

Consumer Trust as a Mediation in Halal Cosmetic Purchase Decisions: A Study on Female Students in Bogor

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Abstract

Background - The decision to purchase halal cosmetics by consumers is a complex phenomenon influenced by various factors, including religious, social, and psychological aspects. Although the halal label is an important consideration for Muslim consumers, it is not always the main determining factor in the purchasing decision. Consumers are often influenced by other factors, such as price, product quality, and brand perception. In some cases, consumers prioritize price and quality over the halal label, especially when more affordable or better-performing product alternatives are available.

Purpose - This research analyzes the influence of religiosity, halal labeling, and product quality variables on the purchasing decisions of halal cosmetics, with consumer trust as an intervening variable

methodology - The method used is descriptive and verificative, with SEM Lisrel analysis. Data were collected through questionnaires distributed to 368 female students from three Islamic-based universities in Bogor, using the proportionate stratified random sampling technique

Findings - The research results show a positive and significant influence of religiosity, halal labeling, and product quality on the decision to purchase halal cosmetics, with consumer trust acting as a mediator.

Originality - This study adopts variables similar to previous research, but there are significant differences in the measurement of these variables. The use of different dimensions and indicators allows for deeper and more specific findings, making the results of this study more relevant and applicable to the context being studied

Keywords: Religiosity, halal label, product quality, consumer trust, purchasing decisions.
