



## The Influence of Attitudes, Safety, and Quality on Interest in Subscribing Halal Cosmetic Products

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### ABSTRACT

**Purpose:** This study aims to analyze the effect of consumer attitudes, safety, and product quality on interest in subscribing to halal cosmetic products, with a focus on generation Z considering the trend and public awareness of halal products, especially cosmetics, is increasing every year.

**Design/Method/Approach:** This study uses a quantitative approach with a questionnaire as an instrument to collect primary data from 108 generation Z respondents who have used halal cosmetic products in Riau Province, and applies Structural Equation Modeling Partial Least Square (SEM - PLS) analysis techniques.

**Findings:** This study uses a quantitative approach with a questionnaire to collect data from 108 generation Z respondents in Riau Province who use halal cosmetic products, and applies SEM-PLS for data analysis. The results show that generation Z consumer attitudes and product quality have a positive and significant influence on the interest in subscribing to halal cosmetic products with coefficient values of 0.430 and 0.439, respectively

**Originality/Values:** These findings provide important insights for the halal cosmetics industry in designing more effective marketing strategies to meet the needs of generation Z consumers who are increasingly concerned about halal products, as well as to expand market share in this industry.

## INTRODUCTION

In recent years, the consumption of halal products has experienced significant growth, in line with the increasing public awareness of the haleness of the products they use. According to data from Dinar Standard, the projected consumption of halal products in Indonesia shows a significant increase, estimated to reach US\$282 billion by 2025<sup>1</sup>. This figure shows an increase of 53% from the previous value, which was US\$184 billion in 2020<sup>2</sup>. This phenomenon not only covers the food and beverage sector, but also extends to the cosmetics industry. Public awareness of halal products is increasing, triggered by a growing understanding of religious values and a desire to live a lifestyle in line with religious principles. This is inseparable from the government system in Indonesia, which is significantly influenced by Islamic principles that are reflected in people's lives, while still paying attention to the diversity of non-Muslim communities<sup>3</sup>.

This is in line with the development of government regulations related to halal in Indonesia, especially with the enactment of Law (UU) No. 33 of 2014 concerning Halal Product Guarantee (UU JPH) article 4, which states: "Products that enter, circulate, and are traded in the territory of Indonesia must have a halal certificate." This regulation emphasizes that every product, including food, beverages, medicines, and cosmetics, circulating and trading in Indonesia must have a halal certificate. According to<sup>4</sup>, the concept of "halal" does not only cover the substantial aspects or intrinsic nature of a commodity (*lidzatihi*), but also includes the procedure or method of obtaining and providing the commodity (*lighairihi*).

The cosmetics industry is one of the sectors that have received serious attention in the implementation of the Halal Product Guarantee Act (UU JPH) in Indonesia. As one of the main secondary needs for people, especially women, halal cosmetic products are considered a crucial industry considering the increasing trend of the halal cosmetic industry in recent years. According to data quoted from the Ministry of Industry (Kemenperin) in 2019, the market growth of the cosmetics industry in Indonesia is estimated to reach 5.91% annually, covering skincare and personal care products. In addition, according to the Indonesia Halal Economic Report, the domestic halal cosmetics industry has

<sup>1</sup> Iman Ali Liaqat, "State of the Global Islamic Economy Report," DinarStandard, 2023.

<sup>2</sup> R. Pahlevi, "Konsumsi Produk Halal Tiap Sektor Indonesia Diproyeksikan Meningkat Pada 2025," Databoks, 2022.

<sup>3</sup> Eka Wahyu Hestya Budiando and Nindi Dwi Tetria Dewi, "Pemetaan Topik Penelitian Seputar Cash Ratio Pada Perbankan Syariah Dan Konvensional: Studi Bibliometrik VOSviewer Dan Literature Review," 2023.

<sup>4</sup> Priantina & Sopian (2022)

a market value of around 4.19 billion USD in 2022 and grows up to 8% per year until 2023<sup>5</sup>.

This regulation not only regulates the standards of ingredients that can be used in cosmetic products, but also emphasizes that every product in circulation must have a halal certificate in accordance with the provisions of the 2014 JPH Law. The main function of this certification label is as a form of local protection, providing confidence to consumers who prioritize halal products and at the same time increasing the competitive advantage of these products<sup>6</sup>. This is to provide peace and comfort for Muslims<sup>7</sup>. Based on data from the SiHalal application processed by the Presidential Staff Office (KSP), halal-certified products in Indonesia have shown an increasing trend over the past four years. In 2020, the number of products that received halal certification was recorded at 59.40 thousand and the figure increased to 315.66 thousand in 2021 and 704.98 thousand products in 2022. The latest data collected until September 20, 2023 shows that the number of products with halal certification has reached 1.42 million<sup>8</sup>.

With the increasing trend of consumption of halal cosmetic products, this study aims to analyze the influence of consumer attitudes, safety, and product quality on consumer subscription interest in halal cosmetic products. Consumer attitude is a key factor in determining subscription interest in halal cosmetic products.<sup>9</sup> Explains, consumer attitudes are defined as the behavior shown by consumers in searching, buying, using, evaluating and disposing of products and services that are expected to meet their needs. Attitude means consumers' feelings of pleasure or displeasure towards the object in question<sup>10</sup>.

In addition, product safety and quality are also raised as variables in this study, given the importance of these aspects in building consumer trust in halal products. According to<sup>11</sup>, the safety of ingredients in cosmetics is a very

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<sup>5</sup> (Kemenperin, 2019)

<sup>6</sup> Suci Nur Utami, "Preferensi Konsumen Berdasarkan Label Sertifikasi Halal Produk Pangan Lokal," *Journal Of Technology And Food Processing (Jtjfp)* 1, no. 02 (2021): 10–14.

<sup>7</sup> Setiawan Bin Lahuri, "Halal Cosmetics Products Used in Islamic Boarding School Analysis of the Halal Product Standard of Fatwa (MUI)," *AL-FALAH: Journal of Islamic Economics* 7, no. 01 (2021): 1–22.

<sup>8</sup> Erlina F. Santika, "Produk Bersertifikasi Halal RI Capai 1,42 Juta Produk Pada 2023," Databoks, 2023.

<sup>9</sup> Suprapti (2010)

<sup>10</sup> Setiadi Nugroho, "Perilaku Konsumen," *Jakarta: Kencana*, 2003.

<sup>11</sup> Khumairotul Khuwaroh, Agus Widarko, and M Khoirul ABS, "Analisis Pengaruh Label Halal, Keamanan Bahan, Promosi, Dan Harga Pada Produk Kosmetik Sariayu Terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada Mahasiswi Fakultas Ekonomi Dan Bisnis

important aspect for consumers. Meanwhile, according to research, the quality of products desired by consumer's concerns consumer needs and safety, so that consumers can feel safe in using a product<sup>12</sup>. Through an in-depth understanding of these factors, it is expected to provide insight for halal cosmetics manufacturers to improve marketing strategies and meet consumer expectations.

Given that the halal trend and the trend of halal cosmetics consumption continues to increase along with the increase in halal certification and public awareness of halal products, several studies have been conducted related to halal products which focus on the effect of attitudes on purchasing satisfaction, finding that attitudes have a positive and significant effect on purchasing halal cosmetics<sup>13</sup>. In addition, there are some limited studies that examine the effect of product safety and quality,<sup>14</sup> examines the impact of product quality on purchasing decisions for cosmetic products in Surakarta, this study reaches the conclusion that product quality, price, and halal labeling significantly influence purchasing decisions for cosmetic products.<sup>15</sup> Evaluated product safety, this study concluded that product safety has a significant impact on the level of customer satisfaction.

Therefore, given the limitations of previous studies that focused on one or two factors only, this study intends to examine the effect of consumer attitude, safety, and product quality variables on interest in subscribing to halal cosmetic products. This research is expected to fill the knowledge gap and provide a more comprehensive view of the factors that influence consumer subscription interest in halal cosmetic products.

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Angkatan 2015-2018 Universitas Islam Malang),” *E-JRM: Elektronik Jurnal Riset Manajemen* 8, no. 05 (2019).

<sup>12</sup> Lisa Saputri, “Pengaruh Persepsi Konsumen Tentang Kualitas Produk, Harga, Kepercayaan Dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Di Oneshop Bandar Lampung,” 2017.

<sup>13</sup> Nadela Saktiana and Muchammad Agung Miftahuddin, “Pengaruh Sikap Konsumen, Persepsi Harga Dan Persepsi Risiko Terhadap Keputusan Pembelian Kosmetik Berlabel Halal (Studi Pada Konsumen Pengguna Kosmetik Berlabel Halal Di Purwokerto),” *Master: Jurnal Manajemen Dan Bisnis Terapan* 1, no. 1 (2021): 45–62.

<sup>14</sup> Saputri, “Pengaruh Persepsi Konsumen Tentang Kualitas Produk, Harga, Kepercayaan Dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Di Oneshop Bandar Lampung.”

<sup>15</sup> Khuwaroh, Widarko, and ABS, “Analisis Pengaruh Label Halal, Keamanan Bahan, Promosi, Dan Harga Pada Produk Kosmetik Sariayu Terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Angkatan 2015-2018 Universitas Islam Malang).”

## RESEARCH METHOD

The research methodology used in this study is a quantitative approach by utilizing a questionnaire as an instrument and applying the Structural Equation Modeling Partial Least Square (SEM-PLS) analysis technique. Quantitative research is a method of analysis in an investigation to prove a problem using numerical calculations<sup>16</sup>. Meanwhile, Structural Equation Modeling (SEM) is a multivariate analysis technique developed to cover the limitations of previous analytical models that have been widely used in statistical research<sup>17</sup>. PLS-SEM is very useful for research that explores the factors that influence certain aspects<sup>18</sup>.

Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics in accordance with those determined by researchers to be studied and then draw conclusions<sup>19</sup>. The population used in this study is all generation Z people in Riau Province. Sample the sample is part of the number and characteristics possessed by the population<sup>20</sup>. The sample used in this study is the people of generation Z who have used halal cosmetic products in Riau Province. Sampling Technique with unknown population data, to determine the minimum number of samples to be used can be determined using the Lemeshow formula. According to<sup>21</sup>, sample calculations with the Lemeshow formula approach can be used to calculate the number of samples with a total population that cannot be known with certainty. The Lemeshow formula used is:

$$n = \frac{Z^2 P \cdot (1 - P)}{d^2}$$

Description:

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<sup>16</sup> Nurfitriavi Nuriman, Luqyan Tamanni, and Indra Indra, "Analisis Pengaruh Literasi Keuangan Syariah Terhadap Perencanaan Dan Pengelolaan Keuangan Syariah Keluarga Pasangan Muda Pasca Pandemi Covid 19," *Journal of Comprehensive Science (JCS)* 2, no. 8 (2023): 1482–96.

<sup>17</sup> Anisa Syahidah Mujahidah and Aam Slamet Rusydiana, "Perceptions of Indonesian Muslim Youth on Factors Influencing Their Intention to Perform Cash Waqf," *International Journal of Islamic Economics and Finance (IJIEF)* 6, no. 1 (2023).

<sup>18</sup> Anita Priantina et al., "Gen Z and Support Towards Islamic Commercial and Social Finance Integration," *AZKA International Journal of Zakat & Social Finance*, 2023, 25–48.

<sup>19</sup> Pendidikan Pendekatan Kuantitatif, "Metode Penelitian Kuantitatif Kualitatif Dan R&D," *Alfabeta, Bandung*, 2016.

<sup>20</sup> Jonathan Sarwono and Umi Narimawati, "Membuat Skripsi, Tesis, Dan Disertasi Dengan Partial Least Square Sem (Pls-Sem)," *Yogyakarta: Andi*, 2015.

<sup>21</sup> Slamet Riyanto and Aglis Andhita Hatmawan, *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen* (Deepublish, 2020).

- N = Number of Samples
- P = Sample Proportion
- Z = Confidence Level
- D = Limit Error

The population used in this study is unknown so that the research proportion used is p: q is 50:50. Meanwhile, the Z value used is 95% or 1.96 and d is 10%. Based on the formula above, the sample calculation can be done as follows:

$$n = \frac{1,96^2 0,5 \cdot (1 - 0,5)}{0,1^2}$$

$$n = 96,04 \text{ (Rounded to 100)}$$

From the above calculations, it can be seen that the size of the research sample to be used is 100 respondents. This sample size is considered to meet the minimum requirements for the SEM-PLS method, which are 100 respondents or more<sup>22</sup>. This study relies on primary data collected through questionnaires distributed to 108 respondents who have met the research criteria. According to<sup>23</sup> primary data sources are direct data sources. Primary data is data that can be obtained by researchers directly through observation, interviews, questionnaires and other methods<sup>24</sup>. The questionnaire is designed using a 6-point linear scale, ranging from 1 (Strongly disagree) to 6 (Strongly agree). Structural Equation Modeling Partial Least Square (SEM-PLS) is a statistical analysis technique used to assess models consisting of linear relationships between variables, especially variables that cannot be observed directly. The evaluation process in this method involves two stages: Evaluation of the Measurement Model (Outer Model): The purpose of this evaluation is to prove the validity and reliability of the measurement model. There are three main evaluation aspects: First, Convergent Validity: The loading factor value is expected to be greater than 0.7, indicating convergent validity. Second, Discriminant Validity: The cross loading value is expected to be greater than 0.7, indicating discriminant validity between the constructs. Third, Internal Consistency: Checked through the Composite Reliability value which should be

<sup>22</sup> Khilyatin Ikhsani, Christina Catur Widayati, and Nur Endah Retno Wuryandari, "Analisis Pengaruh Persepsi Resiko, Promosi, Dan Kepercayaan Merek Terhadap Niat Beli Pasca Covid-19," *Jurnal Bisnis, Ekonomi, Manajemen, Dan Kewirausahaan*, 2021, 66–75.

<sup>23</sup> Sarwono and Narimawati, "Membuat Skripsi, Tesis, Dan Disertasi Dengan Partial Least Square Sem (Pls-Sem)."

<sup>24</sup> Riyanto and Hatmawan, *Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen*.

greater than 0.7. The Cronbach Alpha coefficient can also be used as an indicator of internal consistency<sup>25</sup>. Structural Model Evaluation (Inner Model): This evaluation aims to project the relationship between latent variables based on the theoretical basis. R-square is used as an indicator to assess the extent to which the model can explain variations in endogenous constructs. In addition, the t-statistic value of the path coefficient test is used to evaluate the significance of the relationship between variables. After the data was processed, analysis was conducted to evaluate the effect of the variables examined in this study. This analysis involves assessing the significance of the path coefficients and the effectiveness of the model in explaining variations in consumer preferences.

### Model Specifications and Research Instruments

Each question in the questionnaire is primarily directed at obtaining the necessary information or data required, namely to obtain operational definitions of the variables used in PLS-SEM modeling. The indicators of each dependent and independent variable are as follows:

**Table 1.** Variable Indicators

Variables	Code	Indicator
<b>Consumer Attitude</b>	Attitude (X1)	Manifest Variable
A person's feelings towards accepting or rejecting an object are measured using a Method that places the individual on a bipolar evaluation scale, and another term known as attitude <sup>26</sup> .	X1_1	I have a positive attitude towards halal cosmetic products.
	X1_2	I believe that halal cosmetic products are better for my skin
	X1_3	I feel that halal cosmetic products are in line with my values and beliefs.
	X1_4	I love using halal cosmetic products
	X1_5	I feel proud to use halal cosmetic products
	X1_6	I feel that halal cosmetic products suit my taste and style.
<b>Product Safety</b>	Security (X2)	Manifest Variable

<sup>25</sup> Andra Rofian Saputra, "PENGARUH KOMPENSASI DAN KOMITMEN ORGANISASIONAL TERHADAP KINERJA KARYAWAN DIMEDIASI MOTIVASI KERJA Studi Kasus Di Hotel Merah Group Magetan, Jawa Timur, Indonesia," 2018.

<sup>26</sup> ICEK AJZEN, "The Theory of Planned Behavior," *Academic Press* 50, no. 179 (1991).

The safety of ingredients in cosmetics is a very important aspect for consumers <sup>27</sup> .	X2_1	I feel that halal cosmetic products are safe to use on my skin
	X2_2	I believe that halal cosmetic products do not contain harmful ingredients
	X2_3	I feel confident that halal cosmetic products have passed rigorous safety testing.
	X2_4	I feel comfortable using halal cosmetic products without worrying about side effects
	X2_5	I believe that halal cosmetic products comply with high safety standards.

Product Quality	Product Quality (X3)	Manifest Variable
In the perspective of the American Society, quality is defined as "the totality of features and characteristics of a product that impact its ability to satisfy stated or implied needs" <sup>28</sup> .	X3_1	The halal cosmetic products I use are of very good quality
	X3_2	I feel that halal cosmetic products give satisfactory results
	X3_3	I believe that halal cosmetic products are made from high quality ingredients
	X3_4	I feel that halal cosmetic products provide real benefits to my skin

Subscription	Interest (Y)	Manifest Variable
A sense of interest in a product is supported by a desire to know the product and is done with Self-will so that it creates a sense of wanting to	Y1_1	I am willing to subscribe to halal cosmetic products periodically because of the factors above
	Y1_2	I am interested in receiving information about halal cosmetic products available in the market.

<sup>27</sup> Khuwaroh, Widarko, and ABS, "Analisis Pengaruh Label Halal, Keamanan Bahan, Promosi, Dan Harga Pada Produk Kosmetik Sariayu Terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Angkatan 2015-2018 Universitas Islam Malang)."

<sup>28</sup> Saputri, "Pengaruh Persepsi Konsumen Tentang Kualitas Produk, Harga, Kepercayaan Dan Electronic Word of Mouth Terhadap Minat Beli Konsumen Di Oneshop Bandar Lampung."



subscribe to the product offered <sup>29</sup> .	Y1_3	I am interested in subscribing to halal cosmetic products if there are exclusive offers or special discounts for subscribed customers
	Y1_4	I believe that subscribing to halal cosmetic products will provide better benefits compared to one-time purchases.
	Y1_5	I recommend subscribing to halal cosmetic products to my friends or family

## RESULT AND DISCUSSION

A total of 108 respondents were enrolled in this study. There were 33 male respondents (30.6%) and 75 female respondents (69.4%). The age range of respondents with the largest percentage is in the age range 20-24 years with 57 respondents (53%), followed by the age range 16-19 years with 36 respondents (33%). Then the age range of 25-27 years with 12 respondents (11.1%) and the age range of 11-15 years with 3 respondents (2.9%).

### *Outer Model (Measurement Model)*

#### Validity Test

The validity test is used to assess the extent to which a questionnaire is valid or valid<sup>30</sup>. For reflective indicators, validity can be tested by looking at the correlation between the indicator score and the construct score. Measurement with reflective indicators indicates a change in an indicator in a construct if other indicators in the same construct also change. The following are the results of calculations using the Smart PLS 3.0 application:

Table 2 Convergent Validity

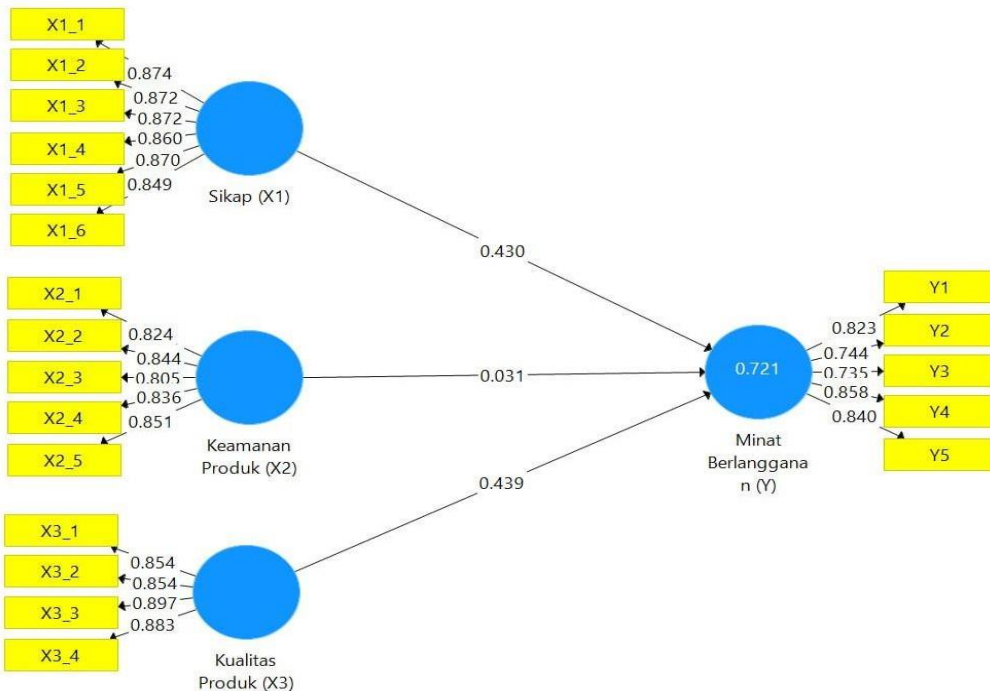
Variables	Indicator	Outer Loading	AVE	Results
Attitude (X1)	X1_1	<b>0.874</b>	<b>0.750</b>	Valid
	X1_2	<b>0.872</b>		Valid
	X1_3	<b>0.872</b>		Valid

<sup>29</sup> Nadia Mayangsari et al., "Pengaruh Sosialisasi Produk Digital Terhadap Minat Berlangganan Pada Unit Digital Services PT. Telkom Witel Bandung," *Jurnal Pendidikan Ekonomi Dan Kewirausahaan* 7, no. 1 (2023): 178, <https://doi.org/10.29408/jpek.v7i1.13326>.

<sup>30</sup> Imam Ghozali and Alimatus Sahrah, "Pengaruh Efikasi Diri Dan Kecerdasan Menghadapi Rintangan Terhadap Niat Berwirausaha Pada Mahasiswa Fakultas Ekonomi Di Universitas Bangka Belitung," *Society* 5, no. 1 (2017): 33–43.

	X1_4	<b>0.860</b>		Valid
	X1_5	<b>0.870</b>		Valid
	X1_6	<b>0.849</b>		Valid
Security (X2)	X2_1	<b>0.824</b>	<b>0.693</b>	Valid
	X2_2	<b>0.844</b>		Valid
	X2_3	<b>0.805</b>		Valid
	X2_4	<b>0.836</b>		Valid
	X2_5	<b>0.851</b>		Valid
Product Quality (X3)	X3_1	<b>0.854</b>	<b>0.761</b>	Valid
	X3_2	<b>0.854</b>		Valid
	X3_3	<b>0.897</b>		Valid
	X3_4	<b>0.883</b>		Valid
Subscription Interest (Y)	Y1	<b>0.823</b>	<b>0.642</b>	Valid
	Y2	<b>0.744</b>		Valid
	Y3	<b>0.735</b>		Valid
	Y4	<b>0.858</b>		Valid
	Y5	<b>0.840</b>		Valid

Source: Primary Data Processed (2024)



Source: Primary Data Processed (2023)

Figure 1. SEM PLS Model, Outer Loading, and R Square

According to<sup>31</sup>, a correlation is considered to meet convergent validity if it has a loading value greater than 0.5. From the test results above, it can be seen that the value of each variable in the AVE test has a value above 0.5, and the value of each variable in the outer loading test has a value above 0.7. Therefore, it can be concluded that the test is valid or successful.

#### Reliability Test

<sup>32</sup>Indicate that a latent variable is considered to have good reliability if the composite reliability value exceeds 0.7 and the Cronbach's alpha value exceeds 0.7.

Table 3. Reliability test results

Variables	Composite Reliability	Cronbach's Alpha	Description
Attitude (X1)	<b>0.947</b>	<b>0.934</b>	Reliable
Security (X2)	<b>0.918</b>	<b>0.889</b>	Reliable
Product Quality (X3)	<b>0.927</b>	<b>0.895</b>	Reliable
Subscription Interest (Y)	<b>0.899</b>	<b>0.860</b>	Reliable

Source: Primary Data Processed (2023)

Table 2 shows that the results of the composite reliability test and Cronbach's alpha test have values above 0.7. So this shows that each latent variable measured in this study can be said that each latent variable is reliable. *Inner Model (Structural Model)* The inner model is a structural framework used to predict causal relationships, namely causal relationships, between latent variables or variables that cannot be measured directly. The steps in the inner model also serve to examine the interactions between exogenous and endogenous elements, with the intention of developing models derived from theories and concepts<sup>33</sup>. Structural Model Evaluation One way to evaluate the inner model is through an assessment of the structural research model, which involves testing the R-Square value as an indicator of model fit. R-Square is used as a measure of the extent to which the model fits the data. When the R-Square for endogenous variables

<sup>31</sup> Joseph F Hair Jr et al., *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook* (Springer Nature, 2021); Sayyida Sayyida and Alwiyah Alwiyah, "Perkembangan Structural Equation Modeling (Sem) Dan Aplikasinya Dalam Bidang Ekonomi," *PERFORMANCE: Jurnal Bisnis & Akuntansi* 8, no. 1 (2018): 10–26.

<sup>32</sup> Sarwono and Narimawati, "Membuat Skripsi, Tesis, Dan Disertasi Dengan Partial Least Square Sem (Pls-Sem)."

<sup>33</sup> Dwi Novanda Sari and Muhammad Ainul Fahmi, "The Impact of LINKS (Local and Indigenous Knowledge Systems) on Human Resources Innovation Capability Strategy and Business Performance of Food and Beverage MSMEs," *Journal of Entrepreneurship, Management and Industry (JEMI)* 5, no. 4 (2023): 281–300.

reaches values of 0.25, 0.50, and 0.75, it indicates that the research model has a minor, moderate, and major impact on the model structure, providing a significant measure of the integrity of this structural model <sup>34</sup>.

Table 4. Model Fit

Variables	R-Square	Adjusted R-Square	SRMR	Chi-square	NFI
Subscription Interest	0.721	0.712	0.068	358.221	0.814

Source: Primary Data Processed (2024)

Table 3 shows the results of evaluating the structural model using R-Square in this study. From the results above, it is known that the R-Square value of subscription interest is 0.721 with an Adjusted R-Square value of 0.712. So it can be explained that all exogenous variables simultaneously affect Y by 72.1%, so the influence of all exogenous variables on Y is moderate or moderate. While the remaining 27.9% is explained by other variables not mentioned in this study. In addition, there are three other model tests, namely chi-square, standardized root mean square residual (SRMR), and standard fit index (NFI), used to assess the fit of the model created. The standard for the chi-square parameter is at least 0.9 or more, while the SRMR value should be smaller or equal to 0.1 <sup>35</sup>Table 3 shows that the Chi-square value is > 0.9, the SRMR value is < 0.1, and the NFI value is 81.4% (0.814). This indicates that the model tested in this study is better than the null model, providing evidence that this model has a good fit<sup>36</sup>.

Table 5. F-square

	F-Square	Effect Size
Attitude → Subscription Interest	0.191	
Security → Subscription Interest	0.001	
Product Quality → Subscription Interest	0.156	

Source: Primary Data Processed (2024)

<sup>34</sup> Hair Jr et al., *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*.

<sup>35</sup> Muhammad Ainul Fahmi, Fadila Nurfauzia, and Yuki Yulyadin, “Analisis Pengaruh Faktor Pendorong Dan Penghambat Terhadap Praktik Rantai Pasokan Hijau Pada Pengganti Kantong Plastik: Model Persamaan Struktural Pada Retail Modern,” *Jurnal Bisnis Dan Manajemen West Science* 2, no. 02 (2023): 172–83.

<sup>36</sup> Muhammad Ainul Fahmi, “Analysis of Sustainable Business Performance in Staple Food Traders in West Java Province: An Empirical Analysis,” *Journal of Entrepreneurship, Management and Industry (JEMI)* 5, no. 3 (2022): 175–96.

In the next step, the inner model test is carried out by calculating the f-square value, which acts as an effect size for each model path in this study. The f-square values used to determine the effect size are 0.02, 0.15, and 0.35, which respectively indicate small, medium, and large effects on each path relationship in the model<sup>37</sup>. The results of this study show that there are two f-square values with medium effects (0.191 and 0.156) and one f-square value with a small effect (0.001), as listed in Table 4.

### Hypothesis Analysis

During the process of model development and research hypothesis testing, the application of data analysis becomes a crucial step. Hypothesis testing serves as an effective tool for researchers in addressing open issues and getting answers to the questions posed. In addition, the hypothesis testing process is also useful to show whether low-level constructs have a significant impact on the intended high level.

Table 6. T-statistic results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Attitude → Subscription Interest	0.430	0.404	0.114	3.782	<b>0.000</b>
Security → Subscription Interest	0.031	0.065	0.132	0.236	<b>0.814</b>
Product Quality → Subscription Interest	0.439	0.424	0.125	3.514	<b>0.000</b>

Source: Primary Data Processed (2024)

In the hypothesis testing process, the bootstrap method is used to assess whether the hypothesis proposed in this study can be accepted or rejected. The use of the bootstrap method focuses on testing the results of the inner model, which includes outputs such as r-square, parameter coefficients, and t-statistics<sup>38</sup>. Previous research on Structural Equation Modeling (SEM) and Partial Least Squares (PLS) states that path coefficient values usually range between -1 and +1. A value close to +1 indicates a positive influence, while a

<sup>37</sup> Fahmi.

<sup>38</sup> Sayyida and Alwiyah, "Perkembangan Structural Equation Modeling (Sem) Dan Aplikasinya Dalam Bidang Ekonomi."

value close to -1 indicates a negative influence. On the other hand, the T-statistic value in bootstrap PLS-SEM is used to assess the significance of the determinants in the study, with the value considered significant if it exceeds 1.96 and the p value considered significant if it is less than 0.05.<sup>39</sup>

#### *Analysis of the Effect of Consumer Attitudes (X1) on Subscription Interest (Y)*

The attitude variable shows a significant positive effect on subscription interest, as seen from the path coefficient value of 0.430 and the t-statistic of 3.782, which is greater than 1.96. Therefore, it can be concluded that attitude plays a positive role in influencing subscription interest. In more detail, it can be explained that attitude has a significant positive influence on subscription interest, indicated by a t-statistic value of 3.782 which is greater than 1.96, and a p-value of 0.00 which is less than 0.05. Thus, this study concludes that the exogenous variable attitude (X1) has a positive and significant influence on subscription interest (Y).

These results are supported by<sup>40</sup> which analyzes consumer profiles of halal cosmetic products, identifies their purchasing characteristics, and analyzes the factors that influence halal cosmetic purchasing decisions. The results showed that the latent variable consumer attitude has a direct positive influence on repeat purchase decisions, with a path coefficient of 0.603. Therefore, consumer attitudes are considered a significant factor in influencing the purchase of halal-labeled cosmetics, because the motive for using these cosmetics can meet the need for recognition, especially in creating an attractive appearance for working women.

#### *Analysis of the Effect of Product Safety (X2) on Subscription Interest (Y)*

The exogenous variable security shows a positive influence on subscription interest, as indicated by the path coefficient value of 0.031. However, it can be concluded from the t-statistic value of 0.236 which is smaller than the supposed threshold value of 1.96. Therefore, it can be explained that understanding has a positive and insignificant effect on subscription interest, with a t-statistic value of  $0.031 < 1.96$  and a p-value of  $0.814 > 0.05$ . This study found that safety has no significant effect on consumer subscription interest in halal cosmetic products.

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<sup>39</sup> Hair Jr et al., *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*.

<sup>40</sup> Stevia Septiani and Retno Indraswari, "Faktor-Faktor Yang Memengaruhi Perilaku Konsumen Produk Kosmetik Halal Di Kota Bogor," *Jurnal Manajemen Dan Organisasi* 9, no. 1 (2018): 59–73.

The results found in this study are in line with research conducted by <sup>41</sup> investigating the impact of halal labeling, ingredient safety, promotion, and price on consumer purchasing decisions for halal cosmetic products. The population and research sample involved 100 respondents who had used halal cosmetic products. The results of the analysis show that halal labeling; ingredient safety, promotion, and price have a positive influence on consumer purchasing decisions. However, the Material Safety variable has a value of 1.707 with a significance value of 0.091 ( $> 0.05$ ), indicating that there is no significant effect of the safety variable on consumer purchasing decisions (Y).

#### *Analysis of the Effect of Product Quality (X3) on Subscription Interest (Y)*

The exogenous variable product quality shows a significant positive effect on subscription interest, with a path coefficient value of 0.439. This can be concluded from the t-statistic value of 3.514 which is greater than 1.96. Furthermore, the religiosity variable shows a significant positive effect with a t-statistic value of  $4.43 > 1.96$  and a p-value of 0.00, which is lower than 0.05. Based on these findings, it can be concluded that product quality has a positive and significant influence on subscription interest.

These results are directly proportional to the research of <sup>42</sup>, this study focuses on the impact of product quality on purchasing decisions for Wardah brand halal cosmetic products among female students of the Faculty of Economics and Islamic Business IAIN Palopo. The results showed that the quality of halal cosmetic products has a significant influence on consumer interest in purchasing halal cosmetic products. Although the magnitude of the effect of product quality on purchasing decision making of 38.6% is considered low, this result still shows significance, especially when compared to other factors that do not show significant results.

## **CONCLUSION**

Based on the research results that have been described, it can be concluded that consumer attitudes ( $X_1$ ) have a positive and significant influence on subscription interest (Y) in halal cosmetic products. Thus, consumers who have a positive attitude towards halal cosmetic products tend to be more

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<sup>41</sup> Khuwaroh, Widarko, and ABS, "Analisis Pengaruh Label Halal, Keamanan Bahan, Promosi, Dan Harga Pada Produk Kosmetik Sariayu Terhadap Keputusan Pembelian Konsumen (Studi Kasus Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Angkatan 2015-2018 Universitas Islam Malang)."

<sup>42</sup> Sitti Mushawwirah, "Pengaruh Kualitas Produk Terhadap Pengambilan Keputusan Pembelian Kosmetik Merek Wardah Pada Mahasiswi Fakultas Ekonomi Dan Bisnis Islam" (Institut Agama Islam Negeri Palopo, 2018).

interested in subscribing. Furthermore, product safety ( $X_2$ ) does not have a significant positive effect on subscription interest ( $Y$ ), indicating that product safety is not a major determining factor in consumer decisions to subscribe to halal cosmetic products. On the other hand, product quality ( $X_3$ ) has a positive and significant influence on subscription interest ( $Y$ ), indicating that consumers tend to be more interested in subscribing if halal cosmetic products have good quality.

This study provides valuable insights into the factors that influence consumer subscription interest in halal cosmetic products, especially among Generation Z. Overall, the research variables, namely attitude, safety and product quality, together influence about 72.1% in the subscription interest in halal cosmetics among Generation Z. These results can guide halal cosmetics manufacturers in improving marketing strategies and product development. These results can guide halal cosmetics manufacturers in improving their marketing strategies and product development. Although product safety is not proven to be a determining factor, halal cosmetics companies need to continue to improve their product quality and strengthen the positive image related to halal to attract consumers' subscription interest.

However, it is important to remember that the results of this study are specific to respondents who are users of halal cosmetic products from generation Z so it may not be directly applicable to different consumer groups. Therefore, further and inclusive research may be needed to understand more deeply the factors that influence consumers' subscription interest in halal cosmetic products across different consumer groups.■

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