

# THE INFLUENCE OF RELIGIOSITY AND HALAL AWARENESS ON THE PURCHASE INTENTION OF THE MUSLIM Z GENERATION IN WARDAH COSMETIC PRODUCTS (CASE STUDY AT KAZANA COSMETICS STORE)

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## ARTICLE INFO

**Keywords:**  
 Religiosity;  
 Halal Awareness;  
 Purchase Intention

## ABSTRACT

The topic of this study is "The Influence of Religiosity and Halal Awareness on Muslim Generation Z's Purchase Interest in Wardah Cosmetic Products (Case Study at Kazana Cosmetics Shop)." Associative research is the name given to this form of investigation. The research population consisted of 397 clients who purchased Wardah cosmetic goods from Kazana Cosmetics Shop. This approach makes use of "purposeful sampling," which is choosing a sample based on a predefined standard. The Slovin formula determines the number of samples in this example to be 80 persons. The SPSS 26 program was used to examine the study data, which comprised the T test, date determination coefficient, normality test, heteroscedasticity test, multicollinearity test, and multiple linear regression analysis. It can be observed from the t-test that the variables of religiosity and halal awareness have a positive and significant effect on the purchase intention of the Muslim generation z in wardah cosmetic products.

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## 1. INTRODUCTION

Consumer purchase intention is something that is valuable as a determinant of whether a brand is attractive or not in the eyes of the public. Companies at this time must be able to create a variety of attractive strategies in order to generate purchase intentions in consumers. The number of Muslims in Indonesia is equivalent to 86.88% of the total population or around 237.53 million people so Indonesia is categorized as a country with the most followers of the Muslim religion. Generation Z according to Graeme Codrington and Sue Grant Marshall are people born between 1996 and 2010. They are known as the iGeneration, or the Internet generation (Komalasari et al., 2022). In 2020, the population census shows that the population of Indonesia is dominated by generations Z. According to a survey conducted by ZAP Clinic, 2020 Generation Z spends almost all of their expenses on beauty treatments.

By 2023, the Halal cosmetics industry is predicted to increase by 6.9% (US\$ 90 Billion). Demand for halal cosmetic products in Indonesia is expected to jump \$3.9 billion after India (Reuters, 2019). One of the cosmetic products that carry the halal theme is Wardah Cosmetics. Wardah always prioritizes halal factors both in terms of raw materials and production processes that do not harm other living things and are in accordance with Islamic law (Sulaiman, 2019).

**Table 1.** Top Brand Index of Gen Z Cosmetic Brands in Indonesia in 2020-2022

Year	Brands	Brand Index
2020	Wardah	25.80%
	Maybelline	22.80%
	Oriflame	12.50%
	Maybelline	22.70%
2021	Wardah	21.10%
	Pixie	8.30%
	Maybelline	23.00%
2022	Wardah	22.90%
	Pixie	8.80%

Source: Top Brand Index (2020-2022) (<https://www.topbrand-award.com>)

*The Influence Of Religiosity And Halal Awareness On The Purchase Intention Of The Muslim Z Generation In Wardah Cosmetic Products (Case Study At Kazana Cosmetics Store).*

**Adelia Winanda, et.al**

Wardah's cosmetic products have decreased and increased every year, as can be seen from the table. In 2020, the Wardah Brand Index is in first place at 25.80% and then in 2021 it drops to second place with a percentage of 21.10%. Until 2022 Wardah will remain in second place with the percentage increasing to 22.90%. Even though Wardah's cosmetic products experienced a decrease in Brand Index which was caused by the many competitors for the Halal Brand from local and foreign brands, Wardah still managed to get attention among consumers.

According to (Evandasari, 2021), halal awareness effectively and efficiently has an influence on the intention to purchase halal cosmetics. However, this statement differs from the results of the study (Rektiansyah & Auwalin, 2022) which proves that halal awareness has no effect on purchase intention. If the level of consumer religiosity is good, then the intention to buy halal cosmetic products will also be high (Kusdiana et al., 2021). However, this statement contradicts the results of the study Maharani & Silvia (2019) which proves that religiosity has no influence on the intention to buy halal cosmetic products. According to research results (Rektiansyah & Auwalin, 2022), which states that halal awareness has no effect on the purchase intention of generation Z. And the results of the study (Mansyuroh, 2020) states that religiosity has no effect on the purchase of generation Z. The aims of the researchers to conduct this research are first to examine the effect of religiosity on the purchase intention of the Muslim generation Z on Wardah cosmetic products (Case Study at the Kazana Cosmetics Store), secondly to test the effect of halal awareness on purchase intentions Generation Z is Muslim in Wardah cosmetic products (Case Study at Kazana Cosmetics Store), and third to test religiosity and halal awareness of the purchase intention of Muslim Generation Z in Wardah cosmetic products (Case Study at Kazana Cosmetics Store).

## Literature Review

### Purchase Intention

(Schiffman & Kanuk, 2016) states, purchase intention is a psychic activity caused by a feeling and desire for a desired item or service. Purchase intention is an action taken following buying interest, when the confidence to determine whether to buy or not is already high (Wahyuni et al., 2017). According to (Mardhatillah, 2020), there are several general factors that influence consumer purchase intentions, namely: mFocus of Attention, Curiosity, Motivation, Necessity. According to (Schiffman & Kanuk, 2016), purchase intention has four indicators, namely: Interested in finding information about the product, Consider buying, Interested to try, Want to have a product.

### Religiosity

Religion is the origin of the word religiosity, meaning that diversity is carried out in many activities, not only manifested through the practice of worship (Ancok & Suroso, 2018). (Fitriani, 2016) states that there are several factors that can influence religiosity, namely: nEducational and social influences, Factors of unmet needs, Beauty factor (natural factor), Intellectual factors. Religiosity has five indicators proposed by (Ancok & Suroso, 2018) that is : Belief, Religious practices, Experience, Knowledge, Practice.

### Halal Awareness

According to (Basri & Kurniawati, 2019), halal awareness is a form of Muslim understanding of something halal, understanding halal processes, and prioritizing consuming halal products. According to (Damayanti, 2020), halal awareness has four influencing factors, namely: Halal Information, Availability, Halal in Media (Halal on Media), Halal Program (Halal Program). According to (Basri & Kurniawati, 2019), halal awareness has five indicators, namely: Ensuring that the product is halal, Ensuring that the product contains halal ingredients, Ensuring that products are produced in a halal way, Buy products labeled halal, Have knowledge of halal products to decide on a purchase

## 2. METHOD

This type of research is associative research. According to (Sujarweni, 2018), associative research has the goal of knowing the relationship and influence of one variable with another variable. (Sujarweni, 2018) defines population as each individual or object whose characteristics are adjusted by researchers for research. This survey involved 397 consumers who bought Wardah cosmetics at the Kazana Cosmetics Store in September 2022. The sampling technique used in this study namely *purposive sampling* which is a technique using certain considerations based on certain research criteria such as age and religion. Furthermore, the technique for determining the number of samples is the slovin formula so as to get a sample size of 80 people. Data analysis techniques used in this study are validity test, reliability

*The Influence Of Religiosity And Halal Awareness On The Purchase Intention Of The Muslim Z Generation In Wardah Cosmetic Products (Case Study At Kazana Cosmetics Store).*

*Adelia Winanda, et.al*

test, multiple linear regression analysis, normality test, multicollinearity test, multicollinearity test, f-test, t-test and the coefficient of determination.

### 3. RESULT AND DISCUSSION

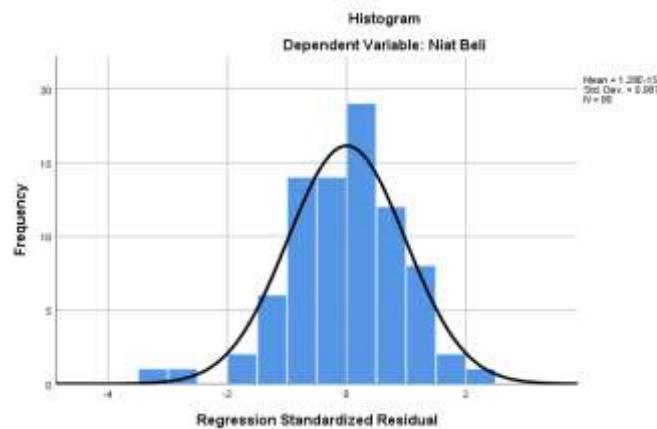
#### Classic assumption test

#### Normality test

**Table 2. Kolmogorov-Smirnov test**

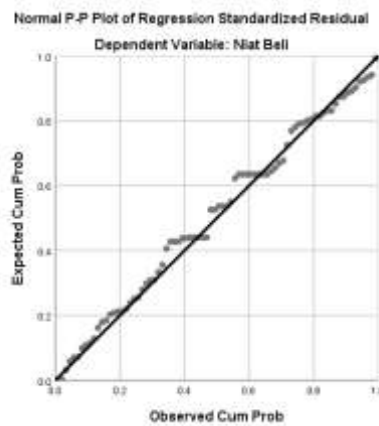
One-Sample Kolmogorov-Smirnov Test		Unstandardize d Residuals
N		80
Normal Parameters, b	Means	.0000000
	std. Deviation	1.39275297
Most Extreme Differences	absolute	.077
	Positive	.044
	Negative	-.077
Test Statistics		.077
asymp. Sig. (2-tailed)		.200c,d

The findings of the Kolmogorov-Smirnov normality test show that the normal standard is met, according to a probability value of 0.200. The p significance level exceeds the value of 0.05. To measure normality, statistical analysis can also be used, such as P plots and histograms.



**Figure 1.** Histogram Approach Normality Test

The histogram shows if the histogram graph has a good data pattern and is regularly distributed, as shown by a bell-shaped line showing regularly distributed data.



**Figure 2.** P-Plot Normal Approach Normality Test

*The Influence Of Religiosity And Halal Awareness On The Purchase Intention Of The Muslim Z Generation In Wardah Cosmetic Products (Case Study At Kazana Cosmetics Store).*

**Adelia Winanda, et.al**

As proof that the data is normally distributed, the previous figure shows that the diagonal line is approached and followed by the dots.

### Multicollinearity Test

**Table 3.** Multicollinearity Test Results

Model	Coefficients <sup>a</sup>			t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients	Betas			tolerance	VIF
1 (Constant)	3,236	1,211		2,672	.009		
Religiosity	.263	.086	.329	3,047	.003	.401	2,492
Halal Awareness	.388	.081	.517	4,788	.000	.401	2,492

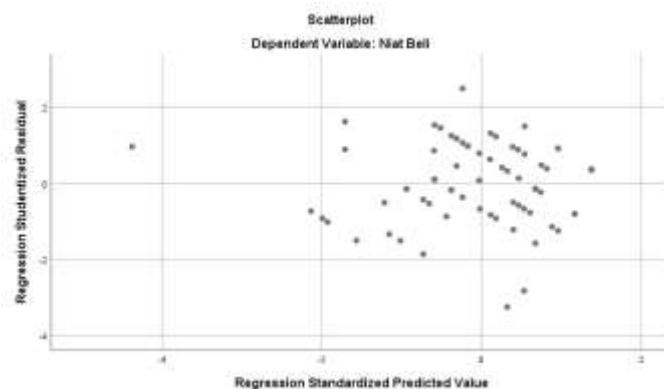
a. Dependent Variable: Purchase Intention

Source: SPSS output

The following findings were generated using the table above.

1. Because the VIF of Religiosity is 2.492 < 10, the Tolerance value exceeds 0.10, namely 0.401, the independent variable of religiosity has no signs of multicollinearity.
2. For the halal awareness variable, the VIF value is 2.492 < 10, the tolerance exceeds 0.10 which is equal to 0.401, then the halal awareness variable is said to be not multicollinearity.

### Heteroscedasticity Test



**Figure 3.** Heteroscedasticity Test

The findings above indicate that the points are randomly distributed and do not depict a particular pattern. so, the regression model does not experience heteroscedasticity.

### Multiple Linear Regression Analysis

**Table 4.** Multiple Linear Regression Results

Model	Coefficients <sup>a</sup>			t	Sig.	Collinearity Statistics	
	Unstandardized Coefficients	Standardized Coefficients	Betas			tolerance	VIF
1 (Constant)	3,236	1,211		2,672	.009		
Religiosity	.263	.086	.329	3,047	.003	.401	2,492
Halal Awareness	.388	.081	.517	4,788	.000	.401	2,492

a. Dependent Variable: Purchase Intention

Source: SPSS output

Based on the results of multiple linear regression analysis in the table above, the regression model is obtained as follows:

$$Y = 3.236 + 0.263X_1 + 0.388X_2$$

*The Influence Of Religiosity And Halal Awareness On The Purchase Intention Of The Muslim Z Generation In Wardah Cosmetic Products (Case Study At Kazana Cosmetics Store).*

*Adelia Winanda, et.al*

Where :

Y = Purchase Intention

X1 = Religiosity

X2 = Halal Awareness

The facts obtained based on the model above, namely: if the variables of religiosity and halal awareness are constant, then the value of the purchase intention variable is 3.236. In addition, this equation also shows that if the religiosity variable increases by 1 point significantly, then the religiosity variable can increase the value of the purchase intention variable by 0.263 or 26%. This regression equation also shows that the halal awareness variable has increased significantly by 1 point, meaning that the purchase intention variable can be increased by the halal awareness variable by 0.388 or 38%.

### Simultaneous Test (f-test)

The simultaneous test is used to see the effect of several independent variables simultaneously on one dependent variable, the basis for making a decision is: the dependent variable is said to be influenced by the independent variables simultaneously if the significance value does not exceed 0.05 and if Fcount can exceed Ftable. Then the dependent variable is said to be not simultaneously influenced by the independent variable when its significance value can exceed 0.05 and also the ftable number exceeds the fcount.

By using a sample of 80, 2 independent variables and 5% significance level, we get a Ftable of (k; nk) = (2, 78) = 3,113

**Table 5. Simultaneous Test Results**

		ANOVAa				
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	271,646	2	135,823	68,248	.000b
	residual	153,241	77	1990		
	Total	424,887	79			

a. Dependent Variable: Purchase Intention  
 b. Predictors: (Constant), Halal Awareness, Religiosity

Source: SPSS output

Based on the table above, it is known that the significance value is 0.000 < 0.05 and the Fcount value is 68,248 exceeding the Ftable of 3,113. this proves that the independent variables in the form of Religiosity and Halal Awareness affect the dependent variable Purchase Intention simultaneously. Thus, it can be concluded that there is a simultaneous significant influence of the independent variables in the form of Religiosity and Halal Awareness on the dependent variable in the form of Purchase Intentions.

### Partial Test (t-test)

**Table 6. Partial Test Results**

Model	Coefficientsa				Collinearity Statistics	
	Unstandardized Coefficients B	std. Error	Standardized Coefficients Betas	t	Sig.	tolerance VIF
1 (Constant)	3,236	1,211		2,672	.009	
Religiosity	.263	.086	.329	3,047	.003	.401 2,492
Halal Awareness	.388	.081	.517	4,788	.000	.401 2,492

a. Dependent Variable: Purchase Intention

Source: SPSS output

Through previous findings, the following facts were obtained:

1. The purchase intention variable is influenced by the religiosity variable because the significance value does not exceed 0.05, which is 0.003. In addition, tcount is also known to exceed the value in ttable, namely 3.047 exceeding 1.991. It was concluded that the first hypothesis, H1: the variable Religiosity has a positive effect on "accepted" purchase intention.
2. The halal awareness variable affects the purchase intention variable because its significance value does not exceed 0.05, which is 0.000. It is also known that tcount exceeds the value in ttable which is 4.788 exceeding 1.991. So that the second hypothesis, H2: the Halal Awareness variable has a positive effect on the "accepted" Purchase Intention variable.

*The Influence Of Religiosity And Halal Awareness On The Purchase Intention Of The Muslim Z Generation In Wardah Cosmetic Products (Case Study At Kazana Cosmetics Store).*

**Adelia Winanda, et.al**

## Coefficient of Determination

**Table 7.** Results of the Coefficient of Determination

Summary modelb				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	.800a	.639	.630	1,411

a. Predictors: (Constant), Halal Awareness, Religiosity  
b. Dependent Variable: Purchase Intention

Source: SPSS output

From these findings, the Adjusted R Square value is used to determine how well or how large the Y variable can be explained through the X variable. The R<sup>2</sup> value of 0.630 indicates that the 63% variation in purchase intention is due to variations in two independent variables, religiosity and halal awareness. Meanwhile, other variables not present in the study affect the remaining 37%.

### The Effect of Religiosity Variable on Intention to Buy Wardah Cosmetic Products

The results showed that the religiosity variable partially had a significant positive effect on purchase intention. This can be seen from the value  $t_{hitung} > (3.047 > 1.991)$  and a significant value (0.003 < 0.05). By having good religiosity, this can influence a person in creating a purchase intention for halal products within himself.  $t_{tabel}$  The results of the distribution of respondents' answers show that the majority of respondents use their level of religiosity in buying halal cosmetic products. By carrying out the halal concept, it can attract consumers who have a high level of religiosity to buy these products. Indonesia has a majority Muslim community, so it is very suitable if a product uses the halal concept to attract the attention of consumers, as is done by Wardah cosmetic products, which are products that use the halal concept in their products. This is in accordance with the results of the study (Kusdiana et al., 2021), (Astuti & Asih, 2021), (Karimah & Darwanto, 2021), (Rohmatun & Dewi, 2017), (Suryaputri & Kurniawati, 2020), which shows that the religiosity variable influences purchase intention.

### The Effect of Halal Awareness Variables on Intention to Buy Wardah Cosmetic Products

The results of the study show that the variable halal awareness partially influences purchase intention. This can be seen from  $t_{hitung} > (4.788 > 1.991)$  and a significant value (0,000 < 0.05). These results indicate that if a consumer has high halal awareness, he will be able to increase his purchase intention for Wardah cosmetic products, which are products with a halal concept.  $t_{tabel}$  When consumers are aware and understand something that is halal, consumers will be sure of products that have cleanliness and safety in accordance with Islamic law so as to raise the intention to buy these halal products. Therefore, it can be concluded that halal awareness influences the purchase intention of Wardah cosmetic products. The results of this study are supported by several studies, namely according to (Evandasari, 2021), (Suryaputri & Kurniawati, 2020), (Astuti & Asih, 2021), (Bashir, 2019), (Karimah & Darwanto, 2021), which shows the variable halal awareness has an effect on purchase intention.

### The Effect of Religiosity and Halal Awareness Variables on Purchase Intentions for Wardah Cosmetic Products

Based on the results of the simultaneous test or f test, it can be seen that the significance value of 0.000 does not exceed the significance of 0.05 and also  $f_{count}$  of 68,248 which exceeds the  $f_{table}$  value of 3,113. so, it means that religiosity and halal awareness influence purchase intention simultaneously. This indicates that if a consumer has a high or good level of religiosity and awareness of halal, then it will be able to generate purchase intentions for Wardah cosmetic products.

## 4. CONCLUSION

The results of this study prove that the variables of religiosity and halal awareness simultaneously influence purchase intention with a significance of 0.000 and also an  $f_{count}$  value of 68,248 which does not exceed the  $f_{table}$  of 3,113. In addition, the religiosity variable (X1) partially has a positive and significant effect on the purchase intention variable (Y) based on  $t_{hitung} > (4,788 > 1,991)$  and a significant value (0,000 < 0.05).  $t_{tabel}$  Likewise with the halal awareness variable which partially has a positive and significant effect on the purchase intention variable (Y) based on  $t_{hitung} > (4,788 > 1,991)$  and a significant value (0,000 < 0.05)  $t_{tabel}$ .

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