

The Effect of Halal Perceptions and Price on Skincare Buying Decisions in Generation Z Muslim: Case Study of Students of SMK Assyukur in Caringin-Bogor

Via Kumariyanti¹; Kholifatul Husna Asri; Amin Ilyas

STEI Napala Bogor, Indonesia

ABSTRACT

This study aims to examine the effect of halal perception and price on the decision to purchase halal skincare products among students at Assyukur Caringin Vocational School in Bogor, as representatives of Generation Z Muslims. The approach used is quantitative associative, with a sample size of 175 respondents. The sample was determined using the Slovin formula and proportionate stratified random sampling technique. Data were collected through a Likert scale questionnaire and analyzed using multiple linear regression with the SPSS program. The results show that halal perception (X_1) and price (X_2) significantly influence purchasing decisions (Y), both simultaneously and individually. The calculated F value of 120.712 ($p = 0.000$) and R^2 of 0.584 indicate that the model is able to explain 58.4% of the variation in purchasing decisions. In the partial analysis, halal perception ($t = 6.170$; $p = 0.000$) and price ($t = 6.122$; $p = 0.000$) had a significant effect, with price having a greater influence. These findings support the theory of Islamic consumer behavior that purchasing decisions are influenced by a balance between religious values and cost considerations. The results of this study indicate that the halal skincare industry needs to design marketing strategies that consider halal aspects and affordable prices, especially for the teenage Muslim student segment.

KEYWORDS

Halal Perception; Price; Purchase Decision; Generation Z; Skincare

¹ **CONTACT** Via Kumariyanti ✉ viakumariyanti07@gmail.com 📍 STEI Napala Bogor, Indonesia





Introduction

Indonesia is currently experiencing a demographic bonus, in which approximately 25.87% or 73.8 million of its total population of 284.4 million are classified as Generation Z (BPS Census, 2025). Generation Z, also known as Zoomers, refers to individuals born between 1997 and 2012. This generation has grown up amid rapid technological development, making access to information and online activities—including following lifestyle trends and skincare routines—highly accessible. One of the technological advancements frequently utilized by Generation Z is online shopping or e-commerce. Through digital platforms, they can easily search for, compare, and purchase various products, including skincare products. The term skincare originates from English and refers to facial skin care treatment (Andaruni, 2021).

This condition enables Generation Z not only to obtain products easily but also to be influenced by beauty bloggers on social media regarding appearance and self-care. Generation Z aspires to look attractive and well-groomed on a daily basis. Consequently, the use of beauty products becomes one of the primary ways to support their appearance.

According to Faizah and Hidayati (2023), survey findings indicate that Generation Z pays considerable attention to halal aspects in whatever they use or consume. Based on the State of the Global Islamic Economy Report 2020/2021, Indonesia is the country with the largest Muslim population in the world. Currently, demand for halal products continues to increase, not only for food but also for personal care products such as skincare and cosmetics. Indonesia possesses significant potential in the halal industry sector (Wuryandani, 2019).

In Islam, maintaining one's appearance through adornment is permissible as long as it is not excessive and remains in accordance with Islamic law. Allah SWT states in Q.S. Al-A'raf [7]:31:

﴿يٰۤاَيُّهَاۤ اٰدَمُ خُذْ وَاٰدَمَٰتِ زِيْنَتَكُمْ عِنْدَ كُلِّ مَسْجِدٍ وَكُلُوْا وَاشْرَبُوْا وَلَا تُسْرِفُوْا ۗ اِنَّهٗ لَا يُحِبُّ الْمُسْرِفِيْنَ﴾

“O children of Adam, wear your best clothing at every place of worship, and eat and drink, but do not be excessive. Indeed, He does not like those who commit excess.”

This verse instructs humans to wear proper and appropriate clothing when performing acts of worship, such as prayer and tawaf, and to consume food and drink wisely without excess. Beautiful clothing in this context refers to attire that covers the aurat (parts of the body required to be covered) and is appropriate for worship. The prohibition against excessiveness applies to all aspects of life, both in religious devotion and worldly matters, because Allah does not favor those who exceed proper limits (NU Online).

Similarly, the Prophet Muhammad ﷺ said:

إِنَّ اللّٰهَ جَمِيْلٌ يُحِبُّ الْجَمَالَ

“Indeed, Allah is Beautiful and loves beauty” (HR. Muslim–Tirmidzi).

This hadith indicates that self-care and adornment are part of human nature, provided they are carried out appropriately and in accordance with religious teachings. Therefore, the use of halal skincare products can be understood as an effort by Muslim Generation Z to maintain their appearance while adhering to religious values. Thus, religiosity becomes an important consideration in product consumption.



Halal products are obtained through a certification process conducted by the Halal Product Assurance Organizing Agency (BPJPH) in collaboration with LPPOM MUI, which evaluates raw materials, production processes, and distribution systems. A product is declared halal if it is free from ingredients derived from pork, dogs, blood, or other impure substances, and if it is not contaminated by prohibited elements. Conversely, non-halal products may contain porcine collagen, animal-derived glycerin, or non-synthetic alcohol used as solvents. Public awareness is increasing that such ingredients are not only non-halal but may also potentially cause adverse effects on the skin. Therefore, halal compliance becomes an important factor in determining purchasing decisions.

This religious phenomenon aligns with the increasing public interest in skincare products in Indonesia. E-commerce data for the first quarter of 2024 indicate that beauty products ranked among the most favored categories.

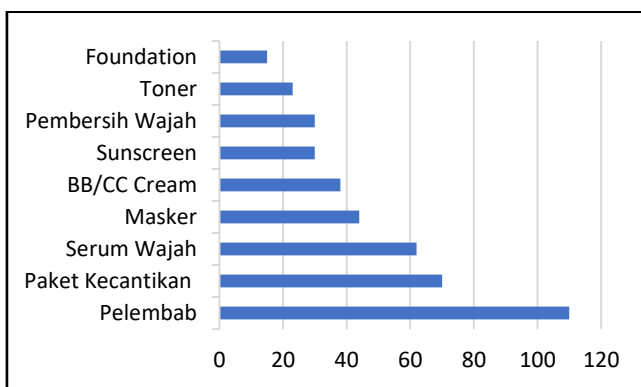


Figure 1. Q1 2024: Most Popular Beauty Products on Indonesian E-Commerce (Databooks, 2025)

It is known that moisturizers became the best-selling beauty product in Indonesian e-commerce during the first quarter of 2024, followed by various other beauty packages. This finding suggests that consumers, including Muslim Generation Z, tend to prefer basic and simple skincare products. This trend reflects growing awareness, particularly among Generation Z, regarding the importance of maintaining skin health using products that are safe, halal, and aligned with their needs.

Currently, skincare has become part of everyday life for both men and women, across various age groups. In the first quarter of 2025, demand for beauty and personal care products continued to rise. Among numerous competing brands, ten brands successfully occupied the top positions based on market share analysis from January 1 to March 31, 2025.

Table 1. 10 Best-Selling Brands in E-Commerce Based on Market Share

Skincare Brands	Market Share	Halal Status (halal.go.id)	Average Price Per Skincare Package
Skintific	4,10%	Halal	Rp. 220.000
Wardah	2,97%	Halal	Rp. 180.000
Gald2Glow	2,51%	Halal	Rp. 200.000
Hanasui	1,52%	Halal	Rp. 150.000
Maybeline NY	1,47%	Halal	Rp. 230.000
MS Glow	1,36%	Halal	Rp. 250.000
Somthinc	1,23%	Halal	Rp. 270.000
Skin1004	0,98%	Halal	Rp. 300.000
Make Over	0,98%	Halal	Rp. 280.000
Garnier	0,85%	Halal	Rp. 210.000





Interestingly, four out of the ten best-selling brands are domestic products, namely Wardah, Hanasui, MS Glow, and Somethinc. This indicates that locally manufactured products are competitive with international brands. Public trust in domestic skincare products has increased, and the halal perception attached to these brands further strengthens consumer confidence and purchasing decisions, particularly among Muslim Generation Z consumers who tend to be more selective in product choice.

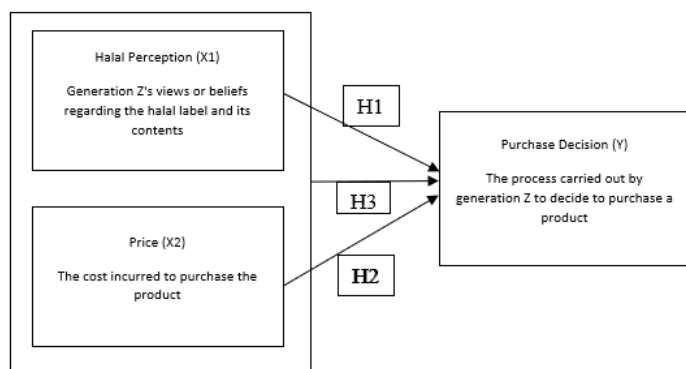
In addition to halal perception, price also contributes to purchasing decisions (Nugroho, 2021). The Beauty Index 2018 research conducted by MarkPlus, Inc. in collaboration with ZAP Clinic revealed that Generation Z in Indonesia allocates a relatively high budget for beauty products. Price plays a significant role in product selection, especially for Generation Z consumers who largely do not yet have stable income. Affordable pricing often becomes a primary attraction.

Vocational high school (SMK) students, as part of Muslim Generation Z, demonstrate distinctive consumption behavior in the beauty and personal care category. The vocational school environment, which often emphasizes neatness and professional appearance, indirectly influences their awareness of skincare and makeup use. Many adolescents, particularly female students, follow beauty trends from social media influencers for inspiration in fashion and skincare routines. The desire to appear attractive at all times becomes a key motivation in using various beauty products, including skincare. This phenomenon positions SMK students as a relevant and dynamic market segment for research on halal skincare purchasing decisions.

These considerations provide the primary rationale for understanding how Muslim Generation Z—specifically students of SMK Assyukur Caringin–Bogor—make decisions in purchasing skincare products. This school was selected because all students belong to Muslim Generation Z, actively follow skincare trends, and demonstrate awareness of halal products. Therefore, this study aims to examine:

- H1: Halal perception partially influences halal skincare purchase decisions among Muslim Generation Z.
- H2: Price partially influences halal skincare purchase decisions among Muslim Generation Z.
- H3: Halal perception and price simultaneously influence halal skincare purchase decisions among Muslim Generation Z.

Figure 1. Research framework



Source: Compiled by the Author (2025)



Previous research typically focuses on only one specific skincare brand, such as those conducted by Amalia & Markonah (2022) on Wardah; Saman & Islam (2024) on MS Glow; Putri et al. (2022) on Somethinc; Lia et al. (2021) on SR12; and Garniva (2024) on Scarlett Whitening. These studies only describe the characteristics of each brand, thus failing to provide a general overview of the factors influencing halal skincare purchasing decisions among young Muslim consumers.

Unlike previous research, this study attempts to fill this gap by examining the broader influence of halal perception and price on halal skincare purchasing decisions among Generation Z Muslims, without limiting it to a single brand. These two factors are believed to play a crucial role in shaping the behavior of modern Muslim consumers, who consider not only religious aspects but also economic sustainability when choosing products. This research is expected to provide theoretical benefits for developing an understanding of Islamic consumer behavior, as well as a form of practical assistance for halal industry players in Indonesia, especially in designing marketing strategies that are in accordance with the values and preferences of Generation Z Muslims.

Method

This study employed a quantitative approach. According to Moh. Kasiram in Waruwu (2023), quantitative research is a process of generating knowledge presented in the form of numerical data, which are subsequently analyzed to draw conclusions. The type of research used in this study is associative research, which aims to examine the relationship or influence between variables. This method was selected to determine the extent to which halal perception (X1) and price (X2) influence halal skincare purchase decisions (Y) among Muslim Generation Z.

The population of this study consisted of all students of SMK Assyukur Caringin–Bogor, totaling 306 students from Grade X to Grade XII in the 2025/2026 academic year, all of whom belong to Muslim Generation Z. The sample size was determined using the Slovin formula with a 5% margin of error, resulting in 173.4 respondents. This figure was rounded up to 175 respondents to facilitate proportional distribution across classes and to anticipate the possibility of invalid questionnaires.

The sampling technique applied was proportionate stratified random sampling. This technique involves selecting respondents randomly while maintaining proportional representation of students in each grade level to ensure balanced representation of all groups.

The Slovin formula used is as follows:

$$n = \frac{N}{1 + Ne^2}$$

Where:

n = sample size

N = population size

e = margin of error

Here is the calculation:

$$n = \frac{306}{1 + 306 \times (0,05)^2} = \frac{306}{1 + 306 \times 0,0025} = \frac{306}{1 + 0,765} = \frac{306}{1,765} = 173,4$$





The research instrument used was a questionnaire consisting of structured written statements distributed to respondents. The measurement scale applied was a five-point Likert scale, ranging from “strongly disagree” to “strongly agree.” The questionnaire items were developed based on the indicators of each variable.

For the halal perception variable (X1), the indicators included belief in halal labeling, information regarding halal labels, halal compliance of raw materials, and conformity with Islamic principles. The price variable (X2) was measured using indicators of affordability, price suitability with product quality, and price comparison with other products. The purchase decision variable (Y) was measured through indicators of need recognition, recommendation, and product satisfaction.

Before data analysis, validity and reliability tests were conducted. The validity test aimed to ensure that each questionnaire item accurately measured the intended variable. An item was considered valid if the calculated correlation value (r -count) exceeded the r -table value. The reliability test was conducted to assess the consistency and dependability of respondents' answers. According to Ghozali (2018), a questionnaire is considered reliable if the Cronbach's Alpha value exceeds 0.70.

The collected data were analyzed using multiple linear regression analysis. This method was chosen to examine the influence of more than one independent variable on a single dependent variable. Prior to regression analysis, classical assumption tests were conducted, including:

1. Normality test, to determine whether the residuals were normally distributed.
2. Multicollinearity test, to ensure that the independent variables were not highly correlated with each other.
3. Heteroscedasticity test, to identify whether the residual variance was consistent.
4. Autocorrelation test, to detect the presence of correlation among residuals.
5. Linearity test, to confirm that the relationship between independent and dependent variables was linear.

After meeting these assumptions, hypothesis testing was performed. The t -test was used to determine the partial effect of each independent variable (halal perception and price) on purchase decisions. The F -test was used to examine the simultaneous effect of the independent variables on the dependent variable. Additionally, the coefficient of determination (R^2) was calculated to determine the extent to which halal perception and price explain variations in halal skincare purchase decisions among Muslim Generation Z.

Results and Discussion

Respondent Description

The respondents consisted of Grade X–XII students of SMK Assyukur Caringin–Bogor. Based on the questionnaire results, the majority of respondents were female, totaling 104 students (59.4%), while 71 students (40.6%) were male. This finding is consistent with the study by Hayati, Salam, and Rozi (2025), which indicates that females tend to be more active in using skincare products compared to males. Although male respondents were included in this study, their participation remains relevant, as skincare fundamentally serves to maintain skin health, such as facial cleansing products, which are needed by all individuals.





Table 2. Description of Research Respondents

Characteristics	Category	Number (People)	Percentage (%)
Year of Birth	2010 (15 Years)	48	27,4
	2009 (16 Years)	30	17,1
	2008 (17 Years)	47	26,7
	2007 (18 Years)	50	29,7
Monthly Skincare Spending	<Rp. 50.000	15	8,6
	Rp.50.000-Rp.100.000	36	20,6
	Rp.100.001-Rp.150.000	72	41,1
	Rp.150.001-Rp.200.000	15	8,7
	Rp.200.001-Rp250.000	37	20,8
total		175	100

Source: Primary data (2025)

Based on year of birth, the majority of respondents were between 15 and 18 years old. Respondents were also categorized according to their monthly expenditure on skincare products. This classification provides an overview of purchasing power and consumption behavior among Muslim Generation Z students. A total of 72 respondents (41.1%) reported spending between IDR 100,001 and IDR 150,000 per month on skincare, indicating that personal care products have become part of adolescents' essential needs.

Validity and Reliability Tests

The validity test was conducted to determine whether the questionnaire items were appropriate for measuring the intended variables. An item is considered valid if the calculated correlation value (r-count) exceeds the r-table value. The results indicate that all questionnaire items for halal perception (X1), price (X2), and purchase decision (Y) had r-count values greater than 0.148, meaning all items were valid.

Table 3. Results of Validity Test and Reliability Test

Item	rCount	rTable	Valid Description	Cronbach's Alpha	Ket. Reliab	
Variables	Question					
Halal Perception (X1)	P 1	0,812	0, 148	valid	0,923	Reliab
	P2	0,810	0, 148	valid		Reliab
	P3	0,831	0, 148	valid		Reliab
	P4	0,808	0, 148	valid		Reliab
	P5	0,825	0, 148	valid		Reliab
	P6	0,684	0, 148	valid		Reliab
	P7	0,683	0, 148	valid		Reliab
	P8	0,714	0, 148	valid		Reliab
	P9	0,804	0, 148	valid		Reliab
	P10	0,729	0, 148	valid		Reliab
Price (X2)	P11	0,743	0, 148	valid	0,866	Reliab
	P12	0,677	0, 148	valid		Reliab
	P13	0,752	0, 148	valid		Reliab
	P14	0,579	0, 148	valid		Reliab
	P15	0,654	0, 148	valid		Reliab
	P16	0,677	0, 148	valid		Reliab





Purchase Decision (Y)	P17	0,622	0,148	valid	0,895	Reliab
	P18	0,722	0,148	valid		Reliab
	P19	0,649	0,148	valid		Reliab
	P20	0,687	0,148	valid		Reliab
	P21	0,755	0,148	valid		Reliab
	P22	0,715	0,148	valid		Reliab
	P23	0,785	0,148	valid		Reliab
	P24	0,565	0,148	valid		Reliab
	P25	0,707	0,148	valid		Reliab
	P26	0,676	0,148	valid		Reliab
	P27	0,737	0,148	valid		Reliab
	P28	0,764	0,148	valid		Reliab
	P29	0,747	0,148	valid		Reliab
	P30	0,713	0,148	valid		Reliab

Source: Primary data processing SPSS (2025)

The reliability test was performed using Cronbach’s Alpha. According to Ghazali (2018), a variable is considered reliable if Cronbach’s Alpha exceeds 0.70. The results show that halal perception (0.923), price (0.866), and purchase decision (0.895) all exceeded this threshold. Therefore, the research instrument is considered reliable and consistent, and the data are suitable for further analysis.

Classical Assumption Tests

The Classical Assumption Test was conducted to ensure the suitability of the multiple linear regression model used in this study. The tests included normality, multicollinearity, heteroscedasticity, autocorrelation, and linearity.

Normality Test

The normality test was conducted using the Kolmogorov–Smirnov method to determine whether the residual data were normally distributed. The test produced a significance value of 0.075, which is greater than 0.05. Therefore, the residuals are normally distributed, and the regression model satisfies the normality assumption.

Table 4. Normality Test Results

One-Sample Kolmogorov-Smirnov Test	
	Unstandardized Residual
N	175
Asymp. Sig. (2-tailed)	.075 ^c

Source: Primary data processing SPSS (2025)

Multicollinearity Test

The multicollinearity test was performed to examine whether strong correlations existed among independent variables. The tolerance value for both halal perception and price was 0.528 (>0.10), while the Variance Inflation Factor (VIF) value was 1.894 (<10). These results indicate that no multicollinearity symptoms were detected, meaning both independent variables can be included simultaneously in the regression model.





Table 5. Multicollinearity Test

Coefficients ^a			
	Model	Collinearity Statistics	
		Tolerance	VIF
1	Halal Perception (X1)	.528	1.894
	Price (X2)	.528	1.894

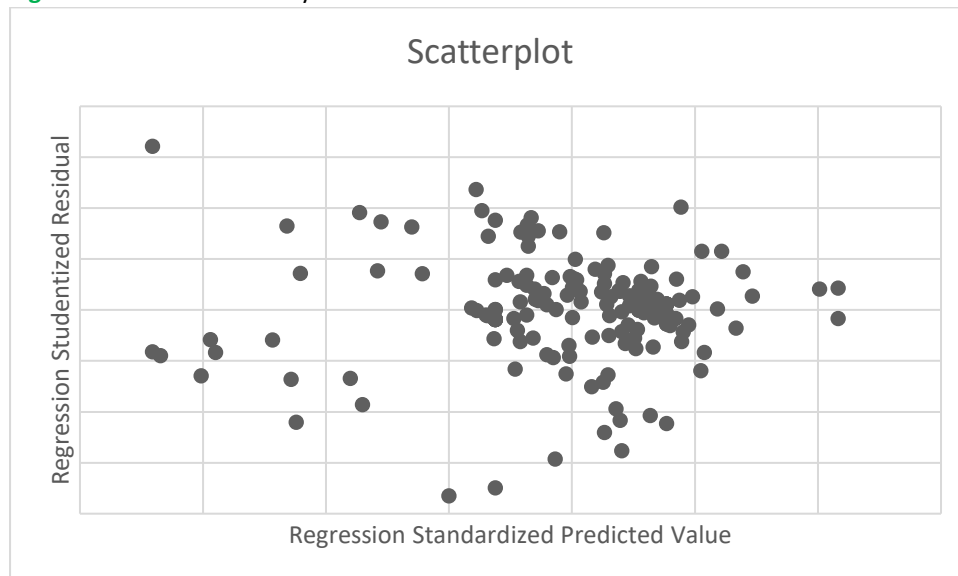
a. Dependent Variable: Buying decision (Y)

Source: Primary data processing SPSS (2025)

Heteroscedasticity Test

The heteroscedasticity test was conducted using a scatterplot analysis. The distribution of points appeared random and did not form a specific pattern, indicating that heteroscedasticity was not present in the regression model.

Figure 2. Heteroscedasticity Test



Source: Primary Data processed by SPSS (2025)

Autocorrelation Test

The autocorrelation test was conducted using the Durbin–Watson method. The obtained value was 1.956, which falls within the acceptable range of 1.5 < DW < 2.5. This indicates that no autocorrelation exists among residuals, and the observations are independent.

Tabel 6. Autocorrelation Test

Statistics	Value	Criteria	Description
Durbin-Watson	1,956	1,5<DW<2,5	No autocorrelation occurs

Source: Primary Data processed by SPSS (2025)





Linearity Test

The Linearity Test aims to ensure that the relationship between the independent variable and the dependent variable is linear (Ghozali, 2018).

Tabel 7. Linearity Test

Variabel	Sig. Deviation From Linearity	Criteria	Description
Halal perception (X1) → Purchase Decision (Y)	0,0082	>0,05	Linear Relationship
Price (X2) → Purchase Decision (Y)	0,116	>0,05	Linear Relationship

Source: Primary Data processed by SPSS (2025)

The linearity test showed that the significance value of deviation from linearity for halal perception and price variables was greater than 0.05. This indicates a linear relationship between the independent variables and the dependent variable. Therefore, the linearity assumption is fulfilled.

Multiple Linear Regression Analysis

Multiple linear regression analysis was used to determine the influence of halal perception (X1) and price (X2) on purchase decision (Y).

Tabel 8. Multiple Linear Regression Test

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.623	1.924		2.923	.004
	Halal Perception	.387	.063	.418	6.170	.000
	Price	.457	.075	.414	6.122	.000

a. Dependent Variable: Buying decision

Source: Primary data processing SPSS (2025)

The regression equation obtained is:

$$Y = a+(b_1)X_1+(b_2)X_2$$

$$Y = 5.623+0.387X_1+0.457X_2$$

Where:

Y = Purchase Decision

a = Constant

X₁ = Halal Perception

X₂ = Price

This equation indicates that halal perception and price have positive effects on purchase decisions. The regression coefficient for halal perception is 0.387, while the coefficient for price is 0.457. This means that an increase in halal perception or price suitability will lead to an increase in purchase decisions.





The higher coefficient value for price suggests that price has a slightly stronger influence on purchase decisions compared to halal perception.

These findings align with the consumer behavior theory proposed by Kotler and Keller (2016), which states that purchasing decisions are influenced by consumers' perceptions of product value and benefits. In the context of Muslim Generation Z, purchasing decisions are shaped not only by religious compliance but also by rational economic considerations.

Hypothesis Testing

Hypothesis testing is carried out to determine the influence of independent variables, both simultaneously and partially, on related variables.

Simultaneous Test (F-Test)

The F-test is used to determine whether all independent variables together have a significant effect on the dependent variable. To test this hypothesis, the following hypotheses are used:

- H0: Halal Perception (X1) and Price (X2) simultaneously have no significant effect on Purchase Decisions (Y).
- H1: Halal Perception (X1) and Price (X2) simultaneously have a significant effect on Purchase Decisions (Y).

Tabel 9. F Test (Anova)

Statistik	Nilai	Sig.
F Hitung	120,712	0,000

Source: Primary data processing SPSS (2025)

Coefficient of Determination (R²)

This test is used to show how much variation in the dependent variable can be explained by the independent variables in the regression model.

Tabel 10. Coefficient of Determination

Model Summary ^b		
Model	R	R Square
1	.764 ^a	.584

a. Predictors: (Constant), Price, Halal Perception
b. Dependent Variable: Buying decision

Source: Primary data processing SPSS (2025)

The coefficient of determination (R²) obtained is 0.584. This means that the two independent variables can influence 58.4% of the explanation for consumer purchasing decisions.

The remaining 41.6% is explained by other variables not examined in this study, such as promotion, product quality, and brand image. The R² value of 0.764 indicates a fairly strong relationship between the independent and dependent variables, consistent with Sugiyono (2019) who stated that correlation values above 0.7 indicate a strong relationship.





Partial Test (t-Test)

The purpose of this study is to determine whether independent variables, such as Halal Perception and Price, have a significant influence on purchasing decisions. The hypotheses tested are as follows:

- H01: Halal Perception (X1) does not significantly influence Purchasing Decisions (Y)
- H11: Halal Perception (X1) significantly influences Purchasing Decisions (Y)
- H02: Price (X2) does not significantly influence Purchasing Decisions (Y)
- H12: Price (X2) significantly influences Purchasing Decisions (Y)

Tabel 11. Partial Test

Coefficients ^a		
Model	t	Sig.
Halal Perception (X1)	6.170	.000
Price (X2)	6.122	.000

a. Dependent Variable: Purchase Decision

Source: Primary data processing SPSS (2025)

Based on the table above, the Halal Perception variable is 6.170 with a significance value of 0.000 < 0.05. Therefore, H01 is rejected and H11 is accepted, concluding that it has a significant influence on skincare purchasing decisions. The Price variable is 6.122 with a significance value of 0.000 < 0.05. Therefore, H02 is rejected and H12 is accepted, concluding that Price has a positive and significant influence on purchase intention.

Thus, both independent variables are partially proven to have a significant influence on the purchasing decisions of halal products by Generation Z Muslim consumers.

Conclusion

The results of this study indicate that halal perception and price have a positive and significant influence on purchasing decisions for halal skincare products among Generation Z Muslims. Simultaneously, these two variables exert a significant influence on purchasing decisions, with price being the most dominant factor. These findings demonstrate that the consumption behavior of young Muslims is influenced not only by religious values in considering a product's halal status, but also by rational considerations related to affordability. In other words, purchasing decisions for halal products are shaped by a balance between complementary spiritual aspects and economic considerations.

This study makes important contributions both theoretically and practically. Theoretically, the results strengthen the theory of Islamic consumer behavior, demonstrating that halal purchasing decisions are a form of integration between religious values and economic rationality. These findings also add to the empirical evidence regarding halal consumption behavior among Generation Z Indonesian Muslims. Meanwhile, practically, the results of this study can serve as a reference for halal skincare industry players in developing marketing strategies that emphasize the authenticity of the halal label and set competitive and realistic prices for young consumers. Furthermore, educators and entrepreneurship teachers can utilize the results of this study to raise awareness of halal consumption and Sharia business ethics among adolescents, while Islamic education policymakers can use them as input in



developing halal literacy programs that support the growth of a creative economy based on Islamic values.

However, this study has limitations because it only included students at SMK Assyukur Caringin, Bogor, so the results cannot be fully generalized to all Generation Z Muslims in Indonesia. Furthermore, the variables used were limited to halal perceptions and price, while other factors such as product quality, brand image, promotion, and social influence have the potential to contribute additional factors to purchasing decisions. Therefore, future research is recommended to expand the scope of the study and include other relevant variables to provide a more comprehensive picture of young Muslim consumer behavior in Indonesia.

References

- Amalia, A., & Markonah, M. (2022). Pengaruh sertifikasi halal, harga, dan brand ambassador terhadap keputusan pembelian produk skincare Wardah di Jakarta. *PJIEB*, 2(2), 49–60. <https://doi.org/10.56174/pjieb.v2i2.49>
- Andaruni, A. (2021). *Pengaruh label halal, harga produk, dan pendapatan terhadap konsumsi produk skincare pembersih wajah (Studi pada mahasiswa Jurusan Ilmu Ekonomi Angkatan 2017 FEB UB)* [Skripsi, Universitas Brawijaya]. <http://repository.ub.ac.id/id/eprint/185382>
- Asri, K. H., & Ilyas, A. (2022). Penguatan ekosistem halal value chain sebagai pengembangan industri halal menuju era 5.0. *Alif: Sharia Economics Journal*, 1(1), 37–47. <https://doi.org/10.37010/alif.v1i1.712>
- Draditaswari, S. Y. (2024). *Bahasa Indonesia di era digital: Tantangan dan masa depannya*. Intelektual Manifes Media.
- Faizah, I., & Hidayati, P. (2023). Edukasi halal lifestyle melalui pembelajaran berbasis product knowledge bagi siswa SMA Muhammadiyah 2 Sidoarjo. *Jurnal Abdimas Bina Bangsa*, 5(2), 759–767.
- Garniva, A. V. (2024, October 7). *Pengaruh harga, kualitas produk, promosi dan kualitas pelayanan terhadap keputusan pembelian produk skincare Scarlett Whitening (Studi kasus pada konsumen Scarlett Whitening di Madiun)* [Skripsi, Universitas PGRI Madiun]. <http://eprint.unipma.ac.id/id/eprint/2245>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Hayati, R., Salam, R., & Rozi, F. (2025). Makna penggunaan skincare pada mahasiswa laki-laki: Analisis semiotika Roland Barthes di Universitas Islam Negeri Sumatera Utara (UINSU) Medan. *Journal of Basic Educational Studies*, 5(2), 643–661.
- Kholidah, N., & Arifiyanto, M. (2020). Faktor-faktor pengambilan keputusan pembelian kosmetik berlabel halal. *Jurnal Ekonomi dan Manajemen*, 4(1), 55–64.
- Kotler, P., & Armstrong, G. (2016). *Principles of marketing* (16th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Lia, A., Ibdaisyah, A., & Hakim, H. (2021, December 20). Pengaruh persepsi konsumen, labelisasi halal, dan citra merek terhadap keputusan pembelian produk herbal skincare SR12. *Jurnal Kajian Ekonomi dan Bisnis Islam*, 3(2), 788–799. <https://doi.org/10.47467/elmal.v3i2.788>
- Majelis Ulama Indonesia. (n.d.). *Halal MUI official website*. <https://halalmui.org/>
- Miftah, A. A., & Pangiuk, A. (2020). *Budaya bisnis Muslim Jambi dalam perspektif kearifan lokal*. Ahlimedia Press.
- Nabilah, M. (2024, May 31). *Produk kecantikan terlaris di e-commerce Indonesia kuartal I 2024*. Databoks. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/9403618fbc7c690/ini-produk-kecantikan-terlaris-di-e-commerce-indonesia-kuartal-i-2024>
- NU Online. (n.d.). *NU Online: Portal Islam dan keindonesiaan*. <https://quran.nu.or.id/>





- Nugroho, S. A. (2021). *Pengaruh kemudahan bertransaksi dan persepsi risiko terhadap keputusan menggunakan dompet digital (BRIMO) (Studi pada pengguna BRIMO BRI Unit Wonosalam Jombang)* [Skripsi, ITEBIS]. <http://repository.itebis.ac.id/id/eprint/183>
- Pahmi. (2024). *Kualitas produk dan harga mempengaruhi minat beli masyarakat*. Jakarta: Mandiri Press.
- Putri, A. R., Rachma., & Sholehuddin. (2022). Pengaruh promosi, harga, dan kualitas produk terhadap keputusan pembelian dimediasi citra merek produk halal skincare Somethinc (Studi pada mahasiswi FEB Universitas Islam Malang tahun 2020). *Jurnal Ilmiah Riset Manajemen*, 11(5), 543–552.
- Putri, S. (2023). *Pengaruh persepsi konsumen, label halal, dan citra merek terhadap keputusan pembelian produk kosmetik Emina pada mahasiswa Universitas Muhammadiyah Sumatera Utara* [Skripsi, Universitas Medan Area]. <http://repository.uma.ac.id/id/eprint/1041>
- Rainer, P. (2025, August 29). *Sensus BPS: Saat ini Indonesia didominasi oleh Gen Z*. GoodStats. <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- Salaam Gateway. (2020, November 17). *State of the global Islamic economy report 2020/2021: Executive summary (Bahasa Indonesia)*. <https://salaamgateway.com/reports/state-of-the-global-islamic-economy-202021-report-executive-summary-in-bahasa-indonesia>
- Saman, L. I., & Islam, D. (2024). Pengaruh kualitas produk, harga, dan label halal terhadap keputusan pembelian produk skincare MS Glow (Studi kasus mahasiswa Universitas Qomaruddin Gresik). *I'thisom: Jurnal Ekonomi dan Bisnis Islam*, 6(1), 32–47.
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Wafa, I. (2025, August 2). *10 brand skincare terlaris di Shopee berdasarkan pangsa pasar*. GoodStats. <https://data.goodstats.id/statistic/10-brand-skincare-terlaris-di-shopee-indonesia-2025-mana-favoritmu-9jroA>
- Waruwu, M. (2023). *Pendekatan penelitian pendidikan: Metode penelitian kualitatif, metode penelitian kuantitatif dan metode penelitian kombinasi (mixed method)*. *Jurnal Pendidikan Tambusai*, 7(2), 2896–2910.
- Windiyati, & Tjahjono, M. (2019). *Perawatan kulit*. Jakarta: Gramedia.
- Wuryandani, D. (2019). Strategi pengembangan ekonomi melalui Masterplan Ekonomi Syariah Indonesia. *Info Singkat: Pusat Penelitian Badan Keahlian DPR RI*, 9(10), 19.
- Yahya, M., Yanto, R., & Ramdhani, N. K. (2024). Pengaruh desain kemasan Alifa Bakery dan nilai-nilai muamalah terhadap persaingan pasar di Desa Teluk Pinang. *Alif: Sharia Economics Journal*, 2(1), 1–17.
- ZAP Beauty Index. (2019). *ZAP Beauty Index 2019*. ZAP Clinic.