konsumen.	
	P5	Promosi bisa menjaga hubungan baik antara konsumen dengan produk atau brand sehingga dengan begitu saya lebih tertarik untuk membeli kosmetik Wardah.	
Purchase Intention	PI1	Saya akan memilih produk kosmetik halal untuk digunakan.	(Handriana et al., 2021; Maulani et al., 2022)
	PI2	Saya memiliki niat untuk membeli produk kosmetik halal di masa depan.	
	PI3	Saya akan cenderung membeli produk kosmetik halal Wardah di masa depan.	
	PI4	Saya akan memenuhi kebutuhan kosmetik saya dengan membeli kosmetik halal yaitu Wardah.	
	PI5	Bersedia membayar lebih untuk produk kosmetik dengan label halal asli seperti Wardah.	

Upon data collection, responses were tabulated in an Excel file and analyzed using multiple linear regression with IBM SPSS Statistics 27 software. The analysis involved several statistical tests to ensure the accuracy, consistency, and validity of the research findings. Validity testing was conducted to determine whether each questionnaire item accurately measured the intended construct. This is essential to ensure that the data collected truly reflect the variables being studied. Reliability testing, typically using Cronbach's Alpha, assessed the internal consistency of the measurement instrument, ensuring that the items within a variable produce stable and consistent results.

Furthermore, classical assumption tests were applied to meet the prerequisites of linear regression analysis. The normality test examined whether the residuals were normally distributed, a key assumption for valid significance testing. Multicollinearity testing ensured that there was no high correlation among independent variables, which could distort the regression estimates and weaken the interpretability of the model. Heteroscedasticity testing checked whether the variance of residuals was constant across all levels of the independent variables; its presence can lead to inefficient and biased estimates.

The regression equation was formulated to describe the relationship between the independent variables and the dependent variable. To assess the strength of this relationship, the coefficient of determination ( $R^2$ ) was used.  $R^2$  indicates the proportion of variance in the dependent variable that can be explained by the independent variables, thus reflecting the overall goodness of fit of the model.

Finally, multiple linear regression analysis, particularly the t-test, was performed to evaluate the individual significance of each independent variable. This test determines whether each predictor has a statistically significant effect on the dependent variable, thereby supporting or rejecting the hypotheses proposed in the study. Each of these tests plays a critical role in ensuring the rigor, reliability, and validity of the statistical conclusions.

### 3. RESULT AND DISCUSSION

#### 3.1 Validity Test

**Table 2. Validity Test Result**

Indicator	Sig. (2-tailed)	Remark
RB1	0.001	VALID
RB2	0.001	VALID
RB3	0.001	VALID
RB4	0.001	VALID
RB5	0.001	VALID
IS1	0.001	VALID
IS2	0.001	VALID
IS3	0.001	VALID
IS4	0.001	VALID
IS5	0.001	VALID
HL1	0.001	VALID
HL2	0.001	VALID
HL3	0.001	VALID
HL4	0.001	VALID
HL5	0.001	VALID
P1	0.001	VALID
P2	0.001	VALID
P3	0.001	VALID
P4	0.001	VALID
P5	0.001	VALID
PI1	0.001	VALID
PI2	0.001	VALID
PI3	0.001	VALID
PI4	0.001	VALID
PI5	0.001	VALID

Based on the result above which includes responses from all participants regarding Wardah Halal cosmetics, it is shown that all variables—Religious Belief, Ingredient Safety, Halal Logo, Promotion, and Purchase Intention—consisting of 25 indicator items, have Sig. (2-tailed) values of 0.001, which is below the 0.05 threshold. According to the Pearson correlation test, this indicates that all indicators for the variables mentioned are valid.



Therefore, the questionnaire indicators used in this study are deemed capable of accurately measuring the intended constructs.

### 3.2 Reliability Test

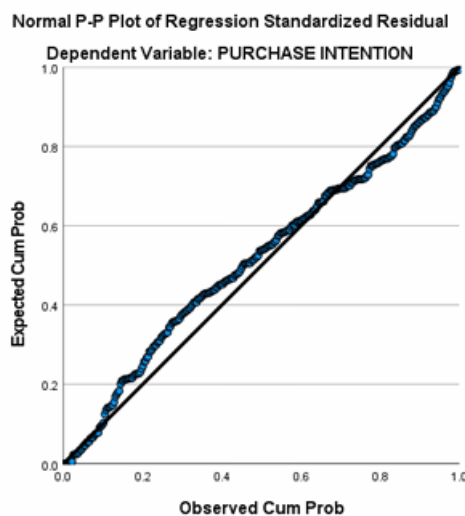
**Table 3. Reliability Test Result**

Variable	Cronbach's Alpha	Remark
Religious Belief	0.638	Reliable
Ingredient Safety	0.601	Reliable
Halal Logo	0.703	Reliable
Promotion	0.633	Reliable
Purchase Intention	0.614	Reliable

Based on the results presented, the Religious Belief variable has a Cronbach's Alpha value of 0.638, Ingredient Safety is 0.601, Halal Logo is 0.703, Promotion is 0.633, and Purchase Intention is 0.614. According to Hair et al (2021), a Cronbach's Alpha value greater than 0.60 indicates that the data is reliable. Therefore, it can be concluded that the responses for each indicator in the questionnaire are consistent over time, and each variable reliably measures the intended construct.

### 3.3 Normality Test

**Table 4. Normality Test Result**



Based on the figure above, the results processed using the probability plot method indicate that the data points are distributed around the diagonal line and follow a pattern consistent with the diagonal direction. This suggests that the graphical pattern aligns with a normal distribution. Therefore, it can be concluded that the regression model satisfies the assumption of normality, and the error terms (residuals) are normally distributed.

### 3.4 Multicollinearity Test

**Table 5. Multicollinearity Test**

Variable	Tolerance	VIF	Remark
Religious Belief	0.78	1.282	No multicollinearity
Ingredient Safety	0.499	2.005	No multicollinearity
Halal Logo	0.522	1.915	No multicollinearity
Promotion	0.842	1.188	No multicollinearity

Based on the table above, the results of the data processing show that all variables have a Tolerance value greater than 0.10 and a VIF value less than 10. Specifically, the Religious Belief variable has a Tolerance value of 0.780 (greater than 0.10) and a VIF value of 1.282 (less than 10). The Ingredient Safety variable has a Tolerance value of 0.499 (greater than 0.10) and a VIF value of 2.005 (less than 10). The Halal Logo variable has a Tolerance value of 0.522 (greater than 0.10) and a VIF value of 1.915 (less than 10). Finally, the Promotion variable has a Tolerance value greater than 0.842 and a VIF value of 1.188 (less than 10). Therefore, it can be concluded that multicollinearity does not occur, and there is no correlation between the independent variables.

### 3.5 Regression Equation

**Table 6. Coefficient Table**

Model	Unstandardized B
(Constant)	0.701
<i>Religious Belief</i>	0.066
<i>Ingredient Safety</i>	0.163
<i>Halal Logo</i>	0.423
<i>Promotion</i>	0.181

The regression equation is derived from the Unstandardized B coefficients as follows:

$$Y = 0.701 + 0.066X_1 + 0.163X_2 + 0.423X_3 + 0.181X_4 + e$$

The regression coefficient for Religious Belief is 0.066, indicating that for every one-unit increase in Religious Belief, Purchase Intention increases by 0.066 units. The regression coefficient for Ingredient Safety is 0.163, meaning that a one-unit increase in Ingredient Safety leads to a 0.163-unit increase in Purchase Intention. The regression coefficient for the Halal Logo is 0.423, suggesting that each one-unit increase in the perception of the Halal Logo results in a 0.423-unit increase in Purchase Intention. Lastly, the regression coefficient for Promotion is 0.181, implying that a one-unit increase in Promotion corresponds to a 0.181-unit increase in Purchase Intention.

**Table 7. Hypothesis Result Table**

Variable	Sig.	Description
Religious Belief	0,153	Not Significant
Ingredient Safety	0,004	Significant
Halal Logo	0,001	Significant
Promotion	0,001	Significant

Religious Belief does not have a significant influence, as its p-value exceeds 0.05. This implies that among Generation Z consumers in the Greater Jakarta area, religious belief does

not strongly influence their intention to purchase Wardah halal cosmetics. This may be due to their exposure to diverse digital information, leading them to prioritize practical aspects such as Ingredient Safety, Halal Logo, and Promotion over religious conviction. These findings align with Hanifah (2023), who found that religiosity does not significantly affect purchase intention—suggesting that a high level of religious belief does not necessarily translate into an intention to buy halal cosmetics. Similarly, Kamanda et al. (2024) argue that while interest and intention are related, purchase intention represents the final stage before a buying decision. Therefore, Religious Belief is not a significant determinant of purchase intention for Wardah halal cosmetics.

Ingredient Safety have a statistically significant effect on Purchase Intention, as their significance values are below the 0.05 threshold. This suggests that consumers are increasingly concerned with the safety of cosmetic ingredients and the assurance of positive effects from product use. These findings are supported by Khan et al. (2021), who found that Ingredient Safety has a significant impact and plays a key role in shaping purchase intention, particularly among Generation Z, who are more critical of the products they use. Therefore, attention to Ingredient Safety in Wardah halal cosmetics can effectively enhance Purchase Intention within this demographic.

The Halal Logo have a statistically significant effect on Purchase Intention, as their significance values are below the 0.05 threshold. It serves as a symbol that the product meets recognized religious and quality standards certified by official bodies such as the MUI. For Muslim consumers—especially Generation Z—it provides assurance of product halalness, thereby strengthening trust and purchase intention toward Wardah halal cosmetics. This finding is supported by Khan et al. (2021) and Ahmad et al. (2022), who highlight the Halal Logo's key role in enhancing purchase intention. The logo creates a competitive advantage by distinguishing halal cosmetic products from similar alternatives lacking such certification. Therefore, the presence of the Halal Logo on Wardah products builds consumer confidence and positively contributes to Muslim women's purchase intention.

Promotion have a statistically significant effect on Purchase Intention, as their significance values are below the 0.05 threshold. This result is particularly supported among Generation Z, who are highly responsive to digital marketing efforts. Effective promotional strategies raise awareness, capture attention, and reinforce trust—especially when highlighting the product's halal status and safety. Through targeted promotion, Wardah successfully communicates brand values aligned with Generation Z's preferences for transparency, quality, and sustainability. These findings are consistent with research by Khan et al. (2021) and Thamanda et al. (2024), which show that promotion significantly influences purchase intention by fostering a stronger emotional connection between consumers and the brand. Thus, promotional activities not only attract but also build consumer confidence, ultimately enhancing Purchase Intention for Wardah halal cosmetics.

#### 4. CONCLUSION

Based on the findings presented in the previous chapter, this study concludes that while religious belief remains a meaningful personal value for Muslim consumers, it does not significantly influence the purchase intention of halal cosmetics, specifically in the case of the Wardah brand. In contrast, ingredient safety, the presence of the halal logo, and promotional efforts are found to be significant predictors of Generation Z's intention to purchase Wardah halal cosmetics. These findings highlight a shift in consumer behavior among younger Muslim demographics, where rational and product-oriented considerations outweigh purely religious motivations in shaping purchasing decisions.

Ingredient safety emerges as a critical factor influencing consumer choice. Generation Z consumers prioritize cosmetics that are not only halal but also perceived as safe and effective. This finding emphasizes the importance of product quality assurance and transparency in formulation. Similarly, the halal logo serves not merely as a religious symbol but as a broader indicator of quality, safety, and trustworthiness. It acts as a visual certification that reinforces product legitimacy in both religious and safety dimensions. Moreover, promotional strategies, particularly those delivered through digital and social media platforms, play a significant role in capturing the attention of Generation Z. These platforms enable brands to connect more directly and persuasively with a demographic that is digitally native and highly responsive to interactive content.

Theoretically, this study contributes to the growing body of literature on halal consumer behavior by offering a brand-specific and generationally targeted perspective. While many previous studies have addressed halal cosmetics at a general level, this research introduces novelty by focusing on a leading halal cosmetic brand—Wardah—and its engagement with Muslim Generation Z consumers in the Jabodetabek region. This focused approach deepens the understanding of how individual factors interact with brand-level dynamics, offering more precise insights into purchase intention formation within the halal cosmetics market.

From a practical standpoint, the study provides several actionable recommendations for the Wardah brand and other halal cosmetic producers. First, it is crucial to continuously improve and communicate ingredient safety through product innovation and transparency. Educating consumers about product content and its dermatological safety—such as through lab-tested claims—can strengthen trust and encourage purchase intention. Second, brands should optimize educational efforts related to the halal logo, emphasizing its function as a quality and safety certification rather than a mere religious identifier. Initiatives such as beauty talks, live sessions, and interactive campaigns can be used to convey this message effectively. Third, promotional strategies should be adapted to better align with Generation Z's preferences by focusing on product efficacy, clean beauty, and peer influence. Collaborations with Gen Z beauty influencers and content creators can significantly enhance brand engagement and relevance.

In light of the finding that religious belief does not significantly influence purchase intention, brands should consider repositioning their messaging to emphasize practical product benefits over solely religious appeals. This shift in strategy aligns with the increasingly informed and quality-conscious behavior of Muslim Gen Z consumers, ultimately offering a more competitive and resonant brand positioning in the modern halal cosmetics market.

## 5. LIMITATION

The limitations of this research are as follows. First, the study focused on Muslim individuals from Generation Z (born between 1997 and 2012) who have used Wardah cosmetic products. Second, it examined only four independent variables—Religious Belief, Ingredient Safety, Halal Logo, and Promotion—in relation to the dependent variable, Purchase Intention. Third, the research was limited to the JABODETABEK area, where preference for local cosmetic brands is notably high.

Future research should expand the scope by including additional variables such as Price Perception and Celebrity Endorsement to provide deeper insights. It is also recommended to study other halal cosmetic brands to gain a broader understanding of consumer preferences beyond Wardah. Furthermore, expanding the geographic area and comparing different generations—Generation Z, Millennials, and Generation Alpha—could reveal changing trends in halal cosmetic purchasing behavior.

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