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Purchase Intention of Halal Lip Cosmetics on Shopee among Youth Generation: An Investigation using Theory of Planned Behavior

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Abstract. *As the world's largest Muslim-majority country, Indonesia presents its Islamic Economic Landscape in the 2019-2024 Sharia Economic Masterplan, which features halal cosmetics as one of the six highlighted clusters. The leading research shows that Muslim women have expressed concerns regarding cosmetic product compliance with halal standards. This study aims to explore the specific purchase intentions of Indonesian Muslim young women regarding halal lip cosmetics, focusing on their preferences and behavioral intentions on a popular e-commerce platform (Shopee). This research object is Generation Z and Y Muslim women in Indonesia, totaling 210 respondents. This research employs a quantitative data analysis approach using the Smart-PLS 3.2.9 Variance-Based Structural Equation Model. All hypotheses significantly and positively affect the purchase intention of halal lip cosmetics on shopee. The findings indicate that the Theory of Planned Behavior (TPB) variables (Attitude-SubjectiveNorm- Perceived Behavioral Control) can still be applied to examine the behavioral intentions of young Indonesian Muslim women regarding the purchase of halal lip cosmetics. In addition, the extended variables of TPB (E-WOM and Brand Image) emerged as positive predictors of behavioral intention, indicating that further investigation of other variables as potential extensions of TPB is needed.*

Keywords: *E-WOM, Brand Image, Theory of Planned Behavior, Purchase Intention, Shopee, Halal Lip Cosmetics.*

Abstrak. *Sebagai negara berpenduduk mayoritas Muslim terbesar di dunia, Indonesia menampilkan Lanskap Ekonomi Islam dalam Masterplan Ekonomi Syariah 2019–2024, yang menampilkan kosmetik halal sebagai salah satu dari enam klaster yang disorot. Penelitian terkemuka menunjukkan bahwa wanita Muslim telah menyatakan keprihatinannya mengenai kepatuhan produk kosmetik terhadap standar halal. Penelitian ini bertujuan untuk mengeksplorasi niat pembelian dari Muslimah muda Indonesia terkait kosmetik bibir halal, dengan fokus pada preferensi dan niat perilaku mereka pada platform e-commerce populer (Shopee). Objek penelitian ini adalah generasi Z dan Y Muslimah di Indonesia sebanyak 210 responden. Penelitian ini menggunakan metode kuantitatif dengan menggunakan pendekatan analisis data menggunakan Smart-PLS 3.2.9 Variance Based Structural Equation Model. Seluruh hipotesis berpengaruh terhadap niat pembelian kosmetik bibir halal di Shopee secara signifikan dan positif. Temuan menunjukkan bahwa variabel Theory of Planned Behavior (TPB) (Attitude-SubjectiveNorm- Perceived Behavioral Control) tetap dapat diterapkan untuk menguji niat Muslimah muda Indonesia mengenai pembelian kosmetik bibir halal. Selain itu, variabel yang diperluas dari TPB (E-WOM dan Citra Merek) muncul sebagai prediktor positif terhadap niat berperilaku, yang menunjukkan bahwa diperlukan penyelidikan lebih lanjut terhadap variabel lain sebagai potensi perluasan TPB.*

Kata kunci: *E-WOM, Citra Merek, Theory of Planned Behavior, Niat Beli, Shopee, Kosmetik Bibir halal*

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Introduction

Economic development in Indonesia is not only in the conventional economy but also followed by the development of islamic economics. The islamic economy develops along with increasing demand for halal products. Based on the State of the Global Islamic Economy Report (2020), Indonesia had the highest consumption of halal products in Southeast Asia in 2020, at around USD 203.2 million. Further, the substantial Muslim population in Indonesia, comprising 87.2% or approximately 229 million out of 273.5 million people (Badan Pusat Indonesia (BPS), 2020) underscores a significant market for halal products including halal cosmetic.

This demographic aligns with the Islamic Economics Masterplan for 2019-2024, emphasizing the strategic importance of strengthening the halal value chain within the halal cosmetics cluster to harness the economic potential of Islamic economics in the country (Indonesian Ministry of National Development Planning, 2019).

State of the Global Islamic Economy Report (2020) records that Indonesian consumers spend as much as USD 4 million in the halal cosmetics sector. Wardah is an iconic example of a halal cosmetics company that has made significant capitalization in this sector. The company has shown a solid commitment to the development of halal cosmetics since its establishment in 1995 and successfully obtained halal certification in 1998 (Saputra, 2018). According to Nurhayati-Wolff (2023), Wardah has achieved a leadership role within the regional cosmetics industry. This accomplishment results from a long-term progression characterized by expanding several product categories and subcategories, as outlined in Table 1. Furthermore, lip cosmetics in Indonesia were confirmed as the most sought-after subcategory through a survey conducted in 2021 (Angelia, 2022).

Table 2 shows that the competition among lip cosmetic brands in Indonesia's e-commerce market is primarily led by non-halal brands, with a few other brands also competing for market share. In a study conducted by Ansari and Mohammed (2015), it was shown that Muslim women express concerns over the compliance of cosmetic products with halal standards.

Table 1.
List of Wardah Product Categories and Sub-Categories

Skincare	**Make Up**			**Body Care**	**Hair Care**
	Eye	**Face**	**Lips**		
Cleanser	Eyebrows	Foundation	Lipstick	Body Series	Shampoo
Toner	Eyeliner	Two Way Cake	Lip Cream	Scentsation	Conditioner
Moisturizer	Eyeshadow	Loose Powder	Lip Tint		
Serum	Mascara	Blush On	Lip Balm		
Essence					
Eye Cream					

Source: Wardahbeauty.com (2021)

Table 2.
Top Brand Lip Cosmetics based on Shopee in 2021

Brand	Total Sales (IDR)	Market Share (%)
Maybelline	6.6 B	39.6
Wardah	2.54 B	15.1
Make Over	2.09 B	12.4
Madame Gie	1.36 B	8.1
Implora	844.02 M	5.0
Emina	733.61 M	4.3
Esqa	721.73 M	4.3
Y.O.U	717.67 M	4.3
Nacific	622.08 M	3.7
L'Oreal	547.85 M	3.2

Source: Ramadhani (2021)

Furthermore, the increasing trend of e-commerce transactions enhanced by the impact of the COVID-19 epidemic has created a higher tendency towards online purchases. The necessity for customers to stay at home due to the pandemic has significantly accelerated their engagement with digital gadgets, which serve as the primary channel for conducting e-commerce transactions (Gu et al., 2021). Meanwhile, Shopee has established itself as the dominant e-commerce platform in Indonesia, as seen from its prominent sales position (Dianka, 2021). The younger generation has become a significant consumer category with gadget-oriented and e-commerce-driven shopping behavior preferences (Vărzaru et al., 2021). Based on this background, it is crucial to conduct an empirical study to examine the factors that influence young Muslim women's consumer behavior regarding halal lip cosmetics in Indonesia, which is known as the country with the largest Muslim population in the world.

Potential Markets in the Indonesian Marketplace

According to the results of Snapcart's research in 2020, Shopee is the number one online shopping application through marketplaces that is most often used, with interesting findings that 77% of women prefer to shop at Shopee (Husaini, 2020). This was also due to the Shopee program through Super Shopping Day (3.3., 9.9), which recorded high transactions for several local beauty brands (Burhan, 2021). For this reason, many halal cosmetic producers is also trying to maximize its sales through collaboration with Shopee to strengthen its online presence and expand the reach of consumers throughout Indonesia (Fitriandiani, 2019).

The halal cosmetic manufacturer has collaborated with Viu (Ermaningtiastuti, 2019) and Tatjana Saphira as a brand ambassador (Dyah, 2021). This collaboration aims to target the potential market of young muslim women in Indonesia. This collaboration shows the importance of the younger generation, especially women, which is considered a profitable segment. Their population is also predicted to grow three times compared to the previous generation (Amalia et al., 2020). Furthermore, this generation embraces a modern lifestyle while maintaining Islamic values as part of their identity (Wibowo et al., 2022). In addition, the 2020 statistics of the Indonesian Central Statistics Agency (BPS) confirm that Generation Z and Y dominate the Indonesian population. Generation Z (born in 1997-2012) totals 74.93 million people or 27.94% of the total population in Indonesia.

Meanwhile, the total population of Generation Y (born in 1981-1996) are 69.38 million people, equivalent to 25.87 % of the total population in Indonesia (Jayani & Aria, 2021). Demographically, the Generation Z and Y of Indonesian Muslim women are a potential market for cosmetic producers to increase its sales and encourage the Islamic economy in Indonesia.

Moreover, research on younger female consumers (Gen Y and Z) in Indonesia has gained academic attention, mainly focusing on their purchase intention of halal cosmetics (Ariffin et al., 2019; Haro, 2018). These studies include purchase intention in an online context (Suparno, 2020), a comparison between two countries (Indonesia and Malaysia) (Nuryakin et al., 2023), Korean halal cosmetic brands (Mahri et al., 2023), and evaluating the role of religiosity on purchase intention (Widyanto & Sitohang, 2022). These studies found that the antecedents of purchase intention, such as knowledge, religiosity, country of origin, attitude, shopping value, attitude, and subjective norm, were sufficient to predict the endogenous variables. In addition, most of these studies used the theory of planned behavior (TPB) as the underlying theory to indicate the purchase intention of halal cosmetics. However, research examining the application of TPB theory to halal cosmetic products specific to halal lip cosmetic products in Indonesia is currently limited.

The theory of planned behavior provides adequate predictive power due to its utilization in various contexts, such as banking (Zaremohzzabieh et al., 2021; Sun et al., 2020), eco-friendly airlines (Hwang & Lyu, 2020), green hotels (Nimri et al., 2020), and food consumption among Indonesian consumers (Vanany et al., 2020; Wibowo et al., 2022). However, previous research also suggests that other variables need to be investigated in the context of halal cosmetics. Previous variables used as predictors of consumer behavior towards halal products, such as electronic word of mouth (E-WOM), brand image, brand awareness, product quality, and halal label, were used as the basis for the pre-survey (Geraldine & Susanti, 2021; Maulida et al., 2019; Wajdi et al., 2020). As a result, the pre-survey validation of 35 online respondents from the younger generation of Indonesian Muslimahs (born in 1981-2012) showed that the variables of E-WOM and brand image are expected to influence the purchase intention of halal lip cosmetics.

Accordingly, the aim of this research is to elaborate on consumer behavior with regard to skincare and cosmetic products, especially related to purchase intentions through e-commerce, which is a trend in consumer behavior for Generation Z and Y. Thus, the main principle of this study is to determine the TPB extension with the addition of E-WOM and brand image in assessing their influence on the purchase intention of halal lip cosmetic products at Shopee.

Purchase Intention

Purchase intention is an indication of consumers' willingness to engage in a particular action, such as buying a product or switching from one brand to another (Mardhiana & Rahayu, 2022). Purchase intention is the formation of a perception of a product that consumers have studied and recorded in their minds so that they actualize it in terms of fulfilling their needs. Purchase intention has the capacity to be utilized to analyze the deployment of a new distribution mechanism, supporting managers in determining if the idea is worth further investigation and choosing which geographic markets and customer segments to focus on through the channel (Peña-García et al., 2020).

Furthermore, according to Ansari and Mohammed (2015) in Ariffin et al. (2019) five indicators can be used to measure purchase intention:

1. Willing to pay a more expensive price for halal products.
2. Plan to buy halal products in the coming month.
3. Tend to choose halal products.
4. Will almost certainly choose halal products.
5. Desire to buy halal products in forthcoming years.

E-WOM

Electronic Word of Mouth (E-WOM) as a system has become an essential component of electronic commerce and develops into an information-rich environment containing communication elements (Abubakar, 2016). Thus, E-WOM contains negative or positive remarks made by consumers or potential consumers about a product that is intended to be marketed to many people through the internet media. As a result, E-WOM plays an important role in influencing the services, products and prices offered by companies.

Furthermore, the E-WOM indicator adapted to measure this variable is taken according to Bataineh (2015), which consists of:

1. Internet users who review halal products can be trusted.
2. Internet users who review halal products are convinced.
3. User reviews on social media about halal product brands are very helpful.
4. Internet users provide honest reviews on social media about halal product brands.
5. The reviews of internet users on social media about halal product brands are apparent.
6. User reviews on social media about halal product brands are easy to understand.
7. User reviews on social media about halal product brands are exact.
8. User reviews on social media about halal product brands are very useful.
9. There are many reviews given by internet users on social media about halal product brands.
10. User reviews on social media about halal product brands are usually positive.
11. Many reviews on the internet recommend buying certain brands of halal products.

In addition, Wajdi et al. (2020) show a significant and positive relationship between E-WOM and purchase intention. Purwianti's (2021) research shows a significant positive influence between E-WOM and purchase intention. Based on previous research, a hypothesis can be made:

H1: E-WOM has a significant and positive effect on the intention to buy halal lip cosmetics at Shopee.

Brand Image

Wajdi et al. (2020) explained that brand image is an impression associated to a brand that appears in the minds of consumers. A positive brand image in the minds of consumers can increase their intention to purchase an item of necessity from that brand. Brand image is a collection of all the impressions, feelings, and beliefs people have about a brand. Because it may affect customer behavior and purchase decisions, brand image is an essential part of branding. Brand image can be influenced by various factors, such as product quality, brand reputation, and brand marketing efforts (Mamedov et al., 2022).

Brand image is measured by five indicators adapted from Wajdi et al. (2020), which consist of:

1. Brand is easy to recognize.
2. Brands is easy to remember.
3. Brands is well-known.
4. Products from these brands are varied.
5. These brands provide the best value.

Based on these indicators, the brand image in this study refers to perceptions of consumers and beliefs regarding halal cosmetic products, which are reflected in the brand associations existing in their minds. (Saputra & K, 2020) conducted research that shows a significant and positive relationship between brand image and purchase intention. Likewise, Handriana et al. (2020) state that brand image also has a significant and positive influence on purchase intention.

Based on previous research, a hypothesis can be made:

H2: Brand image has a positive and significant effect on the intention to buy halal lip cosmetics at Shopee.

Theory of Planned Behaviour

The theory of planned behaviour (TPB) component is defined as individual behavior established by the intention to perform that behavior (Muthusamy & Cheng, 2020). There are certain aspects that influence purchase intention and behavior in TPB, such as attitude, perceived behavior control (PBC) and subjective norms (Khan et al., 2023).

According to the previous statement, TPB is a theory that explains how consumer behavior in the intention to buy a product is influenced by subjective norms, attitude, and perceived behavior control (PBC). Furthermore, Putri & Akbari (2021) have extended TPB to include a brand image on the intention to buy batik, and Gungaphul et al. (2022) found empirical evidence that brand image also influences purchase intention.

Attitude

Attitude is the propensity to respond positively or negatively to a person, company, object or event. Meanwhile, the propensity to act with certain objects (Fard et al., 2023). In addition, Ariffin et al. (2019) describe indicators related to attitudes consisting of:

1. Prefers to choose halal products.
2. Check for halal labels while buying a product.
3. Assessing halal products as important.
4. Choosing halal products because of personal choice.
5. Choosing halal products is a good idea.

Based on these indicators, attitudes are values that vary (like or dislike). This attitude is shown towards an object, which can be personal or non-personal. Therefore, attitude is an action in seeing a situation where someone intends to buy or not. According to Ariffin et al. (2019), attitude influences purchase intention significantly and research conducted by Haro (2018) shows that attitude influences purchase intention.

Based on previous research, a hypothesis can be made:

H3: Attitude has a positive and significant effect on the intention to buy halal lip cosmetics at Shopee.

Subjective Norms

Subjective norms are external factors that influence consumers' decision-making considerations (Rangkuti, 2013). People's subjective norms reflect their impression of society's coercion to perform or keep them from performing certain behaviors (Madon & Chin, 2021).

There are indicators to measure subjective norms, according to Ariffin et al. (2019):

1. The most important people for consumers can influence purchase intentions.
2. Influential people for consumers can influence purchase intentions.
3. People with opinions that are valued by consumers can influence purchase intentions.
4. Many people who are most important to consumers choose halal products.
5. Families can influence the selection of halal products.

According to Ariffin et al. (2019) subjective norms affect purchase intentions. In addition, Haro's (2018) shows that attitudes affect purchase intentions. Based on previous research, a hypothesis can be made:

H4: Subjective norms has a positive and significant effect on the intention to buy halal lip cosmetics at Shopee.

Perceived Behaviour Control

Perceived behavioral control (PBC) refers to perception of a person about their ability to show certain behaviors (Zehr & Hall, 2013). In other words, behavioral control shows a person's comprehension that showing or not showing certain behaviors is under the individual's control. Behavioral control depends on several beliefs about the presence of multiple factors that can enhance or complicate the performance of a given behavior. Behavior is all human activity that can be observed directly or not observable by external parties. Behavior is a person's reaction or response to external stimuli (Kooijman et al., 2019).

Ariffin et al. (2019) identified the following indicators of PBC:

1. Consumers can buy halal products.
2. The purchase of halal products is completely within the control of consumers.
3. Consumers have the ability to buy halal products.
4. Consumers have the funding resources to buy halal products.
5. Consumers have the knowledge to buy halal products.

According to Ariffin et al. (2019), perceived behavior control positively and significantly affects purchase intention. In addition, Haro's (2018) research also shows that perceived behavior control (PBC) affects purchase intention. Based on previous research, a hypothesis can be made:

H5: Perceived Behaviour Control has a positive and significant effect on the intention to buy halal lip cosmetics at Shopee.

Research Methodology

The population in this study are Indonesian citizens of Generation Z and Y with an age range of 10 - 40 years. The purposive sampling technique was employed in this study. Purposive sampling is a sampling technique that considers several particular aspects (Sugiyono, 2018). The determination of minimum sample size for SEM in this study is based on Hair et al. (2014) with the formula: (total of indicators + total of latent variables) x (5 to 10 times). The number of questionnaire items in this study was chosen multiplied by 7. Thus, the total number of questionnaires used in this study was 30 x 7 or should be at least 210 samples.

Data Collection

The data for this study was gathered using a questionnaire approach. Closed questions were employed in this study, and respondents could only submit assertions or replies that had already been provided. According to Sugiyono (2018), a questionnaire is an investigation instrument that offers respondents numerous sets of questions or written statements to answer. Questionnaires can be closed or open questions or statements and presented personally to respondents or distributed by post or the Internet (Sugiyono, 2018). The survey was shared online using the kwik surveys software (https://kwiksurveys.com) and social media platforms like Instagram.

Data Analysis

This study employed PLS-SEM to determine the best predictive linear relationship in the data. In addition to validating the theory, PLS-SEM can be used to determine the existence or non-existence of a correlation between latent variables (Ghozali, 2018). SmartPLS version 3.2.9 was used to evaluate the questionnaire data acquired in this study. SmartPLS (https://www.smartpls.com/) is a structural equation modeling (SEM) program designed to investigate the significance of any relationship. The fit index is not required as the variance is based on statistical techniques (Hair et al., 2014). Meanwhile, the data were analyzed in two stages: (1) measurement model, also known as an outer model, to determine the validity and reliability of the model, that includes testing composite reliability (CR), as well as discriminant and convergent validity of indicators forming latent constructs; (2) structural model, that includes evaluating t-values for hypothesis testing, coefficient of determination (R-square), effect size (f^2), and predictive relevance (Q^2).

Results and Discussion

Results

Respondent Profile

Most respondents live in JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi) as many as 176 people (79.5%). Age criteria are dominated by respondents aged 10-25 years (Generation Z), as many as 124 people (59.0%), while Generation Y respondents (26-40 years) are only 86 people (41.0%). Respondents with an S1 education level are more than others, namely 101 people (48.1%).The majority of respondents' jobs as female students were 83 people (39.5%). Respondents' monthly expenditure is dominated by 106 people (50.5%), which is IDR 500,000 - IDR 2,500,000.

Measurement Model

Based on Table 3, it can be seen that the loading factor value is greater than 0.5, and the AVE value is also greater than 0.5. Therefore, all variable items are valid (Ghozali, 2018). Table 3 also shows that Cronbach's Alpha value is greater than 0.5. Likewise, the Composite Reliability value is also greater than 0.7. From these results, it can be concluded that all variables used in this study are reliable (Ghozali, 2018).

Furthermore, discriminant validity was assessed using the Heterotrait-Monotrait Ratio (HTMT), with a cut-off value of less than 0.85. The results of the PLS Algorithm procedure showed that all constructs were below the cut-off value of 0.85, indicating the discriminant validity of the model was established. These results can be seen in Table 4.

Table 3.
The Convergent Validity and Reliability Results

Variable	Item	AVE	Loading Factor	Composite Reliability	Cronbach's Alpha
Purchase Intention (Y)	NB1	0.673	0.806	0.911	0.878
	NB2		0.833		
	NB3		0.858		
	NB4		0.786		
	NB5		0.816		
E-WOM (X1)	E1	0.541	0.754	0.855	0.789
	E2		0.747		
	E3		0.732		
	E4		0.723		
	E5		0.723		
Brand Image (X2)	CM1	0.565	0.751	0.867	0.811
	CM2		0.755		
	CM3		0.728		
	CM4		0.736		
	CM5		0.788		
Attitude (X3)	S1	0.701	0.838	0.921	0.893
	S2		0.829		
	S3		0.854		
	S4		0.811		
	S5		0.854		
Subjective norm (X4)	NS1	0.627	0.819	0.894	0.852
	NS2		0.850		
	NS3		0.756		
	NS4		0.803		
	NS5		0.726		
Perceived Behaviour Control (X5)	PBC1	0.581	0.817	0.874	0.820
	PBC2		0.818		
	PBC3		0.741		
	PBC4		0.698		
	PBC5		0.731		

Table 4.
Discriminant Validity (HTMT Ratio)

	EWOM	Brand Image	Attitude	Subjecti ve Norm	Perceived Behavioral Control	Purchase Intention
EWOM						
Brand Image	0.513					
Attitude	0.404	0.324				
Subjective Norm	0.604	0.493	0.405			
Perceived Behavioral Control	0.400	0.353	0.684	0.280		
Purchase Intention	0.549	0.498	0.660	0.580	0.573	

The analysis was followed by an assessment of collinearity using the variance inflated factor (VIF) value, which must be less than 3.3. The results from the PLS Algorithm show that the VIF values of all relationships are less than 3.3. Thus, collinearity should not be a problem for the following analysis. These results can be seen in Table 5. In general, the measurement model assessment has achieved the cut-off value, which indicates that all constructs' adequacy of reliability and validity has been established. Thus, the analysis will proceed to the structural model.

Structural Model

Structural model analysis is an assessment of the predictive model consisting of (coefficient of determination), f^2 (effect size), and Q^2 (predictive relevance). The PLS Algorithm results show that the R^2 value of the model is 0.512. The f^2 value of each relationship is in the small-medium range. Finally, using the blindfolding procedure with a removal distance of 8, the Q^2 value is 0.323, greater than 0. These results can be seen in Table 6.

Table 5.
Collinearity Assessment

Relationships	VIF Value
EWOM → Purchase Intention	1.507
Brand Image → Purchase Intention	1.341
Attitude → Purchase Intention	1.710
Subjective Norm → Purchase Intention	1.516
Perceived Behavioral Control → Purchase Intention	1.636

Table 6.
Predictive Model Assessment

Relationships	R^2	Q^2	f^2	Effect Size
EWOM → Purchase Intention	0.512	0.323	0.032	Small-Medium
Brand Image → Purchase Intention			0.036	Small-Medium
Attitude → Purchase Intention			0.127	Small-Medium
Subjective Norm → Purchase Intention			0.072	Small-Medium
Perceived Behavioral Control → Purchase Intention			0.033	Small-Medium

Table 7.
Hypothesis Testing Results (Path Coefficients)

	Hypothesis	B-Values	t-Values	P-Values	Result
H1	E-WOM → Purchase Intention	0.118	1.977	0.049	Supported
H2	Brand Image → Purchase Intention	0.153	2.723	0.007	Supported
H3	Attitude → Purchase Intention	0.326	4.705	0.000	Supported
H4	Subjective Norm → Purchase Intention	0.231	4.202	0.000	Supported
H4	Perceived Behaviour Control → Purchase Intention	0.161	2.482	0.013	Supported

In summary, the predictive model assessment shows that the model in this study has sufficient predictive ability.

Hypothesis tests were calculated using a bootstrapping procedure with 5000 sub-samples. A one-tailed hypothesis test was used and resulted in five confirmed hypotheses. This is due to the t-value showing a value of 1.645, which is greater than the alpha threshold (0.05). These results can be seen in Table 7.

Discussion

The Influence of E-WOM on Purchase Intention

According to the findings, E-WOM positively and significantly influences purchase intent (H1). This is because the t-value is greater than alpha 5% = 1.645 (one-tailed test), which is 1.977, and the P-value is less than 0.05, which is 0.049.

In addition, the β value is 0.118. This shows that the more positive the product review of Wardah Lips Cosmetics online for Muslimah consumers, the higher the confidence of Muslimah consumers in Muslimah's purchase intention for Wardah Lips Cosmetics. The findings of this study supported by research of Sulthana & Vasantha (2019) and Wajdi et al. (2020).

Wajdi et al. (2020) state that E-WOM simultaneously influence the purchase intention of halal cosmetics through Instagram. The majority of respondents in Wajdi et al. (2020) followed Wardah's Instagram account with 62% of the total respondents.

Electronic word of mouth (E-WOM) can increase consumers' awareness and knowledge about halal cosmetics and their benefits, leading to a more positive attitude towards these products. Positive electronic word-of-mouth (E-WOM) can create an understanding of social proof, which can increase consumers' confidence in the credibility of recommendations and encourage them to purchase products or services suggested by others (Anubha, 2023). This is supported by beauty influencers and affiliates that can help sales on the internet through live streaming from applications such as Instagram, TikTok, and Shopee (Cresentia & Nainggolan, 2022).

The Influence of Brand Image on Purchase Intention

Based on the results, brand image has a positive and significant effect on purchase intention (H2). This is because the t-value is greater than alpha 5% = 1.645 (one-tailed test), namely 2.273; and a P-value that is less than 0.05, namely 0.007; and has a β value of 0.153. From these results it can be concluded that the more positive the brand image is embedded in the minds of Muslimah consumers, the higher the purchase intention of Muslimah consumers on halal lips cosmetic products. A study by Fachrurazi et al. (2023) supports the findings of this study. According to Fachrurazi et al. (2023), product purchase intention in the halal industry can be influenced by brand image.

Consumers often rely on a brand's reputation and image when making purchasing decisions, especially for products such as cosmetics that are used on their bodies. Various factors, including social media influencers, sustainability practices, and corporate social responsibility, can influence a brand's reputation (Stevenson et al., 2022). A strong brand image for halal cosmetics can help build trust and credibility with consumers who seek products that fulfill their ethical and religious values. This can increase purchase intention, as consumers feel confident in the product's quality and authenticity (Hidayat, 2023).

The Influence of Attitude on Purchase Intention

Based on the results, attitude has a positive and significant effect on purchase intention (H3). This is because the t-value is greater than alpha 5% = 1.645 (one-tailed test), namely 4.705; and a P-value that is less than 0.05, namely 0.000; and has a β value of 0.326. This indicates that the attitude of a Muslimah consumer represent an overall assessment of their preference or interest in practicing the Islamic beliefs regarding to the purchase of lips cosmetic products. Several Studies support the relationship of attitude toward behavioral intention (Ariffin et al., 2019; Hanafiah & Ahmad, 2021; Purwianti, 2021). According to Ariffin et al. (2019), the most significant factor in increasing customer purchase intention for halal cosmetics is a positive attitude. The attitude of Indonesian Muslim women consumers towards their intention to buy halal cosmetics can be influenced by knowledge and religiosity (Aufi & Aji, 2021).

Religiosity is an important factor for many Indonesian Muslim women when it comes to making purchasing decisions, as they may prioritize products that align with their religious beliefs and values. Halal cosmetics are often seen as more permissible and aligned with Islamic principles, which can make them more attractive to Muslim consumers (Hyuanawati & Untoro, 2019). In addition, knowledge about the ingredients and manufacturing process of cosmetics may also play a role in the formation of attitudes towards halal cosmetics. If consumers are aware of the potential hazards associated with certain ingredients or production methods, they may be more inclined to choose halal cosmetics, which are generally perceived as safer and more natural (Saifuddin & Aisyah, 2021).

The Influence of Subjective Norm on Purchase Intention

Based on the results, subjective norm has a positive and significant effect on purchase intention (H4). This is because the t-value is greater than alpha 5% = 1.645 (one-tailed test), namely 4.202; and the P-value is less than 0.05, namely 0.000; and has a β value of 0.231. This indicates that the influence or decision of the closest important parties, such as family and

important people for Muslimah consumers, makes more consideration for Muslimah consumers to intend to buy halal lips cosmetics. The findings of this study supported by Haro (2018) and Kadengkang & Linarti (2020) study.

Subjective norms refer to the perception of whether or not important people, such as friends, family, or coworkers, think that a specific behavior while buying a product should be performed. In other words, subjective norms are the influence of social pressure on individual behavior (Endah et al., 2017). When individuals perceive that people important to them have a positive attitude the purchase of a certain product, it can influence their purchase intention. For example, suppose a person's friends and family frequently use and recommend a particular product. In this case, the individual becomes more likely to establish a positive opinion about the product and express a desire to purchase it (Nugraha et al., 2021).

The Influence of Perceived Behaviour Control on Purchase Intention

Based on the results, perceived behavioral control has a positive and significant effect on purchase intention (H5). This is because the t-value is greater than alpha 5% = 1.645 (one-tailed test), which is 2.482; and the P-value is less than 0.05, which is 0.013; and has a β-value of 0.161. This indicates that an individual's behavioral control can influence purchase intention, especially for Muslim women consumers to buy Wardah lips cosmetic productsThe results of this study of this study confirm the findings of Ariffin et al. (2019) and Saifuddin & Aisyah (2021).

Perceived behavioral control draws on an individual's opinion about the ease or difficulty of accomplishing a particular behavior. When individuals feel that they have control over the purchasing behavior of a product or service, they are more likely to form an intention to make that purchase. For example, if customers feel they have the ability to buy a product or service, such as having enough money, knowing the characteristics of the product, and being able to find it, they are more likely to make a purchase decision. In this case, they believe that they have control over the decision to buy (Aziz & Hussein, 2021).

Conclusion

This study investigates the purchase intentions of young Muslim women for lip cosmetics. According to the findings of this study, all predictor variables generated from the Theory of Planned Behavior (TPB) are essential decisive influencing purchase intention. These findings are consistent with previously TPB-based research on purchase intention. Furthermore, as extensions of TPB, this study includes brand image and electronic word-of-mouth (E-WOM) variables, which have been demonstrated empirically to impact purchase behavior intention.

However, this study also has limitations because it focuses on halal lip cosmetics and the younger generation of Muslim women in Indonesia. As a result, this study may be used as an initial basis for future studies on purchase intention of consumer using PLS-SEM in other situations or geographies.

Furthermore, prospective study might improve the analysis of halal cosmetics purchasing intent by comparing the intentions of other consumer groups, such as Millennials and Generation Z, or other generations. Based on the R^2 test, the results for the purchase intention variable are 51.2%, indicating that there are still opportunities for other variables that can expand TPB on the purchase intention of halal cosmetics, such as the influence of advertising, promotion, halal labeling, and product quality is an interesting relationship to study. Secondly, this study only considers the direct effects of these factors on purchase intention, while ignoring the indirect effects and other potential factors that may influence purchase intention, such as brand loyalty, price, and product quality.

Overall, the study provides a useful framework for understanding purchase intentions and provides insights for marketers to design effective marketing strategies for the cosmetics industry in the e-commerce context.

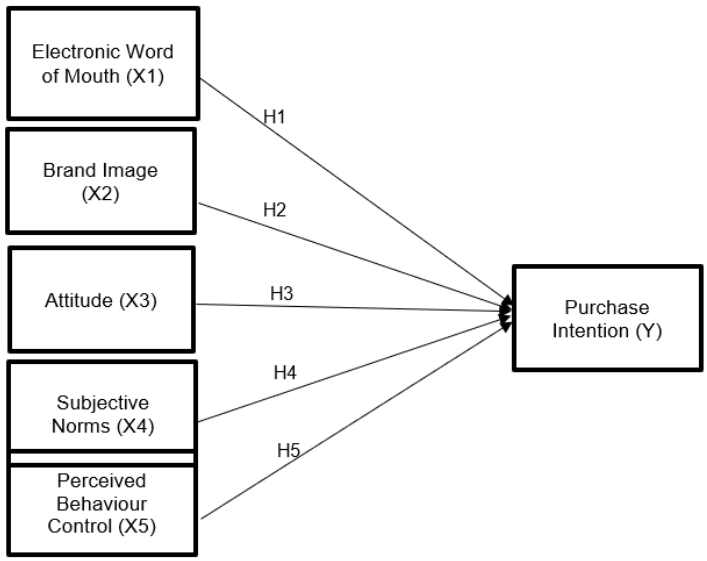


Figure 1.
Conceptual Framework

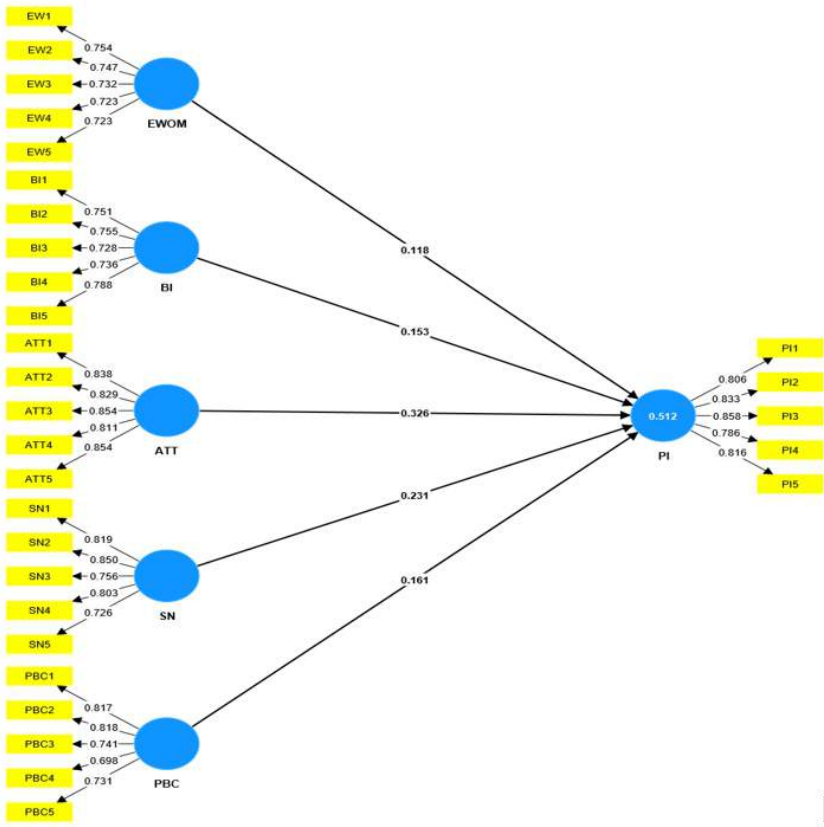


Figure 2.
Results of PLS Algorithm

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