

## **Analysis of The Influence of Brand Image and Religious Belief on Purchase Intention of Halal Cosmetic Products with Attitude as an Intervening Variable**

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### **ABSTRACT**

*This study analyzes the influence of Brand Image and Religious Belief on Purchase Intention of halal cosmetic products, with Attitude toward Product as a mediating variable. A quantitative approach is employed, utilizing Partial Least Squares (PLS) for data analysis. The study's population comprises Muslim women in Surakarta who use halal-certified cosmetics, with a sample selected through non-probability purposive sampling. Data collection is conducted via questionnaires using a Likert scale (1–5), and Structural Equation Modeling (SEM) with SmartPLS 4.0 is applied for analysis. The results indicate that Brand Image and Religious Belief do not directly impact Purchase Intention. However, both variables significantly influence Attitude toward Product. Furthermore, Attitude toward Product mediates the relationship between Brand Image and Purchase Intention, as well as between Religious Belief and Purchase Intention. Study limitations include a restricted sample size, limited geographic coverage, and the exclusion of other potential independent variables. Future research should expand the sample size, broaden geographic scope, and incorporate additional independent variables to enhance the validity and generalizability of the findings.*

**Keywords:** Attitude, Brand Image, Halal Cosmetics, Purchase Intention, Religious Belief.

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## INTRODUCTION

The rapid advancement of technology and information has significantly influenced consumer behavior, emphasizing efficiency and convenience. Social media plays a crucial role in communication and information retrieval, fulfilling both physical and psychological needs. As social beings, individuals seek interactions that require self-confidence, driving greater awareness of personal care. Cosmetics serve not only for enhancement but also as tools for boosting self-assurance and social integration. The growing demand for high-quality beauty products has spurred industry innovation, initially targeting women and later expanding to men. Indonesia's beauty market has seen exponential growth, with over 744 manufacturers introducing innovative formulations. The increasing consumer awareness of cosmetic ingredients highlights the importance of transparency, with Halal certification from the Indonesian Ulema Council (MUI) becoming a key purchasing consideration. The rise of e-commerce further supports this trend, with beauty products ranking among the top three best-selling categories, generating IDR 13,287.4 trillion in transactions between 2018 and 2022.

Halal cosmetics, adhering to Islamic principles, require stringent certification from MUI and oversight from BPOM. While Halal food consumption is well-established, awareness of Halal-certified cosmetics is still developing. Muslim consumers, particularly women, are urged to choose products that meet Islamic guidelines, as emphasized in Surah Al-Ma'idah (5:88). The Indonesian government reinforces Halal compliance through regulations such as Law No. 33 of 2014 on Halal Product Assurance. Indonesia's Halal beauty market was valued at \$4.19 billion in 2022, with over 534,062 products obtaining distribution permits. Several factors influence the purchase intention of Halal cosmetics, including Brand Image, Religious Belief, and Attitude. A strong Brand Image enhances consumer trust and reinforces perceptions of product quality. Religious Belief significantly impacts purchasing decisions, prompting consumers to scrutinize ingredient compositions for Halal compliance. Attitude toward Product, encompassing cognitive and emotional evaluations, plays a decisive role in shaping purchase intention. Companies must foster positive brand perceptions and align with consumer values to sustain loyalty and market dominance.

Purchase Intention reflects the cognitive process of decision-making, shaped by external influences like social circles and internal factors such as product quality and pricing. The purchasing process includes need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. Attitude Toward Product dictates consumer responses, acting as a key determinant of purchase intention, particularly for Halal products. Brand Image, representing consumer perceptions, strengthens loyalty and market competitiveness. Religious Belief influences lifestyle choices, aligning consumption patterns with doctrinal values. Studies confirm that Brand Image positively affects Purchase Intention and Attitude toward Product, while Religious Belief significantly impacts both Attitude

and Purchase Intention. Consumers with strong religious commitments prefer Halal-certified products, ensuring alignment with their values.

Research findings indicate that a positive Attitude Toward Product enhances Purchase Intention, reinforcing the mediating role of Attitude in the relationship between Brand Image, Religious Belief, and Purchase Intention. A strong Brand Image fosters positive attitudes, increasing consumer intent to purchase. Similarly, Religious Belief shapes attitudes toward products, further driving purchase intentions. Based on these insights, the study hypothesizes that (H1) Brand Image positively affects Purchase Intention, (H2) Religious Belief positively affects Purchase Intention, (H3) Brand Image positively influences Attitude toward Product, (H4) Religious Belief positively affects Attitude toward Product, (H5) Attitude toward Product positively affects Purchase Intention, (H6) Attitude mediates the relationship between Brand Image and Purchase Intention, and (H7) Attitude mediates the relationship between Religious Belief and Purchase Intention.

## METHOD

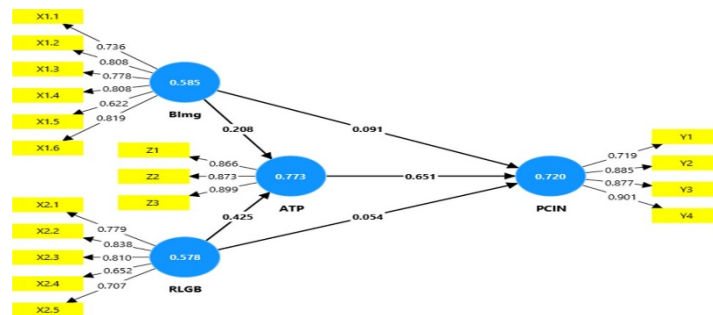
This study employs a quantitative approach aimed at gathering, analyzing, and describing observed phenomena (Indahningrum & Jayanti, 2020). The quantitative method is utilized to estimate the magnitude of an event's impact numerically using statistical analysis tools, with data processing conducted via Partial Least Squares (PLS). The population in this study consists of female consumers purchasing halal-certified cosmetic products. According to Sugiyono (Niat et al., 2022), a population is a group of subjects or objects identified by researchers for analysis. The sample is selected using non-probability purposive sampling, ensuring the respondents meet specific criteria: Muslim women residing in Surakarta who use halal-certified cosmetic products. Referring to Sekaran (Adriani & Ma'ruf, 2020), a representative sample should be at least five or ten times the number of indicators, equating to 90–180 respondents based on the 18 research indicators. Data collection relies on primary data sourced directly from respondents via a questionnaire distributed through Google Forms, assessing variables such as Brand Image, Religious Belief, Attitude, and Purchase Intention. The study employs a Likert scale (1–5) for measurement. The data analysis technique applied is Structural Equation Modeling (SEM) using SmartPLS 4.0, enabling comprehensive evaluation through outer and inner models. The outer model analysis includes validity (convergent and discriminant) and reliability testing (Cronbach's Alpha > 0.6–0.7), while the inner model assesses the coefficient of determination ( $R^2$ ), Normed Fit Index (NFI), and effect size ( $f^2$ ). Hypothesis testing is conducted through direct and indirect effect analysis, where a p-value < 0.05 indicates significance. Additionally, Importance-Performance Mapping Analysis (IPMA) identifies key indicators to enhance decision-making processes (Achmad et al., 2023).

**RESULTS AND DISCUSSION**

**Description of respondent data based on demographic characteristics**

The respondent data description provides an overview of the demographic characteristics of individuals participating in this study. Given that each respondent possesses distinct attributes, their perceptions vary accordingly. This research focuses on women who use halal cosmetic products, with a total of 166 respondents meeting the criteria. Data collection was conducted through an online questionnaire via Google Forms, employing a non-probability sampling method with purposive sampling techniques. The responses were measured using a Likert scale and categorized based on age, occupation, awareness of halal cosmetic products, and monthly expenditure on these products. The findings indicate that the majority of respondents fall within the age range of 21-25 years (67.5%) and are primarily students (68.1%). Nearly all respondents (98.8%) are aware of halal cosmetic products, and the majority (68.1%) allocate a monthly budget of Rp. 100,000-Rp. 300,000 for purchasing them. These results suggest that young women, predominantly students, demonstrate a high level of awareness regarding halal cosmetics despite relatively modest spending on such products.

**Outer model evaluation**



**Figure 1. Outer Model Scheme**

Model evaluation is carried out by validity tests (convergent validity and discriminant validity), reliability tests (Composite Reliability and Cronbach's Alpha) and multicollinearity tests.

**Validity test**

**Convergent validity test (convergent validity)**

**Table 1. Outer Loading Results**

|        | <b>Attitude toward Product</b> | <b>Brand Image</b> | <b>Purchase Intention</b> | <b>Religious Belief</b> |
|--------|--------------------------------|--------------------|---------------------------|-------------------------|
| BIMG 1 |                                | 0,736              |                           |                         |
| BIMG 2 |                                | 0,808              |                           |                         |
| BIMG 3 |                                | 0,778              |                           |                         |

|        |       |       |
|--------|-------|-------|
| BIMG 4 | 0,808 |       |
| BIMG 5 | 0,662 |       |
| BIMG 6 | 0,819 |       |
| RLGB 1 |       | 0,779 |
| RLGB 2 |       | 0,038 |
| RLGB 3 |       | 0,810 |
| RLGB 4 |       | 0,652 |
| RLGB 5 |       | 0,707 |
| PCIN 1 |       | 0,719 |
| PCIN 2 |       | 0,885 |
| PCIN 3 |       | 0,877 |
| PCIN 4 |       | 0,901 |
| ATP 1  | 0,866 |       |
| ATP 2  | 0,873 |       |
| ATP 3  | 0,899 |       |

Source: processed primary data, 2025

Based on the test results in table 1 above, it can be seen that each indicator has an outer loading value > 0.5. According to (Achmad et al, 2023) a measurement scale of 0.5 - 0.6 is considered sufficient to meet the requirements of convergent validity. The data above shows that there are no variable indicators whose convergent validity values are below 0.5 so that all indicators can be declared valid for use in further research and analysis.

### Discriminant Validity

**Table 2. Average Variance Extracted (AVE)**

|                         | Average Variance Extracted (AVE) |
|-------------------------|----------------------------------|
| Attitude toward Product | 0,773                            |
| Brand Image             | 0,585                            |
| Purchase Intention      | 0,720                            |
| Religious Belief        | 0,578                            |

Source: processed primary data, 2025

Based on the test results in table 2 above, it shows that each variable has an AVE value >0.5, with details of Attitude toward Product of 0.773, Brand Image 0.585, Purchase Intention 0.720, and Religious Belief of 0.578 so that it can be concluded that each study of each variable is feasible or valid in terms of discriminant validity.

### Reliability Test

**Table 3. Cronbach's Alpha and Composite Reliability**

|                         | Cronbach's Alpha | Composite Reliability |
|-------------------------|------------------|-----------------------|
| Attitude toward Product | 0,853            | 0,854                 |
| Brand Image             | 0,858            | 0,872                 |

|                    |       |       |
|--------------------|-------|-------|
| Purchase Intention | 0,868 | 0,884 |
| Religious Belief   | 0,818 | 0,837 |

Source: processed primary data, 2025

Based on the test results in table 3 above, it explains that each variable has a Cronbach's Alpha and Composite Reliability value > 0.7. The Cronbach's Alpha value of Attitude toward Product is 0.853, Brand Image has a value of 0.858, Purchase Intention 0.868 and Religious Belief has a Cronbach's alpha value of 0.818. The Composite Reliability value of the Attitude toward product variable is 0.854, Brand Image 0.872, Purchase Intention 0.884, and Religious Belief 0.837. So it can be concluded that each variable in this study is reliable.

### Multicollinearity Test

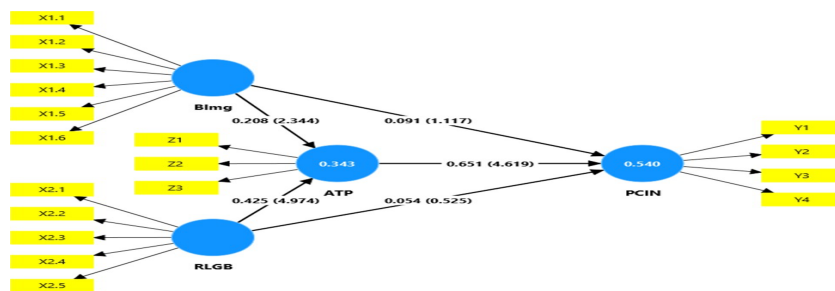
**Table 4. Variance Inflation Factor (VIF)**

| Variable                | Attitude toward product | Brand Image | Purchase Intention | Religious Belief |
|-------------------------|-------------------------|-------------|--------------------|------------------|
| Attitude toward Product |                         |             | 1.522              |                  |
| Brand Image             | 1.828                   |             | 1.894              |                  |
| Purchase Intention      |                         |             |                    |                  |
| Religious Belief        | 1.828                   |             | 2.103              |                  |

Source: processed primary data, 2025

Based on the test results in table 4 above, it explains the correlation value between variables showing VIF <10, with an explanation of the VIF value of the Brand Image variable (X1) against Attitude toward Product (Z) of 1.828 and Religious Belief (X2) against Attitude toward Product (Z) of 1.828. For the Attitude toward Product variable (X2) against Purchase Intention (Y) of 1.522. The Brand Image variable (X1) against Purchase Intention is 1.894 and the Religious Belief variable against Purchase Intention is 2.103. So it can be concluded that this study is free from multicollinearity.

### Inner Model Evaluation



**Figure 2. Inner Model Scheme**

Evaluation of the inner model was carried out using the coefficient determination ( $R^2$ ), normed fit index (NFI) test, effect size test ( $F^2$ ).

**Coefficient Determination ( $R^2$ )**

**Table 5. R-Square**

| Variabel                | R-Square |
|-------------------------|----------|
| Attitude toward Product | 0,343    |
| Purchase Intention      | 0,540    |

Source: processed primary data, 2025

From table 5 above, it can be explained that the value of  $R^2$  in the Attitude toward Product variable has a value of 0.343 and Purchase Intention has a value of 0.540, meaning that it has a very strong correlation.

**Normed Fit Index (NFI)**

**Table 6. Normed Fit Index**

|                        |       |
|------------------------|-------|
| Normed Fit Index (NFI) | 0,824 |
|------------------------|-------|

Source: processed primary data, 2025

Based on table 6, the normed fit index has a value of 0.824 indicating that the model has quite good predictive relevance. The normed fit index value is used to support the feasibility or goodness of fit which indicates that the relationship between variables has a fairly good relationship or marginal fit.

**Effect Size Test ( $f^2$ )**

**Table 7. Effect Size Test ( $f^2$ )**

| Variabel                | Attitude toward Brand product | Image | Purchase Intention | Religious Belief |
|-------------------------|-------------------------------|-------|--------------------|------------------|
| Attitude toward Product |                               |       | 0,607              |                  |
| Brand Image             | 0,036                         |       | 0,010              |                  |
| Purchase Intention      |                               |       |                    |                  |
| Religious Belief        | 0,150                         |       | 0,003              |                  |

Source: processed primary data, 2025

The results presented in Table 7 indicate that the  $F^2$  value of 0.607, derived from the influence of Purchase Intention on Attitude toward Product, surpasses the 0.02 and 0.15 thresholds but remains below 0.35, signifying a moderate proportional effect. Furthermore, the  $F^2$  value of 0.036 for Brand Image's effect on Attitude toward Product exceeds 0.02 but remains below both 0.15 and 0.35, indicating a minor proportional contribution. Meanwhile, the influence of Brand Image on Purchase Intention, reflected in an  $F^2$  value of 0.010, is classified as negligible. Additionally, the relationship between Religious Belief and Purchase Intention exhibits an  $F^2$  value of 0.003, further reinforcing a minimal proportional

effect. Conversely, Religious Belief's impact on Attitude toward Product is characterized by an  $F^2$  value of 0.150, exceeding 0.02 and 0.15 but remaining under 0.35, denoting a moderate influence.

**Hypothesis Testing**

**Table 8. Path Coefficient (Direct Effect)**

|   | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T (O/STDEV) | Statistic P Values |
|---|---------------------|-----------------|----------------------------|-------------|--------------------|
| Brand Image -> Purchase Intention             | 0,091               | 0,106           | 0,081                      | 1,117       | 0,264              |
| Religious Belief -> Purchase Intention        | 0,054               | 0,071           | 0,103                      | 0,525       | 0,599              |
| Brand Image -> Attitude toward Product        | 0,208               | 0,214           | 0,089                      | 2,344       | 0,019              |
| Religious Belief -> Attitude toward product   | 0,425               | 0,434           | 0,085                      | 4,974       | 0,000              |
| Attitude toward Product -> Purchase Intention | 0,651               | 0,621           | 0,141                      | 4,619       | 0,000              |

Source: processed primary data, 2025

The results of the study indicate that the first hypothesis, namely the influence of Brand Image (X1) on Purchase Intention (Y), is rejected because the t-statistic value is  $1.117 < 1.96$  and the p-value is  $0.264 > 0.05$ . The second hypothesis, testing the influence of Religious Belief (X2) on Purchase Intention (Y) explains that this hypothesis is rejected, because the t-statistic value is  $0.525 < 1.96$  and the p-value is  $0.599 > 0.05$ . The third hypothesis, namely the influence of Brand Image (X1) on Attitude toward Product (Z) is accepted with a t-statistic value of  $2.344 > 1.96$  and a p-value of  $0.019 < 0.05$ . The fourth hypothesis by testing the influence of Religious Belief (X2) on Attitude toward Product (Z), is accepted as shown by the t-statistic value of  $4.974 > 1.96$  and a p-value of 0.000. Likewise, the fifth hypothesis, namely the influence of Attitude Toward Product (Z) on Purchase Intention (Y) is accepted, with a t-statistic value of 4.619 and a p-value of 0.000.

**Table 9. Specific Indirect Effect (Indirect Effect)**

|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T (O/STDEV) | Statistic P Values |
|--|---------------------|-----------------|----------------------------|-------------|--------------------|
| Brand Image -> Attitude toward Product | 0,135               | 0,129           | 0,055                      | 2,458       | 0,014              |

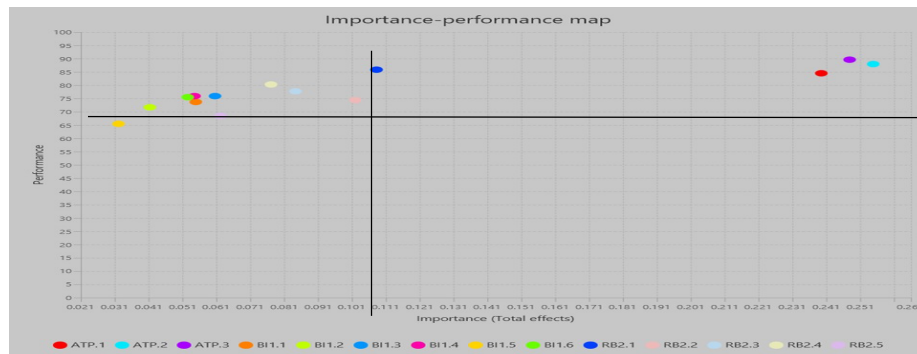
->Purchase Intention

|  |       |       |       |       |       |
|--|-------|-------|-------|-------|-------|
| Religious Belief -> Attitude toward product ->Purchase Intention | 0,277 | 0,265 | 0,066 | 4,220 | 0,000 |
|--|-------|-------|-------|-------|-------|

Source: processed primary data, 2025

The results of the specific indirect effect analysis show that the sixth hypothesis that tests whether Attitude toward product mediates the relationship between Brand Image and Purchase Intention has a significant relationship indicated by the t-statistic value of  $2.458 > 1.96$  and p-value of 0.014. This shows that Attitude toward Product mediates the relationship between Brand Image and Purchase Intention positively and significantly, as well as the seventh hypothesis explaining whether Attitude toward Product mediates the relationship between Religious Belief and Purchase Intention, has a significant relationship seen from the t-statistic value of  $4.220 > 1.96$  and p-value of 0.000, so it can be concluded that Attitude toward Product mediates the relationship between Religious Belief and Purchase Intention positively and significantly.

**IPMA (Important Performance Mapping)**



**Figure 3. IPMA Analysis**

Based on the IPMA image above, it can be concluded that the upper right quadrant III is the high importance and high-performance quadrant. In quadrant III, there are elements of Attitude toward Product.1, Attitude toward Product.2 and Attitude toward Product.3 indicating that these aspects are very important for the company so that they must be maintained or further improved so that the company continues to run optimally towards Purchase Intention. However, many elements in quadrants I and II, these quadrants do not affect the company's performance. Furthermore, quadrant IV in this quadrant does not have any elements there, this indicates that there are no elements that have poor performance for the company.

## Discussion of Research Findings

### **The Influence of Brand Image on Purchase Intention**

The results of this study indicate that Brand Image does not have a positive and significant impact on Purchase Intention, as shown by the data analysis results with a t-statistic value of  $1.117 < 1.96$  and a p-value of  $0.264 > 0.05$ . This suggests that a product's image does not necessarily determine a consumer's purchase intention. Brand Image refers to the perception consumers have when viewing a product, and while a strong brand image can encourage purchases, this study reveals that Brand Image is not always the primary factor influencing purchase decisions. Even if a halal cosmetic product has a good brand image, it does not automatically lead to a significant increase in consumer purchase intention (Amalia & Rahmadhany, 2023).

### **The Influence of Religious Belief on Purchase Intention**

Religious Belief shapes an individual's attitudes and knowledge, serving as a benchmark for religious adherence and compliance. However, the findings of this study indicate that Religious Belief does not have a positive or significant effect on Purchase Intention, as evidenced by the Smart-PLS 4.0 analysis with a t-statistic of  $0.525 < 1.96$  and a p-value of  $0.599 > 0.05$ . Consumers with high religiosity levels may be more aware of using halal products, but this does not necessarily translate into a stronger purchase intention. Other factors, such as product availability and personal experience, can still influence purchasing decisions. This demonstrates that although Religious Belief shapes consumer preferences, it does not inherently drive purchase intention without the support of additional reinforcing factors (Adriani & Ma'ruf, 2020).

### **The Influence of Brand Image on Attitude toward Product**

The findings of this study reveal that Brand Image has a positive and significant impact on Attitude toward Product, as demonstrated by a t-statistic of  $2.344 > 1.96$  and a p-value of  $0.019 < 0.05$ . A strong brand image positively contributes to consumer attitudes toward halal cosmetic products, as a reputable brand reflects quality that aligns with consumer preferences and beliefs. When a brand is recognized for its positive reputation, consumers are more likely to perceive its products favorably, particularly concerning safety, efficacy, and halal standards. This enhances consumer trust and satisfaction, ultimately shaping a positive attitude (Aprilia & Trisnawati, 2022).

### **The Influence of Religious Belief on Attitude toward Product**

This study indicates that Religious Belief has a positive and significant effect on Attitude toward Product, as evidenced by a t-statistic of  $4.974 > 1.96$  and a p-value of  $0.000$ . Religious belief plays a crucial role in shaping consumer perceptions and evaluations of products, particularly those related to halal standards. Consumers with strong religious beliefs tend to be more cautious when selecting products that align with their religious principles, ensuring that the cosmetics they use meet halal requirements. This belief fosters a sense of confidence and comfort in products

perceived to align with religious values, promoting a more positive attitude (B et al., 2023).

### **The Influence of Attitude toward Product on Purchase Intention**

Analysis using Smart-PLS 4.0 in this study reveals that Attitude toward Product has a positive and significant influence on Purchase Intention, as indicated by a t-statistic of 4.619 and a p-value of 0.000. A positive attitude toward halal cosmetic products fosters a favorable consumer perception of their quality, benefits, and alignment with Islamic values. Consumers who hold a positive attitude toward a product are more likely to trust its effectiveness and perceive its value, thereby strengthening their intention to purchase it (Handriana et al., 2020).

### **The Mediating Role of Attitude toward Product between Brand Image and Purchase Intention**

This study shows that Attitude toward Product mediates the relationship between Brand Image and Purchase Intention, with a t-statistic of  $2.458 > 1.96$  and a p-value of 0.014. A positive Brand Image does not only have a direct effect on Purchase Intention but also influences consumer attitudes toward the product. A positive attitude strengthens brand perception by enhancing the perceived benefits and satisfaction of using the product, which in turn reinforces purchase intention. Therefore, Attitude toward Product acts as a crucial mechanism linking Brand Image to Purchase Intention (Khan et al., 2021).

### **The Mediating Role of Attitude toward Product between Religious Belief and Purchase Intention**

The analysis results indicate that Attitude toward Product mediates the relationship between Religious Belief and Purchase Intention, as shown by a t-statistic of  $4.220 > 1.96$  and a p-value of 0.000. A positive attitude enhances purchase intention because highly religious consumers tend to be more selective when choosing products. They believe that a good product not only provides functional benefits but also aligns with Islamic values. Therefore, Attitude toward Product serves as a mediator between Religious Belief and Purchase Intention, demonstrating that strong Religious Belief fosters a positive attitude, which in turn strengthens purchase intention (Letsoin & Riorini, 2023).

## **CONCLUSION**

This study aims to examine the influence of Brand Image and Religious Belief on Purchase Intention of halal cosmetic products, with Attitude toward Product as a mediating variable. The findings reveal that Brand Image and Religious Belief do not directly affect Purchase Intention. However, both Brand Image and Religious Belief influence Attitude toward Product. Furthermore, Attitude toward Product serves as a significant mediator in the relationship between Brand Image and Purchase Intention, as well as between Religious Belief and Purchase Intention. The limitations of this study include a restricted number of respondents, the lack of exploration of other

potential independent variables, and the limited distribution of questionnaires, which were only conducted in the Surakarta region. Therefore, future research is recommended to expand the geographical coverage, incorporate additional independent variables, and increase the sample size and diversity to enhance the validity and generalizability of the findings.

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