

# Determining Factors of Generation Z Halal Cosmetic Product Consumers in East Kalimantan

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## Abstract

*The prospect of the halal cosmetic industry both globally and nationally has a very potential trend. In Indonesia, the halal cosmetic industry is one of the industries that contribute to the improvement of the sharia economy. Along with the development of public knowledge about organic products that are friendly to the environment and do not contain non-halal ingredients, halal cosmetic products are increasingly in demand. Ironically, the great potential of the national halal cosmetic industry has not been properly utilized by local players. This study aims to analyze the determinants of consumers of halal cosmetic products. This type of research is quantitative research. The data used are primary data, with a population of Generation Z in East Kalimantan with a probability sample technique, the number of samples is 158 respondents. Data was collected by distributing questionnaires using a Likert scale and structured online using Google Forms. Based on the results of the study, it is known that cultural, social, and personal variables do not affect purchasing decisions for halal cosmetic products, while psychology has a significant influence on purchasing decisions for halal cosmetics. This means that psychological factors determine the decision of Generation Z in purchasing halal cosmetic products in East Kalimantan.*

**Keywords;** Consumer Determinants, Halal Cosmetic Products, Generation Z

## Introduction

The trend currently faced by Muslim consumers is the variety of products and services that comply with sharia. This was actualized by the establishment of industries engaged in sharia, whose product variants were not only halal food, but industries engaged in cosmetics, sharia finance and tourism had also developed rapidly.

And among the industrial sectors that are most promising in terms of growth is the cosmetics industry. It was stated that the sharia cosmetics market share grew to around US\$ 4.19 billion in 2020. The size is generated from a comparison between the five Muslim countries which will be seen in the image below: (Data Publish, 2022)

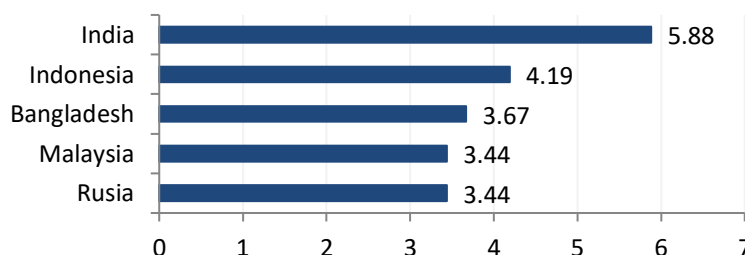


Figure 1: The World's Largest Halal Cosmetics Consumer Country  
Source: Dinar Standard, 2021

There are at least 3 (three) fundamental things that have driven the growth of the cosmetics industry in Indonesia, namely: first, Indonesia has a larger population of young people than other countries, as evidenced by the average age of its population between 20-30 years. Second, Indonesia's relatively good economic growth can support the establishment of the industry. And third, great potential in social media contributions.

The role of cosmetics has significantly influenced people's lives. Because, everyone has the right to beautify themselves, especially for women. The average person tends to be more attracted to someone with good-looking and good-manner characteristics (Parsons & Maclaran, 2009). And this is the main principle in the sales promotion strategy of various industries. On average, companies set the criteria for sales/marketing with the principle of good-looking. This is also the advantage of the establishment of cosmetic industries around the world. Besides being able to beautify themselves, the average woman who uses cosmetics tends to feel more confident than not wearing makeup (make up). And those who have self-confidence will make their dreams easier to achieve.

By making the dreams of womenfolk come true, many trends have sprung up in the cosmetic industry. They offer a wide variety of cosmetics with the advantages of each product. Until now, cosmetic products are not only dominated by women, but men can also use them, with the same goal as women.

There is awareness of the importance of this cosmetic, making Muslims use it too. They wonder whether the cosmetics they use are in accordance with Islamic law or whether the cosmetics they use are in accordance with recommendations in Islamic law. For this reason, the cosmetics industry establishes an industry based on sharia principles or in simple terms creates special products that comply with Sharia, which later products from this industry will have a standardized halal label in accordance with the criteria set by each Islamic organizational body in a particular country (such as Indonesian Ulema Council for example).

The trend of the importance of Muslim awareness of cosmetic products has made halal cosmetics popular with the public, especially Indonesia, where the majority of the population is Muslim. This can be seen in the large number of market segments that have started providing halal cosmetic products as shown in the table below:

Table 1 : Types of Halal Cosmetics Circulating in Indonesian.

No.	List of Halal Cosmetic Companies in Indonesia	Various Product Brands
1	PT. Paragon Technology	Wardah Emina Make Over Putri Nature
2	PT. Immortal Cosmedika Indonesia	Aladerm Amaranthine Mazaya Immortal Cosmetochemical Aphroderma Hydraline Erto's DNI Skincetre Elsheskin Probeauty Qonita Skincare

		Farina Beauty Clinic Aira Drev's Repara
3	PT. Unilever Indonesia	Vaseline Ponds Rexona Axe Clear Dove Sunsilk Korea Glow Fair & Lovely Tresemme
4	PT. Yasulor Indonesia	Garnier Skin Natural Garnier Men
5	PT. Unza Vitalis	Safi Vitalis Romano Pandansari Dashing Gervenne Enchanteur Doremi Izzi Bodi Mist Sumber Ayu
6	PT. Cosmax Indonesia	Purbasari Pore Perfecting Aishaderm Natur-e Naavagreen Nu Face She Longlasting Brooklyn Queens Zap Beauty Max up Laxme Absolute Sulamit Miyami Pixy Zoya Cosmetics Dear Me Beauty Mustika Ratu Rossa Nameera Sarange
7	PT. L'Essential	Theraskin Dermarich
8	PT. Harum Sari Nusantara	Harum Sari Sang Putri Ayu Nirmalasari
9	PT. Mega Surya Mas	Lervia lotion
10	PT. Tempo Utama Sejahtera	Marina Dione Kids Total Care
11	PT. Bina Karya Prima	Sahara Soap BKP Active Soap Zen Antibacterial Shinzu'I Skin Lightning Soap

		Dream Soap Sportz Soap
12	PT. Tempo Nagadi	Claudia Beauty Soap Marina Beauty Soap Saidah Moisture White My Baby Bar Soap
13	PT. KAO Indonesia	Men's Biore Biore Body Foam Nivea Make up Nivea Men Nivea Crème Nivea Micellair
14	PT. Martina Berto, Tbk	Sariayu Martha Tilaar Pesona Mirabella Caring By Biokos Pac Belia Martha Tilaar Biokos Age Repair
15	PT. Eka Jaya Internasional	Hanasui
16	Yichang Tianmei International Cosmetics Co., Ltd	Maybeline
17	PT. Anugerah Familindo Utama	B Erl Face to Face Moayu Cultusia Valenno Missmay Cover Art
18	PT. Himalaya Drug Company	Himalaya ( <i>Botanique</i> )
19	PT. Kosmetikama Super Indah	Inez Ivan Gunawan
20	PT. Akasha Wira International, Tbk ( <i>Beauty Care Division</i> )	Makarizo
21	Ningbo Eyecos Cosmetic Co, Ltd	Miniso
22	PT. Cedefindo	Posy ( <i>Lip Cream, Beauty</i> )

In addition, the criteria for products that have the label "Halal", are not only intended for Muslims, those who are non-Muslims can also use them too. This is because the ingredients in cosmetic products with a halal label are much healthier than cosmetic products that do not have a halal label because there are some elements that are haram (containing unclean). As for the recommendation for Muslims to consume halal, according to the word of Allah SWT, which reads:

It means:

"O people, eat what is lawful and good from what is on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy to you." (QS. Al-Baqarah: 168) ('*Al-Qur'an Dan Terjemahan*', 2020)

Research with the same title conducted in the city of Bogor states that psychological factors have the most significant influence on the decision to purchase halal cosmetic products (Septiani & Indraswari, 2018). Research related to halal cosmetics was carried out because halal cosmetics have ingredients that are natural, environmentally friendly, and healthy for the wearer's skin (Ali et al., 2016). In addition, attitudes and decisions to purchase halal

cosmetics are more dominated by religious factors, so that most people who are Muslim have a more direct effect on purchasing halal cosmetics. (Lestari et al., 2020)

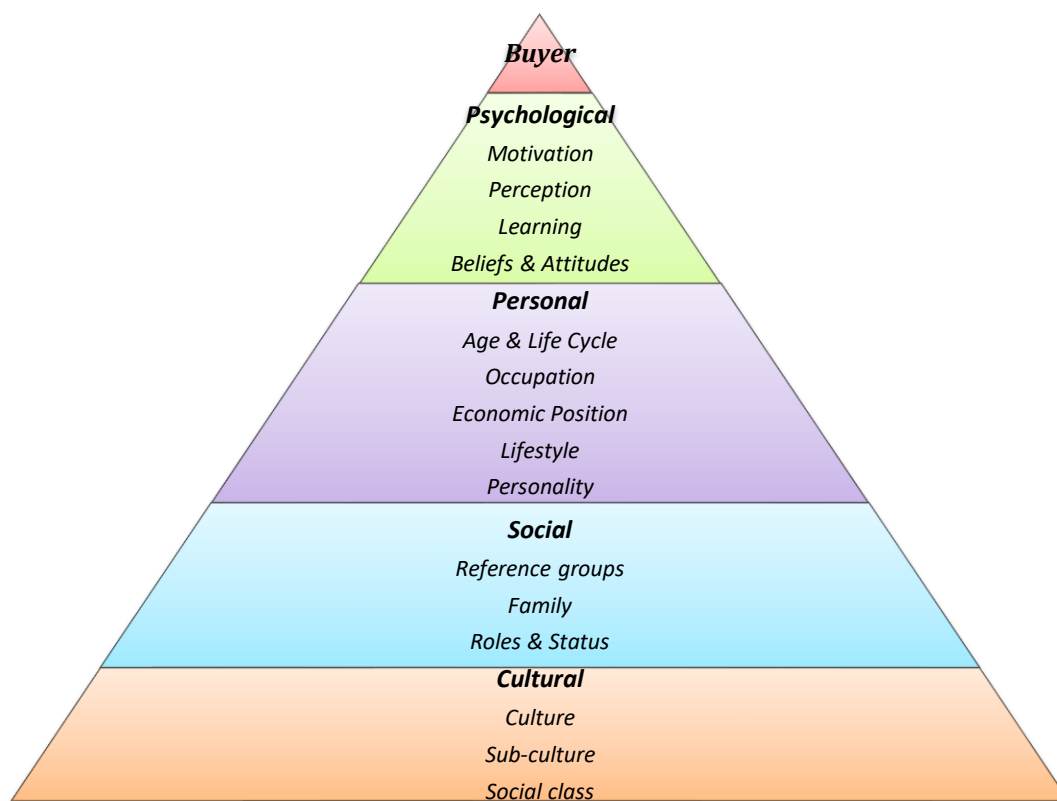
By looking at the previous studies above, the article that will be reviewed intends to find out what are the factors determined by consumers of generation Z in purchasing decisions for halal cosmetic products in East Kalimantan

## Material

### Consumer behavior

Consumer behavior is the actions of individuals who are directly involved in obtaining and using economic service goods including the decision-making process that precedes and determines these actions (Widyastuti, 2017). In practice, the shorter, concise, and clear term consumer behavior refers to the behavior consumers display in searching for, purchasing, using, evaluating, and disposing of products and services that they expect will satisfy their needs. (Doembana dkk., 2017)

Figure 2: Factors Influencing Consumer Behavior



Resource : Rai Technology University, *Understanding Consumer Behaviour*

Consumer behavior theory is a branch of marketing theory, which aims to study actions, processes, and social relations between individuals or groups in order to obtain a product as a result of experience (products, services, or other sources) (Kotler & Keller, 2009). There are certain factors that can affect changes in consumer behavior, as shown in the chart below: (Engineering Minds, t.t.)(Dwiastuti dkk., 2012)

The following is an explanation of each chart, as follows:

#### 1. Cultural Factors

Culture is a belief, values, and habits that are learned by someone who can direct someone in using goods and services (Dwiastuti dkk., 2012). This culture is the most basic determinant of the formation of one's desires and behavior. Because, a growing child will acquire a series of values; perceptions, preferences, and behavior through a socialization process that involves the family and other key institutions. Thus, cultural factors have a significant impact on consumer behavior. Marketing is always trying to spot "Cultural Shifts" which may refer to new products that customers may want or an increase in demand.

Each culture contains a "Sub-culture", which means a group of people who share values. Sub-cultures include nationalities, religions, racial groups, or groups of people who share a geographic location. Sometimes a sub-culture will create a substantial and distinctive market segment on its own, such as youth culture or club culture.

Similarly, differences in social class can create customer groups. In fact, social class is widely used to profile and predict the behavior of different consumers. Social class is not only determined by income, but is measured by a combination of occupation, income, education, wealth and other variables. Social classes are relatively homogeneous divisions in society that operate hierarchically and whose members share similar values, interests, and behaviors.

#### 2. Social Factors

Behavior in customer purchasing decisions is also influenced by social factors, such as the group to which the customer belongs and social status. In a group, several individuals can interact to influence purchasing decisions. Typical roles in such group decisions can be divided into 5 parts, namely: Initiator (the person who first suggests or thinks of the idea of buying a particular product or service), Influencer (a person whose views or suggestions influence the buying decision), Decider (a person who has the power and/or financial authorities to make the main choices in determining the products purchased), Buyers (people who decide to make transactions), and Users (users). (Putri, 2017)

#### 3. Personal Factors

Personal factors are factors that are very unique to each individual, which includes demographic factors, gender, race, age, and so on. This factor also includes the family in which they are responsible for the decision-making process.

#### 4. Psychological Factors

Psychological factors, including among others:

- a. Motivation, namely the strength of internal energy that directs one's activities to satisfy needs or achieve a goal. Actions are influenced by a series of motivations, not just one. If marketers can identify motivations then they can better develop marketing mixes. MASLOW's hierarchy of needs is a theory, which explains the concept of motivation through unsatisfied needs that can be one of the following: Physiological, Safety, Love and Belongingness, Self-esteem, Self-actualization, and need to determine what hierarchical level the consumer does to determine what motivates their purchase.

Table 2 : Social Scientists have identified 7 Social Classes

Social class	Characteristics
<i>Upper-Uppers</i>	The social elite who live with abundant wealth. They own more than 1 house & send their children to the best schools.
<i>Lower-Uppers</i>	Paid people with high income/wealth are well established in their professional/business skills.
<i>Upper-Middles</i>	Such a person does not have unusual family status or wealth. Especially with regard to "Career". They have attained positions as professionals, independent entrepreneurs, and company managers. They believe in education and want their children to develop professional/administrative skills so that they will not fall into the lower category. They are civil-minded and tend to a quality market for clothing, housing, furniture and equipment.
<i>Middle Class</i>	That is average paid white and blue collar workers trying to do the right things. Often they will buy products to "follow the trend". The middle class believes in spending more money on "value experiences" for their children and directing them to professional colleges.
<i>Working Class</i>	Comprised of "average blue-collar workers and those leading a working-class lifestyle", regardless of income, education, or whatever job they hold. This class relies heavily on relatives for economic and emotional support, for tips on job opportunities, advice on purchases, and for assistance in times of trouble.
<i>Upper-Lowers</i>	This class is the working class, through their standard of living they exceed the poverty line. They denote less skilled and poorly paid workers. Even though they are near the poverty line, they have managed to maintain their economic condition.
<i>Lower-Lowers</i>	This class appears to be poverty-stricken and usually out of work. Some of them are less likely to be interested in finding steady work and prefer to earn income voluntarily.

- b. Perception, namely the process of selecting, organizing, and assessing the input of information into something meaningful (Graves, 2010). The inputs of information can be sight, taste, hearing, smell, and touch.
- c. Learning (Ability and Knowledge), learning can be said as a change in one's behavior caused by experience and information. When making a purchase decision, the buyer must process information. Knowledge is the introduction of a product coupled with expertise. Less experienced buyers often use price as an indicator of quality over product merits. Learning is the process of going through a series of permanent changes in behavior resulting from the consequences of past behavior.
- d. Beliefs and Attitudes describe relatively consistent evaluations, feelings, and attitudes. A person's attitude has a pattern, and changing one's attitude requires complex



adjustments. Therefore, companies must always try to adjust their products with attitudes that have been attached rather than changing attitudes.

### Halal Cosmetics

Cosmetics are made of chemical elements which are processed only for external skin care. Until now, each individual is very dependent on cosmetic equipment with the aim of beautifying and caring for themselves.

The definition of cosmetics itself is very diverse, but in general terms cosmetics means "A variety of ingredients intended to be used by rubbing, sprinkling or various other uses throughout the body which are useful for cleaning, beautifying, promoting attractiveness, changing the shape of the human body, and regulating conditions skin and hair health (Hassan et al., 2018). While the Association of Food, Drug and Cosmetic Bureaus defines cosmetics as goods intended to be rubbed, poured, sprinkled, or sprayed on certain parts of the human body, or applied with the intention of cleaning, beautifying, promoting attractiveness, or changing the actual appearance. (Aufi & Aji, 2021)

Archaeologists claim that cosmetics were first used in the stone age. However, the actual use of it for the first time is not really known, so it is very difficult to determine when it was first used. In the beginning, people used cosmetics just to protect their skin from the sun. At first, the material for making it was only oil from tree sap.

Cosmetic companies manufacture and offer a variety of cosmetic products based on the criteria of their customers. The types of cosmetic products are very diverse, namely skincare, cosmetics used for body care, makeup (make up), hair care, to perfumes.

In the production process, some use materials made from things that are prohibited by sharia, such as pork content, animals slaughtered without mentioning the name of Allah, human body parts, and so on. For this reason, as a Muslim community, we must choose wisely the use of these cosmetics in order to avoid things that are prohibited by sharia. The instructions are to use products that have been labeled "Halal", because then the use of these cosmetics is permissible according to sharia. In addition to sharia provisions, law number 13 of 2014 also states several criteria for what is meant by halal cosmetics, these provisions include:

1. Does not originate from ingredients containing pork,
2. Does not contain khamr or its derivative products,
3. Not made of reptiles (predatory animals and reptiles), and insects,
4. All ingredients of animal origin are in accordance with sharia slaughter procedures.
5. Does not contain other materials that are forbidden or classified as unclean, such as carrion, blood, human organs, excrement, and so on, and
6. All equipment used, storage, processing in a hygienic and sterilized condition.
7. Cosmetic products that have been certified halal are more ethical, safer, environmentally friendly, healthy and natural. (Briliana & Mursito, 2017)

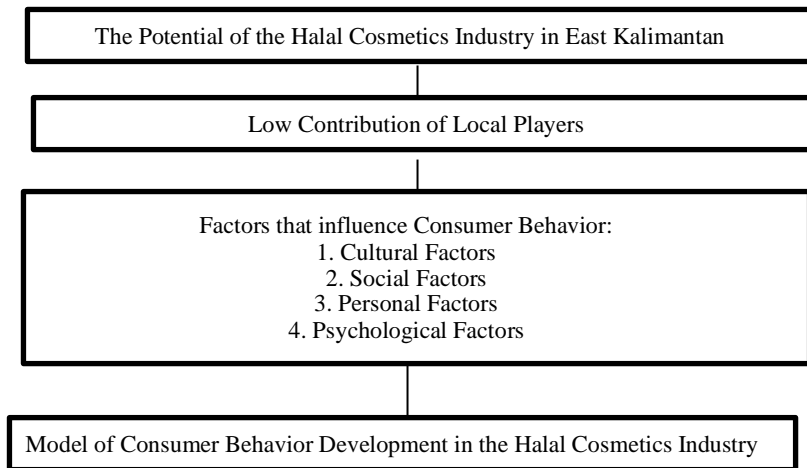
### Framework

The halal cosmetics industry has good potential in driving the progress of the Islamic economy in Indonesia. In articles related to cosmetics, the sales value of the cosmetics industry in Indonesia from 2017 to 2022 has a positive trend (Bajde & Rojas-Gaviria, 2021) Along with the development of public knowledge about organic products that are



environmentally friendly and halal, these products are in great demand by the general public. As a country with the largest Muslim population in Asia, Indonesia has the potential not only to become a major market but also a major producer of halal products. Ironically, the huge potential of the halal cosmetics industry has not been properly utilized by local players. The growth of the domestic cosmetics industry has only reached 25-30% of the total domestic trade. In other words, the cosmetics industry is still dominated by the contribution of multinational brands. In order to increase the role of local players in the prospective halal cosmetics industry, scientific studies are needed from the perspective of producers and consumers which aim to map the characteristics of the halal cosmetics industry. This research was conducted with the aim of analyzing consumer behavior through descriptive analysis through quantitative data testing methods taken from questionnaires through online media (google form). The research framework chart is presented in the figure below.

Figure 3. Framework



## Method

The type of research used in this research is quantitative (Priyono, 2008). The data used in this study are primary and secondary data. The primary data in question are people in East Kalimantan, who come from generation Z, namely the generation born in 1997 to 2012. While the secondary data in question are articles/journals resulting from publications related to halal cosmetics. The data collection method used is by distributing questionnaires via google form, the calculation method is a Likert scale which is arranged in a structured way through online media. The sampling technique used was purposive sampling with the collection method in the form of determining judgment by the researcher on the selection of respondents to suit the target market of the majority of cosmetic industries which was calculated using the Taro Yamane formula with a precision level set at 0.05% (5%) (Maison, 2019). The general description of the respondents in this study is the characteristics based on gender, education level, domicile or area where the respondent lives, as well as the religion of the respondent.

Table 3. Operational Variables

Variable	Sub - Variabel	Description	Indicator
Consumer Behavior (X)	Cultural Factors (BDY)	Culture is a basic determinant of one's desires and behavior. Within culture there are sub-cultures and social classes that provide more specific identification and socialization.	1. <i>Trends in Halal Cosmetics</i> 2. Prestige or Prestige
	Social Factors (SOS)	Behavior that is influenced by indicators of social factors, in the form of small groups, families, roles and social status of consumers.	1. Influence of Friends 2. Family Advice 3. Family Status
	Personal Factors (PBD)	Characteristics that are inherent in each individual are also determining factors in purchasing decisions, which include age and life cycle, work, economic conditions, lifestyle, personality, and self-concept.	1. Age 2. Type of Work 3. Big Expenses 4. Lifestyle 5. Confidence in the quality of halal cosmetics 6. Knowledge of halal cosmetic products
	Psychological Factors (PSI)	This factor is also an influential factor in purchasing decisions, in the form of motivation, perceptions, learning, beliefs, and individual attitudes.	1. The need to use halal cosmetic products is a motivation to buy 2. Image of halal cosmetic products 3. Experience in using halal cosmetic products 4. Halal label ensures product safety
Purchase Decision (Y)	Recognition of Needs	Recognition of needs will occur when there is a discrepancy between the actual situation and the desired state.	1. The halal label is a necessity when buying cosmetics 2. Search for information about product halalness 3. Assess the performance of the selected alternative 4. Comparing the performance of selected halal cosmetics with others
	Information Search	Information search is a consumer activity for gathering information through various sources.	
	Alternative Evaluation	Engel et.al states that at the alternative evaluation stage there is an assessment of the performance of the considered alternative.	

	Buying Decision	Buying decision is a real buying process that occurs after going through a series of previous stages.	5. Purchase of halal cosmetics 6. Satisfaction with purchasing halal cosmetic products
	Post-Purchase	Behavior At this stage satisfaction and dissatisfaction will be generated which will influence subsequent behavior related to buying opportunities.	

This research was conducted by analyzing the effect of exogenous latent variables, which are cultural, social, personal, and psychological factors, with endogenous latent variables, which are buying decisions of Generation Z in East Kalimantan. So, from this, the hypothesis for this study will emerge as follows:

H1: There is a significant influence between cultural factors on purchasing decisions for generation Z halal cosmetics in East Kalimantan.

H2: There is a significant influence between social factors on purchasing decisions for generation Z halal cosmetics in East Kalimantan.

H3: There is a significant influence between personal factors on purchasing decisions for generation Z halal cosmetics in East Kalimantan.

H4: There is a significant influence between psychological factors on purchasing decisions for generation Z halal cosmetics in East Kalimantan

## Result and Discussion

### *Consumer Profile*

Based on the results of the study, the characteristics of the respondents based on the origin of the university were obtained, age, sources of shopping funds and expenditure for cosmetics. A more complete distribution of the characteristics of the respondents can be seen in Table 4

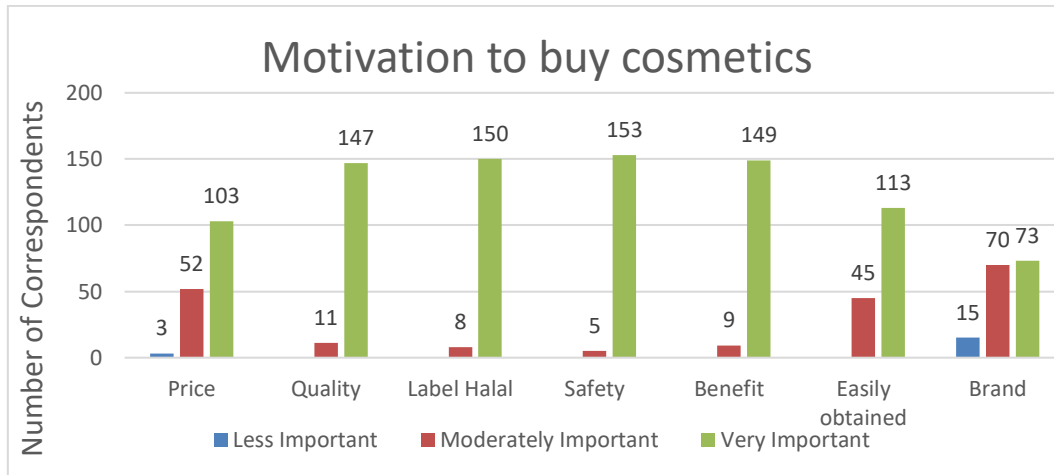
Most of the respondents from UINSI Samarinda were aged 21 to 24 years. The use of halal cosmetics for students of religious tertiary institutions is something that needs to be done considering the culture of religious tertiary institutions requires halal in the use of cosmetic products. Based on sources of shopping funds, the majority of respondents shop for halal cosmetics from their parents' money. Generally the average expenditure spent by respondents to purchase cosmetics is at range of IDR 201,000 ± IDR 300,000 per month. the monthly expenses describes the purchasing power of respondents who are included in the middle class segment category customers. Furthermore, based on data regarding the frequency of cosmetic purchases each year it is known that the majority of respondents make 6 to 11 purchases (45%), this shows that cosmetics are routine needs every month for some large number of respondents.

**Table 4.** Characteristics of Respondents

Characteristics	Category	Percentage
College	Sekolah Tinggi Ilmu Tarbiyah Ibnu Rusyd Tanah Grogot	7.6%
	STAI Samarinda	1.9%
	STAI Sangatta Kutai Timur	2.5%
	STIE Muhammadiyah Berau	1.3%
	STIT Muhammadiyah Tanjung Redeb	0.6%
	UINSI SAMARINDA	82.3%
	Universitas Muhammadiyah Kaltim	3.8%
Sub Total		100.0%
Age	17-20 Years	29.1%
	21-24 Years	67.7%
	25 - 27 Years	2.5%
	> 27 Years	0.6%
Sub Total		100.0%
Sources of Shopping Funds	From parents	58.2%
	Saving	35.4%
	Own Payroll	6.3%
Sub Total		100.0%
Expenditure For Cosmetics	Rp 50 - 100 rb	13.9%
	Rp 101 - 200 rb	24.7%
	Rp 201 - 300 rb	44.9%
	Rp 301 - 400 rb	12.7%
	> 400 rb	3.8%
Sub Total		100.0%
Frequency of buying cosmetics per year	1 - 5 kali	30.0%
	6 - 11 kali	45.0%
	12 - 15 kali	25.0%
Sub Total		100.0%

### ***Motivation to buy cosmetic products***

This study also examines the reasons consumers buy cosmetics. Respondents were asked questions to give their three reasons for buying halal cosmetics starting from very important, moderately important, and less important reasons (Figure 3). From the results of this study, it was found that the most important factor considered by consumers to buy halal cosmetic products is the safety factor. On the side, another quite important factor chosen is the halal label factor and the brand factor is the last thing consumers consider when buying halal cosmetics.



**Figure 4.** Motivation to buy cosmetics

### *Analysis Method*

### **Validity Test**

Tabel 5. Validity Test Results

Variable	R-Count	R-Table	Result
X1.1	0.364	0.131	Valid
X1.2	0.556	0.131	Valid
X2.1	0.559	0.131	Valid
X2.2	0.454	0.131	Valid
X2.3	0.549	0.131	Valid
X2.4	0.525	0.131	Valid
X3.1	0.483	0.131	Valid
X3.2	0.439	0.131	Valid
X3.3	0.575	0.131	Valid
X3.4	0.683	0.131	Valid
X3.5	0.700	0.131	Valid
X4.1	0.724	0.131	Valid
X4.2	0.730	0.131	Valid
X4.3	0.683	0.131	Valid
X4.4	0.711	0.131	Valid
Y.1	0.710	0.131	Valid
Y.2	0.619	0.131	Valid
Y.3	0.588	0.131	Valid
Y.4	0.554	0.131	Valid
Y.5	0.703	0.131	Valid
Y.6	0.752	0.131	Valid

Source: Processed data 2022

In the table above, all statement items on variables X1, X2, X3, Y are said to be valid because the values in the Correted Item-Total Correlation are greater than the r table.

## Reliability Test

Tabel 6. Reliability Test Results

Reliability Statistics	
Cronbach's	
Alpha	N of Items
.901	21

Based on Table 6, all questionnaires are reliable because the value of Cronbach's Alpha is  $0,901 > 0,60$ .

## Classical Assumption Test Results

### Normality

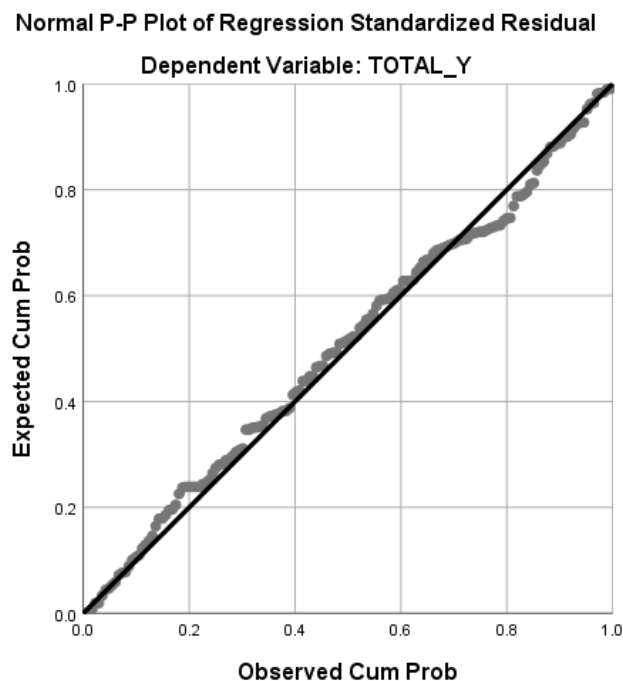


Figure 6. Normality Test Results

The regression model fulfills the normality assumption because the data spreads around the diagonal line and follows the direction of the diagonal line.

## Heteroskedasticity

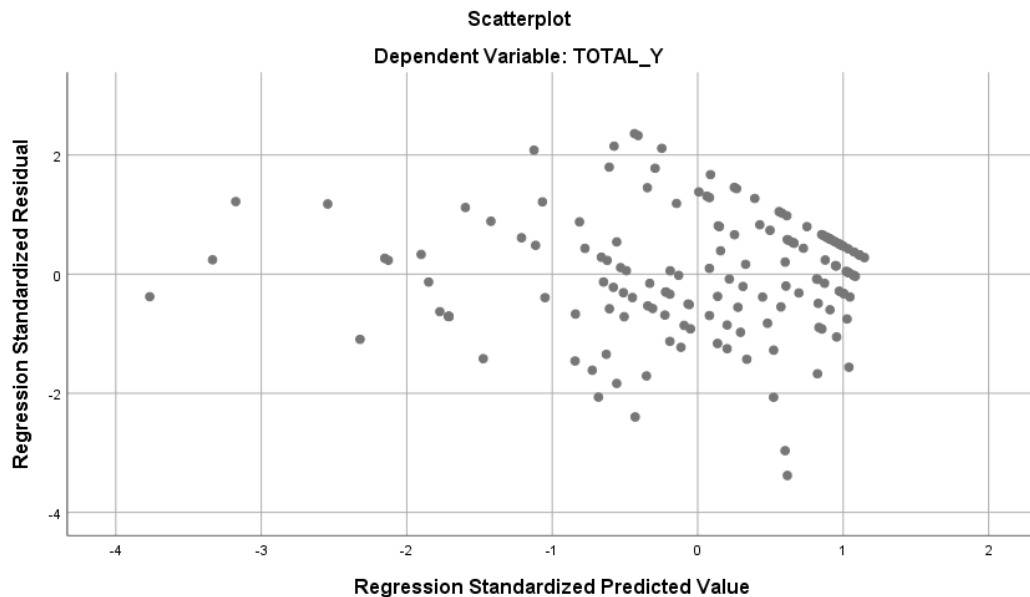


Figure 7. Heteroskedasticity Test Results

Based on the picture above, there is no heteroscedasticity because the dots spread do not form a pattern.

## Multicollinearity

Table 7. Multicollinearity Test Results  
Coefficients<sup>a</sup>

Model		Collinearity Statistics	
		Tolerance	VIF
1	TOTAL_X1	.595	1.681
	TOTAL_X2	.519	1.926
	TOTAL_X3	.520	1.923
	TOTAL_X4	.606	1.650

a. Dependent Variable: TOTAL\_Y

The results of the multicollinearity assumption test in the table above show that the independent variable has no elements of multicollinearity because it has VIF < 10.

## Multiple Linear Regression Results

Based on Table 8, the results of the multiple linear regression equation are as follows:

$$Y = 5.718 + 0.179 X1 + 0.29 X2 - 0.25 X3 + 1.086 X4$$



**Table 8 Multiple Linier Regression Results**  
**Coefficients<sup>a</sup>**

Unstandardized Coefficients				Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.718	1.275		4.485	.000
	TOTAL_X1	.179	.129	.087	1.388	.167
	TOTAL_X2	.029	.075	.026	.392	.696
	TOTAL_X3	-.025	.075	-.023	-.336	.737
	TOTAL_X4	1.086	.087	.780	12.530	.000

a. Dependent Variable: TOTAL\_Y

The multiple linear regression equation above explains that; a constant value of 5.718 means that if the variables of cultural factors, social factors, personal factors and psychological factors are considered 0 (zero) or ignored, the decision to buy halal cosmetics increases by 5.718. The value of 0.179 X1 means that if the cultural factor variable (X1) increases by 1 unit, the price will also increase the decision to buy halal cosmetics by 0.179 assuming that other variables are considered constant or constant. In other words, cultural factors influence the decision to buy halal cosmetics. The influence of cultural factors on the purchase of halal cosmetics.

The value of 0.29 X2 means that if the social factor (X2) increases by 1 unit, then the decision to buy halal cosmetics will also increase by 0.29 units assuming other factors are constant. Social factors have a positive effect on the decision to purchase halal cosmetics for generation Z in East Kalimantan. The value of -0.25 X3 means that if the personal factor (X3) increases by 1 unit, then the decision to purchase halal cosmetics will also decrease by 0.25 units assuming that other factors are considered constant or constant. Personal factors have a negative effect on the decision to purchase halal cosmetics in generation Z in East Kalimantan. The value of 1.086 X4 means that if the psychological factor (X4) increases by 1 unit, then the decision to buy halal cosmetics will also increase by 1.086 units assuming that other factors are considered constant or constant. Psychological factors have a positive effect on the decision to purchase halal cosmetics for generation Z in East Kalimantan.

The R<sup>2</sup> value is 0.800, the correlation coefficient is used to measure the influence of the independent variables, namely cultural, social, personal and psychological factors used in the regression equation that affect the dependent variable, namely the decision to buy halal cosmetics, which is indicated by the number 0.800. The magnitude of the contribution of all independent variables to the dependent variable is shown by the coefficient of determination of 0.631 or 63.1%.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800 <sup>a</sup>	.640	.631	2.526

a. Predictors: (Constant), TOTAL\_X4, TOTAL\_X1, TOTAL\_X3, TOTAL\_X2

b. Dependent Variable: TOTAL\_Y

The results of simultaneous Hypothesis testing (Test F) cultural, social, personal, and psychological factors have a significant effect on purchasing decisions on halal cosmetics in Generation Z in East Kalimantan with  $f$  count of  $68,095 > f$  table of 2.27.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1737.494	4	434.373	68.095	.000 <sup>b</sup>
	Residual	975.981	153	6.379		
	Total	2713.475	157			

a. Dependent Variable: TOTAL\_Y

b. Predictors: (Constant), TOTAL\_X4, TOTAL\_X1, TOTAL\_X3, TOTAL\_X2

The results of partial hypothesis testing (t test) obtained:

- a) The cultural variable (X1) t-count value of 1.38 is smaller than the t-table value of 1.98 with a significant level of  $0.167 > \alpha$  0.05 then  $H_0$  is accepted and  $H_a$  is rejected. Thus cultural factors do not influence the decision to purchase halal cosmetics for generation Z in East Kalimantan.
- b) Social factor variable (X2) tcount value of 0.39 is smaller than the t-table value of 1.98 with a significant level of  $0.696 < \alpha$  0.05 then  $H_0$  is rejected and  $H_a$  is accepted thus social factors do not affect the decision to buy halal cosmetics in generations Z in East Kalimantan.
- c) The personal factor variable (X3) tcount value -3.36 is smaller than the t-table value of 1.98 with a significant level of  $0.737 < \alpha$  0.05 then  $H_0$  is accepted and  $H_a$  is rejected. Thus, personal factors do not influence the decision to purchase halal cosmetics for generation Z in East Kalimantan
- d) Psychological factor variable (X3) t-count value of 11,026 is greater than the t-table value is greater than 1.98 with a significant level of  $0.000 < \alpha$  0.05 then  $H_0$  is rejected and  $H_a$  is accepted. Thus, psychological factors have a significant effect on the decision to purchase halal cosmetics for generation Z in East Kalimantan.

## Conclusion

From the results of the study, one conclusion can be drawn as follows: 1. Cultural, social, personal and psychological factors simultaneously have a significant influence on purchasing decisions for halal cosmetic products. 2. Cultural factors have no significant effect on purchasing decisions 3. Social factors have no significant effect on purchasing decisions. 4. Personal factors have no significant effect on purchasing decisions. 5. Psychological factors significantly influence the decision to purchase halal cosmetic products for generation Z in East Kalimantan.

## Acknowledgment and Limitation

These should be included at the end of the text and not in footnotes. Personal acknowledgements should precede those of institutions or agencies

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