Analysis of the theory of planned behavior on the use of halal-labeled cosmetics for students at the University of Islamic Malang

Muhammad Ma'ruf[1], Nina Salamah[1,2*]

[1]*Magister of Pharmacy, Universitas Ahmad Dahlan Jl. Prof. Dr. Soepomo, SH, Janturan, Warungboto, Special Region of Yogyakarta, Indonesia*
[2]*Ahmad Dahlan Halal Centre, Universitas Ahmad Dahlan, Jl. Prof. Dr. Soepomo , SH, Janturan, Warungboto , Special Region of Yogyakarta, Indonesia*
*Corresponding author: nina.salamah@pharm.uad.ac.id

ABSTRACT

The practice of using halal cosmetics involves the intentional involvement of individuals, groups, or organizations in acquiring and using cosmetics that have obtained a halal certification. The behavior of individuals is subject to influence by multiple factors, including attitudes, subjective norms, behavioral control, and intention to use. These factors are motivated by the desires and needs of the individual. This study examines the influence of attitudes, subjective norms, behavioral control, and usage intentions on adopting halal-labeled cosmetics among college students. This research investigates the impact of attitudes, subjective norms, behavioral management, and usage intentions on adopting cosmetics labeled as "halal" among college students. The study employs online surveys as the primary method for data collection. The research utilized a purposive sampling methodology to select a sample size of 110 participants. The present study utilizes a data analysis technique that involves applying multiple regression analysis using the SPSS 25.0 software. The results of this study indicate that the variables of attitude, behavioral control, and intention to use have a statistically significant impact on the utilization of halal-certified cosmetic products. On the other hand, the influence of subjective norms on the utilization of halal decorative goods among students enrolled in the Faculty of Mathematics and Natural Sciences at the University of Islamic Malang is determined to have no significant statistical effect.

Keywords: Halal, Cosmetics, Students, Theory of Planned Behavior.

INTRODUCTION

Indonesia is renowned for having one of the most substantial Muslim populations globally. With that, most of Indonesia's population always makes ends meet by using products that comply with the rules of Islamic law. In Islamic teachings, we Muslims must wear or use halal products. Religiosity can be at the center of society regarding consumption style, lifestyle, social behavior, and driving community decisions. In addition, it can be an indicator when promoting a product (Rahman et al., 2015). Users of cosmetics in Indonesia are on the rise. The increasing annual consumption of cosmetics demonstrates this. Modern lifestyle changes, such as halal-labeled cosmetics, support this notion (Letsoin & Riorini, 2023).

Cosmetics are defined as "substances or preparations intended for use on the outside of the human body (epidermis, hair, nails, lips, and external genital organs), or teeth and oral mucous membranes, especially for cleaning, perfuming, changing appearance, or improving body odor, or protecting or maintaining the body in good condition" (Adianti & Ayuningrum, 2023). Currently, cosmetic users are women and men also use cosmetics daily. On average, women use nine pieces of cosmetics every day. Conversely, men acquire only five daily cosmetics details (Ngah et al., 2021).

The adherence to halal standards is of utmost importance in the production of halal cosmetic products, yet its significance is occasionally disregarded. The packaging of cosmetic products typically includes a label that provides information regarding the halal certification. Halal inscriptions or declarations on packaging or cosmetic items indicate the product's compliance with halal standards. The significance of halal certification in halal cosmetic products is frequently overlooked. Halal labeling information in cosmetic products can be observed on the packaging label. Including a written or Halal statement on the packaging or product of cosmetics indicates that the respective product possesses the status of being Halal (Ismunandar et al., 2021).

Indonesia currently possesses the most precise and globally acknowledged halal certification system, known as the Research Institute for Food, Drugs, and Cosmetics of the Majelis Ulama Indonesia (LPPOM MUI). LPPOM MUI is an institution founded by the Majelis Ulama Indonesia (MUI) on January 6, 1989, in Jakarta. Its primary objective is to fulfill the responsibility of safeguarding the interests of Muslim consumers in Indonesia by ensuring the consumption of halal and wholesome food, beverages, medications, and cosmetics. Recognizing its responsibility to protect the welfare of the community, the MUI (Indonesian Ulema Council) established the LPPOM MUI (Halal Certification Agency of the Indonesian Ulema Council) as a strategic initiative aimed at ensuring the provision of inner tranquility for Muslim individuals, particularly about the consumption of food, medicines, and cosmetics (Atmadi & Widiati, 2013).

This observation suggests that the utilization of the halal certification plays a significant role in shaping consumer preferences when purchasing cosmetic products. In the contemporary era of globalization, every organization must discern the various factors that influence consumer choices about purchasing products bearing the halal label. The impact of literacy and culture is a significant factor in the decision-making process of individuals actively purchasing products from sellers. Purchasing decisions encompass choices individuals must consider when making decisions informed by their literacy level and cultural background (Fauziah & Pradesyah, 2023).

According to Endah (2018), the theory of planned behavior is a widely employed theoretical framework that aims to elucidate how behaviors are developed. The Theory of Planned Behavior posits that the consumer's decision-making process in purchasing a product commences with the information the individual possesses, which is subsequently processed through cognitive mechanisms such as attention and comprehension. Attention is a cognitive process involving allocating mental resources to perceive and process information. On the other hand, comprehension is a cognitive process in which consumers interpret and derive subjective meanings from the information they encounter, thereby constructing knowledge and forming beliefs. Attitude refers to the outcome of an assessment conducted on an entity, be it an object or an action, and the individual's inclination towards favoring or disfavoring it. Individuals are more likely to possess the tendency to engage in a particular activity if it aligns with their personal preferences and interests. An individual's intention can influence and shape the behavior of another individual.

One of the most significant users of halal cosmetic products is students. Students are individuals who pursue their education in tertiary institutions. High student activity often requires them to do activities that use cosmetic products. It is known that students generally use cosmetic products when they want to carry out the process of teaching and learning activities on campus. Based on this, this study wants to reveal more about perceptions as well as conduct an analysis of the behavior of students of the Faculty of Mathematics and Natural Sciences at the University of Islamic Malang in using cosmetic products. More specifically, this research will reveal and analyze students' perceptions of cosmetic products labeled halal.

RESEARCH METHOD
Methods

This study employs qualitative and descriptive methodologies. The data collection process involved the administration of questionnaires to a sample population of students enrolled in the Faculty of Mathematics and Natural Sciences at the University of Islamic Malang. The researchers employed a purposive sampling technique to obtain a sample size of 110 respondents. The questionnaire commences by obtaining informed consent from the participants. It includes fields for capturing the respondent's details such as their name, faculty affiliation, student registration number, and class information. The research sample was chosen through the utilization of random sampling. In conjunction with the questionnaire, several supplementary texts were employed to enhance the rigor of data analysis. The data analysis used multiple regression analysis, a statistical technique utilized to examine the impact of various independent variables on a single dependent variable.

RESULTS AND DISCUSSION

Description of Respondent Characteristics

The study sample comprised 110 participants, with 69.1% identifying as female and 59.9% falling within the age range of 18 to 22. The subsequent data illustrates the categorization of participants according to gender and age groups, as presented in Table 1.

Table 1. The present study examines the frequency distribution of respondents according to their gender and age categories.

Characteristics	Frequency	%
Gender		
Man	34	30.9
Woman	76	69.1
Total	110	100
Age		
18-22	65	59.9
>22	45	40.1
Total	110	100

According to the data presented in Table 1, the proportion of respondents identifying as female is more significant than that of respondents identifying as male, explicitly accounting for 69.1%. This finding demonstrates that a substantial proportion of the participants are female. According to Table 1, a significant proportion of participants fall within the age range of 18 to 22 years. At the age of 22, the highest proportion of respondents, precisely 40% of the total sample, was observed. The balance of respondents falling within the age range of 18 to 22 years old is 59.9%. According to Brunce & Jane (2015), the age limit for teenagers is 12–24 years. This shows that the majority of respondents belong to the late-adolescent category.

Background Factor Overview

The background factor in this study was students using halal-labeled cosmetic products. The following is the distribution of these background factors, as shown in Table 2.

Table 2. Frequency Distribution of Respondents on the Use of Halal-Labeled Cosmetics

Characteristics	Frequency	%
Frequency of Use		
$\leq$ 3 Times	5	4.5
$\geq$ 3 Times	105	95.5
Total	110	100

Table 2 shows that most students use cosmetic products labeled "halal" at a frequency of use $\geq$ 3 times as many as 105 students, with a percentage of 72.7%. Only 5 respondents used cosmetic products labeled "halal $\leq$ 3 times, for a percentage of 44.5%.

Application of Theory of Planned Behavior in the Use of Halal-Labeled Cosmetics

The control of TPB is primarily influenced by a single overarching factor, specifically referred to as perceived behavior control. This study's primary aim is to empirically examine the application of the planned behavior theory in predicting the intention of students enrolled in the Faculty of Mathematics and Natural Sciences at the University of Islamic Malang to utilize cosmetic products labeled as halal. Subjective norms refer to individuals' perceptions of the social pressure to engage in or abstain from a particular behavior. Perceived behavioral control pertains to the degree of control experienced by individuals concerning their engagement in specific behaviors (Owusu et al., 2019).

The data analysis conducted involved the utilization of multiple linear regression statistics in examining the research hypothesis. The hypotheses that were tested include: The first hypothesis posits that attitudes play a significant role in influencing students' usage of cosmetic products labeled as halal. The second hypothesis suggests that subjective norms positively impact students' intentions to use such

products. The third hypothesis proposes that behavioral control, specifically perceived behavioral control, influences students' choices to use halal cosmetic products. Lastly, the fourth hypothesis suggests that attitudes, subjective norms, and behavioral control are interrelated factors that collectively influence the usage of halal cosmetic products.

Attitudes of Students in Using Halal-Labeled Cosmetic Products

Students' perception regarding the utilization of halal-labeled cosmetic products is contingent upon their behavioral beliefs, which are shaped by their thoughts about the potential positive or negative outcomes associated with such behavior. According to the theory of planned behavior, attitude refers to the extent to which an individual evaluates a behavior positively or negatively. Attitude formation is influenced by the amalgamation of an individual's convictions regarding the favorable or unfavorable outcomes associated with engaging in a particular behavior (termed behavioral beliefs) and the individual's subjective evaluations of the anticipated consequences stemming from the execution of said behavior. The study's findings regarding student perceptions regarding the utilization of cosmetic products labeled "halal" are presented in Table 3.

Table 3. Data on Student Attitude Calculations in Using Halal-Labeled Cosmetic Products

Items	SA		A		QA		D		SD		Means
	n	%	n	%	n	%	n	%	n	%	n
The use of halal cosmetics is very important.	84	76.4	17	15.5	7	6.4	1	0.9	1	0.9	4.65
The use of halal cosmetics is more confident than non-halal.	80	72.7	19	17.3	9	8.2	1	0.9	1	0.9	4.60
The use of halal cosmetics is safe and healthy.	71	64.5	26	23.6	11	10	1	0.9	1	0.9	4.50
The use of halal cosmetics is safer to use than non-halal ones.	70	63.6	27	24.5	9	8.2	3	2.7	1	0.9	4.47
The use of halal cosmetics is healthier than non-halal ones.	60	54.5	34	30.9	14	12.7	2	1.8	-	-	4.38
The average value of the attitude variable											4.52

Notes:

SA: Strongly Agree, A: Agree, QA: Quite Agree, D: Disagree, SD: Strongly Disagree.

The results of research on student attitudes toward using cosmetic products labeled "halal" show that the average response to using halal cosmetics being "very important" is 4.65. The use of halal cosmetics is more confident than non-halal; the average value is 4.60. The average student response to using halal cosmetics is safe and healthy, obtaining an average value of 4.50. Then, halal cosmetics are safer than those not, obtaining an average score of 4.47. And the average response to whether halal cosmetics are healthier than non-halal ones is 4.38. The average value of all attitude variables is 4.52.

Student Subjective Norms in Using Halal-Labeled Cosmetic Products

Student Subjective Norms in Using Halal Labeled Cosmetic Products by beliefs called normative beliefs. Normative beliefs are beliefs about the approval or disapproval of a person or group of people that are important to an individual towards a behavior (salient referent belief). In this case, it includes social references from family and other referrals or references considered important and related to behavior. The research results regarding the subjective norms of students in using cosmetic products labeled "halal" are shown in Table 4.

Table 4. Student Subjective Norm Calculation Data in Using Halal-Labeled Cosmetic Products

Items	SA		A		QA		D		SD		Means
	n	%	n	%	n	%	n	%	n	%	n
My family chooses to use halal cosmetics.	48	43.6	31	28.2	23	20.9	7	6.4	1	0.9	4.07
My family influences me to use halal cosmetics.	43	39.1	38	34.5	18	16.4	4	3.6	7	6.4	3.96
My family sets an example for me to use halal cosmetics.	59	53.6	29	26.4	18	16.4	4	3.6	-	-	4.30
My family advised me to use halal cosmetics.	57	51.8	28	25.5	20	18.2	3	2.7	2	1.8	4.23
The average value of the subjective norm variable											4.14

Notes:

SA: Strongly Agree, A: Agree, QA: Quite Agree, D: Disagree, SD: Strongly Disagree.

The study's findings examining students' subjective norms towards the utilization of halal-labeled cosmetic products indicate that the mean response regarding my family's inclination to use such cosmetics is 4.07. The average value obtained from the family's response regarding their influence on my usage of halal cosmetics was 3.96. The mean score obtained from the average family response regarding the preference for halal cosmetics was 4.30. The mean response from the family members who recommended halal cosmetics is 4.23. The mean value of all variables on subjective norms is 4.14.

Control of Student Behavior in Using Halal-Labeled Cosmetic Products

The enforcement of rules regarding the usage of halal-certified cosmetic products among students is based on a theoretical framework known as the "control belief." Control beliefs pertain to an individual's perspectives on the factors that either facilitate or impede the implementation of a specific behavior. Opinions concerning the facilitators or barriers to enacting a behavior are influenced by an individual's past experiences and the information they have obtained through personal observation, as well as their understanding of oneself and others. The study results regarding the control of student conduct in the use of cosmetics labeled as "halal" are displayed in Table 5.

Table 5. Data on Student Behavior Control Calculations in Using Halal-Labeled Cosmetic Products

Items	SA		A		QA		D		SD		Means
	n	%	n	%	n	%	n	%	n	%	n
Halal cosmetics are very easy to find in Indonesia.	57	51.8	39	35.5	12	10.9	2	1.8	-	-	4.37
Halal cosmetics are very easy to find in the neighborhood.	39	35.5	24	30,9	26	23.6	8	7.3	3	2.7	3.89
Halal cosmetics are very important to use.	28	25.5	35	31.8	34	30.9	12	10.9	1	0.9	3.70
Halal cosmetics have products of various types and forms.	50	45.5	35	31.8	19	17.3	6	5.5	-	-	4.17
Halal cosmetics have very affordable selling prices.	60	54.5	22	20	22	20	6	5.5	-	-	4.24
The average value of the behavior control variable											4,27

Notes:

SA: Strongly Agree, A: Agree, QA: Quite Agree, D: Disagree, SD: Strongly Disagree.

The research results on student behavior control in cosmetic products labeled "halal" show that the average response for halal cosmetics is very easy to find in Indonesia, which is 4.37. In response to halal cosmetics, it is very easy to find them in the surrounding environment; an average value of 3.89 is obtained. The average student response to using halal cosmetics is very important and should be used to obtain an average value of 3.70. Then, the use of halal cosmetics to have products with various types

and forms obtains an average of 4.17. And the average response to the use of cosmetics that have a very affordable selling price is 4.24. The average value of all behavior control variables is 4.27.

Intention to Use Students in Using Halal Labeled Cosmetic Products

Utilizing students to use halal-labeled cosmetic products is the intention or objective. The concept of intention can also be characterized as a deliberate behavioral inclination that is executed with a conscious purpose. According to Ajzen (2005), the theory of planned behavior asserts that an individual's intention to engage in a specific behavior indicates their propensity to perform that behavior. The assessment of behavioral intention can be ascertained through three key predictors, namely the three components mentioned above: attitude towards behavior, subjective norms, and perceived behavioral control. The results on students' inclination to utilize cosmetic products labeled as "halal" are displayed in Table 6.

Table 6. Data on Student Use Intention Calculations in Using Halal-Labeled Cosmetic Products

Items	SA		A		QA		D		SD		Means
	n	%	n	%	n	%	n	%	n	%	n
I don't use non-halal cosmetics.	58	52.7	25	19.5	14	10.9	10	7.8	3	2.3	4.26
I don't use cosmetics that are questionable as halal.	42	38.1	35	27.3	18	14.1	11	8.6	4	3.1	4.06
I do not use cosmetics that contain non-halal ingredients.	72	65.4	21	16.4	14	10.9	3	2.3	-	-	4.55
I will use halal cosmetics.	52	47.2	35	27.3	16	12.5	7	5.5	-	-	4.31
I will make sure cosmetics are halal before buying them.	57	51.8	34	26.6	16	12.5	3	2.3	-	-	4.41
The average value of the use intention variable											4.31

Notes:

SA: Strongly Agree, A: Agree, QA: Quite Agree, D: Disagree, SD: Strongly Disagree.

Based on the research results on the intention to use cosmetic products labeled halal, it shows that the average response for me not to use non-halal cosmetics is 4.26. In my response, I did not use cosmetics whose halal status was doubted; the average value was 4.06. The average response is that I don't use cosmetics that contain non-halal ingredients, resulting in an average value of 4.55. Then, my response would be to use halal cosmetics to get an average of 4.31. And the average response to make sure I use halal cosmetics before buying it is 4.41. The average value of all use intention variables is 4.31.

Multiple Linear Regression Analysis in Using Halal-Labeled Cosmetic Products

The primary objective of this study was to investigate the influence of attitudes, subjective norms, behavioral control, and intentions on the usage of cosmetic products that are marketed as halal. The findings of the analysis are presented in Table 7. The results of the multiple linear regression analysis, as depicted in Table 7, indicate that the variables of attitude, behavioral control, and usage intention exert a statistically significant influence on the behavior of utilizing halal-labeled cosmetic products among students enrolled in the Faculty of Mathematics and Science Nature at the University of Islamic Malang.

Table 7. Regression Test Results for the Effect of Attitudes, Subjective Norms, Behavior Control and Intentions on the Use of Cosmetics Labeled Halal.

Free Variables	Dependent variable	Sig	Information
Attitude		0.009	Take effect
Subjective Norm	Use of Halal Cosmetics	0.069	No effect
Behavior Control		0.000	Take effect
Intention of Use		0.022	Take effect

This can be seen from the significant value of the attitude variable (0.009), behavioral control (0.000), and behavioral intention (0.022), which is less than $\alpha = 0.05$. Based on the available evidence, it can be inferred that the variables of attitude, behavioral control, and intention to use possess the

potential to serve as predictors for the utilization of cosmetic products labeled as halal. The findings of this study are additionally corroborated by prior research conducted by Aisyah (2016), entitled "Consumers' Demand on Halal Cosmetics and Personal Care Products in Indonesia," which states that attitudes, behavioral control, and consumer purchase intentions have a positive effect on consumer decisions to buy cosmetics and body care products labeled as lawful. In research conducted by Balques et al. (2017), titled "An Examination of Attitudes, Subjective Norms, and Purchase Intentions towards Halal Cosmetic Products among Muslimah Consumers in Surabaya," the researchers found that the analysis of attitudes, subjective norms, and purchase intentions significantly influences consumer attitudes toward halal cosmetic products positively.

The variable of the subjective norm does not demonstrate a statistically significant impact on the utilization of halal-labeled cosmetics among students enrolled in the Faculty of Mathematics and Natural Sciences at the University of Islamic Malang. The observation that the regression test yielded a value of 0.069, which exceeds the significance level of α = 0.05, indicates that there is statistical evidence to support the hypothesis being tested. The results of this study are also supported by previous research conducted by Ningtyas et al. (2021), entitled "Analysis of the Influence of Attitudes, Subjective Norms, and Perceptions of Behavioral Control on Consumer Purchase Interest in Halal Certified Products," which states that subjective norms have no significant effect on consumer intention to buy halal certified products. In research conducted by Ikhsan & Sukardi (2020) entitled "The Influence of Religion, Attitudes, Subjective Norms, and Behavioral Control on Intentions to Buy Halal Cosmetic Products at the Faculty of Economics and Business in Ahmad Dahlan University", it is stated that subjective norms do not affect the intention to buy lawful cosmetics.

CONCLUSION

This study shows that most respondents have an age that is included in the late adolescent age category. Most of the respondents are female. The majority of respondents were students who used halal-labeled cosmetics ≥ 3 times. On the average value of all variables, it was found that the attitude variable was 4.52, the subjective norm variable was 4.14, the behavior control variable was 4.27, and the intention to use variable was 4.31. The multiple linear regression analysis found that attitude, behavioral control, and intention to use significantly influence the use of cosmetic products labeled halal. Meanwhile, subjective norms do not significantly affect the use of halal cosmetic products by students of the Faculty of Mathematics and Natural Sciences at the University of Islamic Malang.

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