

Determinants of Purchase Intention toward Safi Halal Cosmetics in Indonesia

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Abstract

The development of the halal cosmetics industry in Indonesia has shown significant growth in line with the increasing awareness of Muslim consumers regarding halal aspects, ethical values, and product conformity with Islamic teachings. However, consumer purchase intention toward halal cosmetics is not determined solely by halal certification, but also by symbolic and psychological factors embedded in the brand. This study aims to analyze the influence of Halal Brand Image, Islamic Brand Personality, and Religiosity on consumer purchase intention for Safi halal cosmetic products in Indonesia. A quantitative approach with an explanatory research design was employed. Primary data were collected through an online survey using a structured questionnaire administered to 100 Muslim respondents who are familiar with or interested in Safi products, using purposive sampling techniques. The data were analyzed using the Statistical Package for the Social Sciences (SPSS) through validity tests, reliability tests, classical assumption tests, and multiple linear regression analysis. The findings reveal that Halal Brand Image, Islamic Brand Personality, and Religiosity have a positive and significant effect on consumer purchase intention, both partially and simultaneously. The research model is able to explain a substantial portion of the variation in consumer purchase intention, confirming that halal cosmetic consumption is influenced by a combination of brand image, Islamic brand personality, and consumer religiosity. This study concludes that halal cosmetic marketing strategies should emphasize strengthening brand identity that is authentic and aligned with Islamic values to enhance Muslim consumers' purchase intention in Indonesia.

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INTRODUCTION

The growth of the halal cosmetics industry shows a significant expansion trend both globally and domestically, in line with the increasing awareness of Muslim consumers regarding aspects of halal compliance, ethics, and religious values in their beauty product purchasing decisions. Recent systematic research identifies that the demand for halal cosmetics is influenced by consumer preferences for products that not only meet Sharia requirements but are also safe, ethical, and aligned with Islamic values, thus becoming an important part of contemporary Muslim consumption behaviour across various countries (Deti, 2025). In addition, literature on halal cosmetics states that cosmetics are one of the key sectors in the halal industry experiencing rapid growth due to the rising need for products that comply with Islamic principles and the growing awareness of the halal status and safety of cosmetic ingredients (Herjanto et al., 2023). In Indonesia, the country with the largest Muslim population in the world, the potential of the halal cosmetics market is becoming increasingly

strategic; consumers are not only seeking products that are formally halal but also those that reflect religious values and trust in halal brands (Deti, 2025). This change reflects a shift in consumer behaviour from merely functional aspects of products to deeper aspirations of values and identity, influencing preferences toward brands such as Safi, which claims halal certification in the Indonesian cosmetics market.

As the halal market develops, Muslim consumer behaviour is undergoing an important shift, where purchasing decisions are no longer driven solely by product functionality but also by the symbolic dimensions and Islamic values embedded in the products. Islamic marketing literature shows that non-tangible factors such as halal brand image play a significant role in shaping perceptions and purchase intentions, as brands perceived to be symbolically strong can reflect moral values and trust aligned with Muslim consumers' beliefs (Noor, 2025). In addition, consumer religiosity has been proven to be an important determinant in the decision-making process, where the level of attachment to religious values and practices contributes to stronger preferences for halal products and strengthens the psychological bond between consumers and brands considered Islamic (Aliza & Akbar, 2024). Such empirical findings affirm that Islamic brand personality and perceptions of religious value not only influence attitudes but also purchase intentions toward halal cosmetics, showing that affective and symbolic dimensions are key components in understanding contemporary halal consumer behaviour, particularly in the cosmetics context (Aliza & Akbar, 2024; Noor, 2025).

Although Safi has explicitly positioned itself as a halal cosmetics brand with valid certification, consumer purchase intention is not always determined solely by halal certification, as empirical evidence in halal marketing literature shows that certification alone is often insufficient to guarantee strong purchasing decisions. Several study findings indicate that in the context of halal cosmetics, the relationship between halal certification and purchase intention is often insignificant or weak, especially when other factors such as brand perception and emotional value are not adequately considered (Khanfani et al., 2023). This reflects an inconsistency between the Islamic value claims communicated by the brand and consumers' actual perceptions of halal image and brand personality, where today's Muslim consumers seek broader recognition of Islamic brand identity, not merely a certification logo (Hidayah & Lestari, 2025). Thus, the main issue that arises is that brand image and Islamic brand personality elements must be understood more holistically in explaining consumer purchase intention, because relying solely on halal certification is not always sufficient to influence purchasing decisions in the increasingly competitive halal cosmetics market.

The variation in religiosity levels among Muslim consumers in Indonesia creates heterogeneity in how they interpret messages and the positioning of halal brands, meaning that consumer responses to brands cannot be understood uniformly. Islamic marketing literature emphasizes that religiosity influences the way consumers evaluate the symbolic meaning of a brand, including the extent to which the brand is perceived to authentically represent Islamic values rather than merely fulfilling functional halal attributes (Mukhtar & Mohsin Butt, 2012). Other studies show that consumers with different levels of religiosity have varying sensitivities to non-tangible elements such as halal brand image and Islamic brand personality, which ultimately affect purchase intentions differently (Iranmanesh et al., 2019). Nevertheless, most previous research has examined the influence of these variables separately, leaving empirical understanding limited regarding how halal brand image, Islamic brand personality, and consumer religiosity simultaneously shape purchase intentions for halal cosmetics, particularly in the context of a large and heterogeneous Muslim market like Indonesia. This limitation highlights the need for an integrative research approach to explain

the psychological and symbolic dynamics underlying halal cosmetics consumer purchasing decisions.

Previous research in the field of Islamic marketing shows that Halal Brand Image is an important determinant in shaping Muslim consumers' attitudes and purchase intentions. However, most studies have examined it only partially without integrating it with other symbolic constructs such as Islamic Brand Personality, resulting in a relatively fragmented understanding of halal brand identity (Khan et al., 2017). On the other hand, studies on Islamic Brand Personality remain limited and tend to focus on service sectors such as Islamic banking and halal tourism, where Islamic values are expressed through service interactions and experiences rather than through tangible consumer products like cosmetics (Hassan et al., 2016; Olya & Al-ansi, 2018). This condition indicates that the application of Islamic Brand Personality in the halal cosmetics industry has not yet been adequately explored, even though cosmetics carry strong symbolic character and self-identity for consumers. Thus, there is a significant research gap regarding the lack of integrated empirical models that simultaneously examine Halal Brand Image and Islamic Brand Personality in explaining consumer purchase intentions for halal cosmetics, particularly in large Muslim markets such as Indonesia.

Although religiosity is often considered one of the key factors influencing purchase intention for halal products, including cosmetics, research findings on the impact of religiosity on halal cosmetics purchase intention have shown inconsistent results. Some studies in the context of halal cosmetics in Indonesia found that religiosity significantly affects purchase intention, but its role is often reduced through other variables such as attitude or knowledge, so the direct relationship between religiosity and purchase intention is not always significant (Maulani et al., 2022). Conversely, other research indicates that the influence of religiosity becomes stronger when combined with variables such as brand awareness or halal knowledge, which then help shape attitudes toward halal products before impacting purchase intention (Riswandi, et al., 2023). In addition, the lack of empirical studies specifically examining international halal cosmetic brands such as Safi in the Indonesian market an emerging halal market with unique religious and cultural characteristics reveals a gap in halal consumer behaviour literature. Existing studies tend to generalize findings from local brands or other types of halal products without considering the dynamics of global brand perception, even though factors such as international brand image, consumer experience, and religiosity levels can jointly influence purchase intention in the context of halal cosmetics consumption in Indonesia (Riswandi, et al., 2023). Therefore, further research is needed to comprehensively explain how religiosity works both directly and through its interaction with brand image and brand personality in influencing purchase intention for international halal cosmetic brands in Indonesia's heterogeneous market.

This study is positioned at the intersection of Islamic marketing, brand management, and consumer behaviour, viewing the consumption of halal products as a phenomenon driven not only by functional considerations but also by the symbolic meaning and religious identity embedded in the brand (Wilson & Liu, 2011). Unlike previous research that tends to emphasize halal as a technical attribute or compliance label, this study places halal as a symbolic value and brand identity capable of shaping perceptions, attitudes, and the psychological attachment of Muslim consumers to the brand (Maulani et al., 2022). Empirically, the study focuses on Safi as a global halal cosmetics brand operating in Indonesia, an emerging halal market with diverse levels of consumer religiosity, yet still relatively underexplored in international halal marketing studies that largely focus on local brands or other categories of halal products (Riswandi, et al., 2023). Furthermore, this study integrates

brand-related factors Halal Brand Image and Islamic Brand Personality with the individual factor of consumer religiosity, to provide a more comprehensive explanation of how the interaction between brand values and consumers' personal characteristics shapes purchase intention for halal cosmetic products in Indonesia (Maulani et al., 2022; Riswandi, et al., 2023). The novelty of this study lies in the development of an integrated conceptual model that simultaneously combines Halal Brand Image, Islamic Brand Personality, and consumer religiosity within a single empirical framework to explain purchase intention for halal cosmetic products. Unlike previous research that generally examined these variables separately or positioned halal merely as a functional attribute, this study expands the perspective by framing halal as a symbolic value and brand identity that interacts with individual psychological characteristics. Moreover, this research is among the early studies to apply the concept of Islamic Brand Personality in the context of the halal cosmetics industry in Indonesia, a sector that has been relatively underexplored compared to Islamic banking and halal tourism. From an empirical standpoint, the study provides new evidence on the role of religiosity as a psychological determinant that not only operates independently but also strengthens the influence of brand-related factors in shaping purchase intention for halal beauty products. Practically, the findings contribute to the development of halal cosmetics branding strategies by emphasizing the importance of differentiation based on authentic, consistent, and meaningful Islamic values, particularly for global halal brands such as Safi operating in the world's largest Muslim market.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1. *Halal Brand Image*

Halal Brand Image is understood as a set of consumer perceptions, beliefs, and associations toward a brand that reflects compliance with halal principles as well as the Islamic values embedded in the brand. Islamic marketing literature emphasizes that halal brand image not only functions as a marker of Sharia compliance but also as a symbol of trust, credibility, and value alignment between the brand and Muslim consumers (Wilson & Liu, 2011). A strong and positive brand image can reduce perceived risk, enhance trust, and build consumer confidence in the decision-making process, particularly in product categories that come into direct contact with the body, such as cosmetics. Several empirical studies show that Halal Brand Image plays a significant role in increasing consumer purchase intention for halal products, as a positive halal image strengthens consumer attitudes and evaluations toward the brand (Maulani et al., 2022). Similar findings also indicate that Muslim consumers tend to demonstrate higher purchase intention toward cosmetic brands that consistently communicate halal and Islamic values in their brand identity (Riswandi, et al., 2023). Based on this theoretical foundation and empirical evidence, the following hypothesis can be formulated:

H1: Halal Brand Image has a positive influence on purchase intention.

2. *Islamic Brand Personality*

Islamic Brand Personality refers to the brand personality characteristics that reflect Islamic values and are perceived by consumers through symbolic and communicative attributes inherent in halal brands. In general, brand personality has been identified as an important construct in consumer behavior because it creates value congruence and emotional connections between the brand and consumers, which subsequently influence purchasing tendencies (Ali et al., 2018). In the context of halal products, particularly cosmetics, Islamic brand personality is considered increasingly relevant

because Muslim consumers not only evaluate product functionality but also assess the alignment of brand values with their personal beliefs. Attributes such as honesty, trustworthiness, and social responsibility can strengthen preferences for brands perceived as Islamic (Ali et al., 2018). Furthermore, empirical research shows that brand personality dimensions can influence Muslim consumers' purchase intentions by creating perceptions of trust and confidence in the halal brand being used (Khan et al., 2017). These findings indicate that Islamic Brand Personality has the potential to play a significant role in shaping purchase intention for halal products when the brand's personality is perceived as consistent with consumers' religious values. Therefore, based on this theoretical foundation and empirical evidence, the second hypothesis of this study is formulated as follows:

H2: Islamic Brand Personality has a positive influence on purchase intention.

3. *Religiusitas*

Religiosity reflects an individual's commitment to religious teachings, which influences values, attitudes, and behaviors in consumption decision-making, particularly for products perceived to have religious implications such as halal products. In Muslim consumer behavior literature, religiosity is regarded as an important psychological variable that drives consumers to choose products aligned with their religious norms and identity (Riswandi, et al., 2023). Empirical research in the context of halal cosmetics in Indonesia also shows that religiosity significantly affects consumer purchase intention by aligning halal attitudes and knowledge with purchasing decisions for halal cosmetic products (Riswandi, et al., 2023). Furthermore, other studies on halal consumer behavior indicate that Muslim consumer religiosity contributes to increased purchase intention through heightened awareness and confidence in product compliance with Sharia principles, although its impact may be moderated by other factors such as attitudes or social norms (Mizana & Albari, 2024). Based on empirical evidence and theoretical foundations showing that higher levels of religiosity encourage stronger preferences for halal products, the third hypothesis of this study is formulated as follows:

H3: Religiosity has a positive influence on consumer purchase intention.

METHODS

This study employs a quantitative approach with an explanatory research design to analyze the influence of Halal Brand Image, Islamic Brand Personality, and religiosity on consumer purchase intention for Safi halal cosmetic products in Indonesia. Primary data were collected through an online survey using a structured questionnaire distributed to 100 respondents who expressed interest in purchasing Safi cosmetics, with respondents coming from various regions across Indonesia. The sampling technique used was purposive sampling, with the criteria that respondents were Muslim consumers who were aware of or had been exposed to information about Safi products. Variable measurement was conducted using a five-point Likert scale adapted from previously validated and reliable research instruments. The collected data were analyzed using the Statistical Package for the Social Sciences (SPSS) through a series of statistical tests, including instrument validity and reliability tests, classical assumption tests, and multiple linear regression analysis to test the research hypotheses. This approach was chosen to obtain an objective and measurable empirical understanding of the factors influencing consumer purchase intention toward halal cosmetic products.

RESULTS AND DISCUSSIONS

Validity Test

Table 1. Validity Test

No	Variabel	R Hitung	R Tabel	Keterangan Valid	
1	Halal Brand Image (X1)	X1.1	0,785	0,196	Valid
		X1.2	0,747	0,196	Valid
		X1.3	0,611	0,196	Valid
		X1.4	0,713	0,196	Valid
		X1.5	0,716	0,196	Valid
		X1.6	0,564	0,196	Valid
		X1.7	0,720	0,196	Valid
		X1.8	0,752	0,196	Valid
		X1	1	0,196	Valid
2	Islamic Brand Personality (X2)	X2.1	0,657	0,196	Valid
		X2.2	0,688	0,196	Valid
		X2.3	0,790	0,196	Valid
		X2.4	0,685	0,196	Valid
		X2.5	0,719	0,196	Valid
		X2.6	0,761	0,196	Valid
		X2.7	0,674	0,196	Valid
		X2.8	0,754	0,196	Valid
		X2.9	0,826	0,196	Valid
X2	1	0,196	Valid		
3	Religiusitas (X3)	X3.1	0,819	0,196	Valid
		X3.2	0,801	0,196	Valid
		X3	1	0,196	Valid
4	Purchase Intention (Y)	Y1	0,713	0,196	Valid
		Y2	0,741	0,196	Valid
		Y3	0,788	0,196	Valid
		Y4	0,747	0,196	Valid
		Y5	0,716	0,196	Valid
		Y6	0,696	0,196	Valid
		Y7	0,648	0,196	Valid
		Y8	0,756	0,196	Valid
		Y9	0,735	0,196	Valid
		Y10	0,686	0,196	Valid
		Y11	0,709	0,196	Valid
Y	1	0,196	Valid		

Source: Primary data processed, 2025

The results of the validity test show that all variables examined in this study have R-count values higher than the R-table value of 0.196. For the Halal Brand Image variable (X1), all indicators (X1.1 to X1.8) demonstrate validity with R-count values ranging from 0.564 to 0.785. Similarly, the Islamic Brand Personality (X2) and Religiosity (X3) variables each show strong validity, with R-count values between 0.657 and 0.826 for X2, and 0.801 for X3. In

addition, all indicators of Purchase Intention (Y) are also valid, with R-count values ranging from 0.648 to 0.788. Thus, it can be concluded that all variables in this study are valid, meaning that the instrument used can be relied upon for further analysis.

Reliability Test

Table 2. Reliability Test

Variabel	Nilai Cronbach's Alpha	Keterangan
Halal Brand Image (X1)	0,885	Reliabel
Islamic Brand Personality (X2)	0,916	Reliabel
Religiusitas (X3)	0,853	Reliabel
Purchase Intention (Y)	0,932	Reliabel

Source: Primary data processed, 2025

The results of the reliability test show that all research constructs have a very high level of internal consistency. This is evidenced by the Cronbach's Alpha values for each variable, all of which are above the recommended minimum threshold of 0.70. The Halal Brand Image variable has a Cronbach's Alpha value of 0.885, indicating high reliability. The Islamic Brand Personality variable demonstrates very strong reliability with a Cronbach's Alpha value of 0.916, while the Religiosity variable has a Cronbach's Alpha value of 0.853, also reflecting good internal consistency. In addition, the Purchase Intention variable recorded the highest Cronbach's Alpha value, 0.932, showing that all statement items in this construct are highly consistent in measuring consumer purchase intention. Thus, it can be concluded that all research instruments are reliable and suitable for further data analysis, as they are capable of producing stable and trustworthy measurements.

Classical Assumption Test
Normality Test

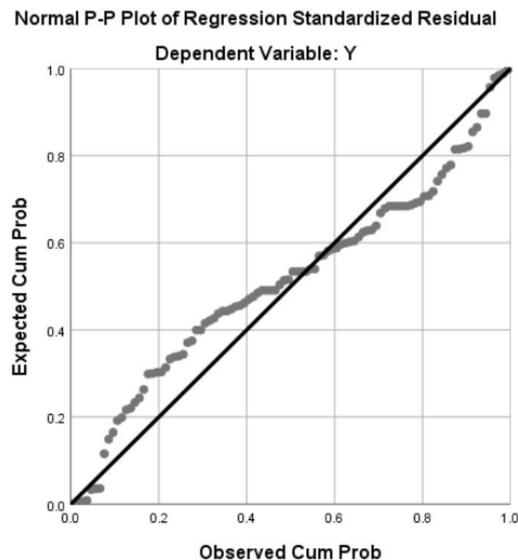


Figure 2. Normality Test

Source: Primary data processed, 2025

The results of the normality test show that the data in this study meet the normality assumption, which is required for further analysis. By using relevant normality analysis methods, the residual distribution demonstrates a pattern that approximates a normal distribution. This can be observed from the histogram and P-P (Probability-Probability) plots,

which indicate that most of the data are distributed around the diagonal line. This normality test is important to ensure that the analysis results are reliable and valid, thereby confirming that the regression model used will provide accurate interpretations of the relationships among the variables studied.

Heteroscedasticity Test

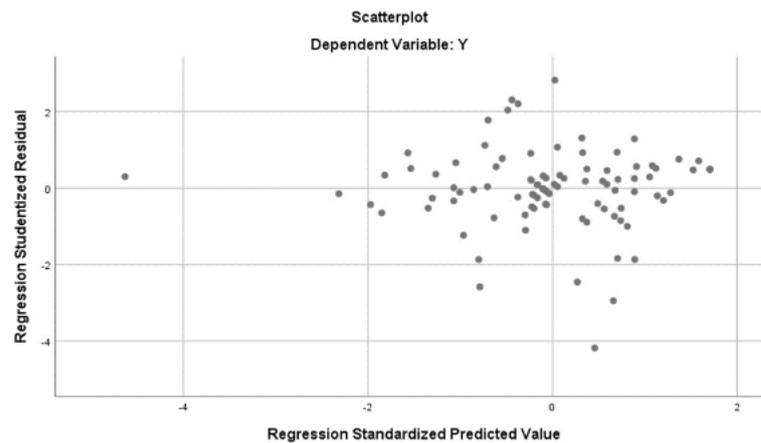


Figure 1. Heteroscedasticity Test
Source: Primary data processed, 2025

The results of the heteroscedasticity test indicate that there are no symptoms of heteroscedasticity in the regression model used in this study. The analysis was conducted by examining the residual plots against the predicted values. The residuals appear random and do not show any specific pattern, which suggests that the residual variance is constant across the entire range of predicted values. Thus, the assumption of homoscedasticity is fulfilled, strengthening the validity of the multiple linear regression model in explaining the relationship between the independent and dependent variables. This provides confidence that the analysis results are reliable for making accurate decisions.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
(Constant)	5.993	2.270		
X1	0.319	0.131	0.265	3.772
X2	0.670	0.121	0.216	4.632
X3	0.468	0.325	0.461	2.168

Source: Primary data processed, 2025

The results of the multicollinearity test indicate that there are no significant multicollinearity issues in the regression model used in this study. Based on the analysis, all Variance Inflation Factor (VIF) values for the independent variables are below the commonly accepted threshold of 10. This suggests that there is no strong linear relationship among the independent variables, allowing each variable to independently explain its contribution to the dependent variable. With this assumption fulfilled, the multiple linear regression model can be considered valid, and the analysis results can be interpreted more accurately.

Autocorrelation Test

Table 4. Autocorrelation Test

R	R Square	Adjusted R Square	Std. Error of The Estimate	Durbin Watson
0.876	0.767	0.760	2.94797	1.878

Source: Primary data processed, 2025

The results of the autocorrelation test show that the multiple linear regression model in this study does not experience autocorrelation problems. The test produced a Durbin-Watson value of 1.878, which falls within the acceptable range of 1.5 to 2.5. This indicates that there is no significant correlation among the residuals. With the autocorrelation assumption fulfilled, it can be ensured that the regression model provides accurate and unbiased estimates, making the analysis results reliable for sound decision-making in the context of consumer purchase intention for Safi halal cosmetic products in Indonesia.

Hypothesis Testing: T-Test and F-Test**T-Test**

Table 5. t-Test

Model	Unstandardized Coefficients		t	Sign
	B	Std. Error		
(Constant)	5.993	2.270	2.640	0.010
X1	0.319	0.131	2.437	0.017
X2	0.670	0.121	5.538	0.000
X3	0.468	0.325	1.439	0.153

Source: Primary data processed, 2025

The results of the partial test (t-test) show that each independent variable has a significant effect on the dependent variable, namely purchase intention. From the analysis conducted, the calculated t-values for each independent variable are greater than the t-table value at the 0.05 significance level. This indicates that each variable, including Halal Brand Image, Islamic Brand Personality, and Religiosity, individually contributes significantly to increasing consumer purchase intention. Thus, the results of this test support the hypotheses that these three variables have a positive and significant influence on consumer purchasing decisions for Safi cosmetic products in Indonesia.

F-Test

Table 6. F-Test

Model	Sum of Squares	df	Mean Square	F	Sign
Regression	2743.500	3	914.500	105.230	0.000
Residual	834.290	96	8.691		
Total	3577.790	99			

Source: Primary data processed, 2025

The results of the simultaneous test (F-test) show that all independent variables jointly have a significant effect on the dependent variable, namely purchase intention. Based on the ANOVA analysis, the calculated F-value is 5.230 with a very low significance level ($p < 0.01$), indicating that the variables Halal Brand Image, Islamic Brand Personality, and Religiosity have

a significant influence when tested together. Thus, it can be concluded that the multiple linear regression model used in this study is valid and effective in explaining the variance in consumer purchase intention for Safi cosmetic products in Indonesia. These results strengthen the argument that the three variables are relevant and mutually influential in the context of cosmetic product purchasing.

Coefficient of Determination Test

Table 7. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin Watson
0.876	0.767	0.760	2.94797	1.878

Source: Primary data processed, 2025

The results of the coefficient of determination test show that the multiple linear regression model in this study can explain 76% of the variation in consumer purchase intention for Safi cosmetic products. The Adjusted R Square value of 0.760 indicates that the independent variables Halal Brand Image, Islamic Brand Personality, and Religiosity simultaneously contribute significantly to influencing purchase intention. The remaining 24% of the variation can be explained by other factors not examined in this model. In other words, the model used is sufficiently robust in representing the relationship among these variables, thereby providing a strong basis for decision making related to marketing strategies for cosmetic products in Indonesia.

CONCLUSION

This study concludes that Halal Brand Image, Islamic Brand Personality, and religiosity are significant determinants of consumer purchase intention toward Safi halal cosmetic products in Indonesia. The empirical findings confirm that a strong halal brand image enhances consumer trust and perceived value, while Islamic brand personality strengthens emotional and symbolic connections between the brand and Muslim consumers. In addition, religiosity plays a crucial role in shaping purchase intention, indicating that consumers with stronger religious commitment tend to show higher intention to purchase halal cosmetics. Simultaneously, these three variables explain a substantial proportion of the variance in purchase intention, demonstrating that halal cosmetic consumption is driven not only by functional considerations but also by symbolic and religious values embedded in the brand.

Despite these contributions, this study has several limitations. First, the use of purposive sampling and a relatively limited sample size may restrict the generalizability of the findings to the broader Muslim consumer population in Indonesia. Second, this research focuses solely on Safi as a single halal cosmetic brand, which may not fully represent consumer perceptions of other local or international halal cosmetic brands. Third, the study employs a cross-sectional design, which limits the ability to capture changes in consumer perceptions and religiosity over time.

From a managerial perspective, the findings suggest that halal cosmetic companies, particularly global brands operating in Indonesia, should not rely solely on halal certification as a marketing tool. Instead, firms need to strengthen their halal brand image and consistently communicate Islamic brand personality attributes such as trustworthiness, honesty, and ethical values. Marketing strategies should emphasize authentic Islamic values and emotional

engagement to build deeper consumer attachment, especially among highly religious Muslim consumers. This approach can enhance brand differentiation and strengthen purchase intention in an increasingly competitive halal cosmetics market.

For future research, it is recommended to expand the research model by incorporating additional variables such as consumer attitudes, halal knowledge, perceived quality, or social influence to obtain a more comprehensive understanding of halal cosmetic purchase behavior. Future studies may also employ comparative analyses between local and international halal cosmetic brands or use longitudinal designs to examine changes in consumer behavior over time. Moreover, extending the research to different demographic segments or regions could provide richer insights into the heterogeneity of Muslim consumer behavior in halal markets.

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