

# THE INFLUENCE OF RELIGIOSITY ON CONSUMER PURCHASING BEHAVIORS IN HALAL LABEL COSMETICS

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## Abstract

The development of halal lifestyle trends is now making the increased demand for halal products, including cosmetics. A product that is used almost every day by women. However, there are still many cosmetics in circulation that are not halal certified. This research conducted at UNIDA Gontor for Girls where the population consisted of students, lecturers and staff. A structure questioner is designed with 5-scale Likert to collect primary research data. From 260 respondents, 245 questionnaires are selected from the proportional stratified random sampling method. Multiple regression analysis is used as statistical techniques for the purpose of data analysis using statistical package for social science (SPSS) version 21 to process data and answer the problem formulation. The results of this study reveal that religiosity influences consumer purchasing behavior towards halal labeled cosmetics, and the higher the level of one's religiosity, the more consistent he will behave in accordance with religious teachings. And explains the relationship of 5 dimensions of religiosity (ideology, practice, knowledge, experience and consequence) to consumer behavior on purchasing halal cosmetics simultaneously and partially, and the five dimensions of religiosity significantly influence consumer purchasing behavior towards halal labeled cosmetics.

**Keywords:** Religiosity, Purchasing Behavior, Halal Cosmetics,

## Introduction

Please describe academic problems in 1-2 pages, previous similar research to explain your research position, then describe the purpose of research.

For cosmetics, 35% of women use one or two daily beauty products, 17% of women use three or four products, even 7% of women use up to six products in a day.<sup>1</sup> But, most of the cosmetic and other personal care products are produced by non-Muslim which still debatable about its halal ingredients. In addition, the cosmetics and pharmaceutical sector was subject to greater scrutiny by Muslim scholars on the suspicion that many international brands are using enzymes extracted from pork meat or alcohol as a preservative, resulting in a lot of cynicism about the reviews of these brands on Muslim customers. This can be an example of the reason why Muslim consumers are now seeking halal cosmetic products.<sup>2</sup> Many studies that discuss the relationship or influence of religiosity on consumer behavior, some of them concluded that religiosity has an important role in influencing purchasing behavior, they are Hamza Khraim,<sup>3</sup> Safiek Mukhlis,<sup>4</sup> Syed Shah Alam<sup>5</sup> Anton Bawono<sup>6</sup> also Munazza Saeed<sup>7</sup> he said that religiosity is a big influence for daily consumption, Farhana<sup>8</sup> added that religiosity also affects purchasing

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<sup>1</sup> Sausan Fauzia, Ikhsan Lutfi, "The Influence of the Reference Group and Perceived Quality Toward Purchase Decision of Decorative Cosmetics for Lips Without Halal Label", *TAZKIYA, Journal of Psychology*, Vol. 22 No. 1 April 2017, p. 275-277

<sup>2</sup> Nuwairah Ahlam Ahmad, Azmawani Abd Rahman, and Suhaimi Ab Rahman, "Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products", *International Journal of Social Science and Humanity*, Vol. 5, No. 1, January 2015, p. 10

<sup>3</sup> Hamza Khraim, "Measuring Religiosity in Consumer Research from Islamic Perspective", *International Journal of Marketing Studies*, Vol. 2, No. 2 November 2010, p. 168

<sup>4</sup> Safiek Mokhlis, "Consumer Religiosity and the Importance of Store Attributes", *The Journal of Human Resource and Adult Learning*, Vol. 4, Num. 2, December 2008, p. 123

<sup>5</sup> Syed Shah Alam, "Is Religiosity an Important determinant on Muslim Consumer Behavior in Malaysia?", *Journal of Islamic Marketing*, Vol. 2, No. 1, 2011, p. 93

<sup>6</sup> Anton Bawono, "Kontribusi Religiusitas Dalam Rasionalitas Konsumsi Rumah Tangga Muslim", *Inferensi, in Journal Penelitian Sosial Keagamaan*, Vol. 8, No. 2, Desember 2014, p. 296

<sup>7</sup> Munazza Saeed and Ilhaamie Binti Abdul Ghani Azmi, "Religion and Brand Switching Behavior of Muslim Consumers", *Middle-East Journal of Scientific Research* 21, 2014, p. 1616

<sup>8</sup> Farhana Tahmida Newaz, "Religiosity, General Cohort and Buying Behavior of Islamic Financial Products in Bangladesh", *A Dissertation in Doctor of Philosophy in*

behavior.

Education and the environment are consistent with research in Gontor, Fathimah states that the secondary students always check the halal label. Similar to University female students, they are also inseparable from the name of cosmetic products, especially University of Darussalam Gontor female students. As a boarding system, University of Darussalam Gontor did not only consist of three education centers but more than that, UNIDA has four education centers including mosques, scholars, dormitories and academic activities. With these four education centers, lecturers and students live together under Islamic values, and all Islamic values control all daily activities dormitory on campus with this system.<sup>9</sup> The research conducted by fathimah in Gontor for Girls 1 specifically to the 270 female students of the secondary school. It stated that 67% of the respondents checked the halal label on the products before purchasing it.<sup>10</sup> It is related to several factors such as the level of knowledge of female students for halal products is very good.<sup>11</sup>

From several studies above, it can be concluded that religiosity is one of the important factors that influence one's costumer's behavior. Therefore, the researcher sees the importance of a study that analyzes the influence of religiosity on the purchasing behavior of halal cosmetics at UNIDA Gontor, as explained that the majority of Gontor students are a continuation of KMI students or from other Islamic boarding schools which are assumed having a higher level of religiosity than non-female students boarding school. Moreover, the lecturers and staff are also actively involved in continuing education on campus. For this reason, the researcher sees it is necessary to know how dimensions of religiosity influence their consumer behavior on purchasing halal cosmetics.

## Method

This study uses a quantitative method because this method is based on the philosophy of positivism that is used to examine a sample or population. Positivism philosophy considers that reality/symptoms/

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*Marketing, Victoria University of Wellington*, 2014, p. 46

<sup>9</sup> Guide to the University of Darussalam Gontor, 1438-1439 / 2017-2018, p. 5

<sup>10</sup> Fathimah, "Faktor-Faktor Yang Mempengaruhi kebiasaan Memeriksa label Halal Kemasan Pangan Pada Santriwati", *Darussalam Nutrition Journal*, Mei 2017, 1(1), p. 1

<sup>11</sup> *Ibid.*, p. 3

phenomena under study can be observed, measured, classified, causal, value-free, quantitative study examined only observed symptoms by human senses.<sup>12</sup> Quantitative research is more likely to use the logic of hypothesis verification, it starts with deductive reasoning to derive a hypothesis, then testing in the field. Thus the quantitative research more emphasis on empirical measurement indices.<sup>13</sup> The research is a descriptive study accurately describe the existing situation or event of the data, a process, mechanisms and relationships between events. As the relationship between religiosity and consumer decision in buying halal cosmetics.<sup>14</sup> This research is an experimental research that Identifies a causal relationship which aims to measure the effect of independent variables on the dependent variable by controlling other variables to the make causal inferences more clearly.<sup>15</sup> This study uses research-Descriptive Analysis. Descriptive is a study that describes a certain characteristic of a phenomenon, while analysis is a continuation of descriptive research that explains why or how something happened.<sup>16</sup>

According to the time dimension is a cross-sectional study or a study whose data is collected at once, is the result of a single shot at a certain time.<sup>17</sup> Cross section is used to observe the response in the same period, such data is used to support evidence of the behavior of individuals, regions and so on.<sup>18</sup> In this case, the researcher will distribute the questionnaire to students as consumers of cosmetics and the data is only collected once. Data collection techniques are ways in which researchers can find and collect the data, if the pure library research, the data is taken from excerpts of documents or the like, different from field research to find data from interviews, questionnaires, observations, or a combination of all of them.<sup>19</sup>

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<sup>12</sup> Sugiyono, *Model Penelitian Kuantitatif*, Bandung: Alfabeta, First Edition, 2018, P. 15

<sup>13</sup> Suryani, Hendryadi, *Metode Riset Kuantitatif Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam*, Jakarta: Prenadamedia Group, Cet. To 3, 2018, p. 109

<sup>14</sup> Suryani, Hendryadi, *Metode Riset Kuantitatif Teori dan Aplikasi pada Penelitian Bidang Manajemen dan Ekonomi Islam...*, p. 109

<sup>15</sup> Asep Hermawan, *Penelitian Bisnis Pendekatan kuantitatif*, Depok: Kencana Prenada Media Group, 2017, P. 5-6

<sup>16</sup> Asep Hermawan, *Penelitian Bisnis Pendekatan kuantitatif...*, P. 4

<sup>17</sup> Asep Hermawan, *Penelitian Bisnis Pendekatan kuantitatif...*, P. 57

<sup>18</sup> Mudrajad Kuncoro, *Metode Kuantitatif, Teori dan Aplikasi Untuk Bisnis dan Ekonomi*, Yogyakarta: UPP STIM YKPM, Fifth Edition, August 2018, P. 25

<sup>19</sup> Deni Darmawan, *Metode Penelitian Kuantitatif*, Bandung: PT Remaja Rosdakarya, third Molds, July 2016, P. 159

In this study, a questionnaire that is used to close the questionnaire in which questions were raised in the answers already Likert scale, so the respondent was not given an opportunity to express opinions.<sup>20</sup> The questionnaire was designed in such a way as to uncover specific information on how religious belief, practice, knowledge, experience and consequence influence the religiosity of Muslim people in Unida Gontor.

### Composition of the Questionnaire - Variables measured

The following variables were measured to Achieve the study objectives:

1. Religiosity
2. Consumer decision making styles
3. Labeled Halal Cosmetics
4. Demographic profile

After determining the operational variables or dimensions to be measured, the next step is to develop these dimensions into question items:

**Table 3.2. Operational Variables for Religiosity**

Variables	Dimension	Definition	Question
Religiosity Glock & Stark	Ideology (Belief) Steven Eric Kraus, 2005 Farhana Tahmida, 2014	Questions regarding religious beliefs include the overall beliefs associated with the religion: belief to God, Prophet, <i>Janna</i> , etc ideology of hereafter ideology of <i>Tawhid</i> etc	My religion teaches us to always put the halal aspect in everything In the concept of Tawheed, the economy is one form of worship to God I believe that prayer affects everyday activities I believe that what we are doing now in touch with the Hereafter include consumption activities I believe that beauty is not only in

<sup>20</sup> Sofyan Siregar, *Metode Penelitian Kuantitatif Dilengkapi dengan Perbandingan Perhitungan manual dan SPSS*, Jakarta: Kencana, Edition: 4, 2017, P. 21

Variables	Dimension	Definition	Question
			appearance, but there are the character and deeds
	Knowledge Noorhaslinda Kulub Abd Rashid, et.al	The knowledge ( <i>ma'rifah</i> ) dimension asked questions about an individual's basic knowledge about religion: Knowledge about Al-Qur'an Knowledge about Sunna Fiqih Ect.	I have a good understanding of halal-haram I understood women's fiqh well I understand that cosmetics, make-up, etc. just need tahsiniyyah (tertiary) I always increase the understanding of religion by reading, following studies/religious discussions, etc. I understand the importance of halal label on a product I do not know cosmetic/makeup is lawful and unlawful
	Practice Mariam Abou Youssef, 2011	The practice (' <i>Amal</i> ) dimension includes questions regarding the actions prescribed by religion such as: -prayer -fasting, <i>Dua'</i> , reading the Qur'an, - Obedience, - other rituals	I have been doing fardlu prayer 5 times a day I have a regular Sunnah Prayers I read the Al-Qur'an everyday and try to understand its meaning I give shadaqah when it is able to me I do not exaggerate in the ornate I have sunnah fasting (Monday-Thursday/ Daud, etc.) routinely I follow the Qur'an and Sunnah to make specific decisions in my daily life

Variables	Dimension	Definition	Question
	Experience Yasemin El-Minouar, 2014 Tajamul Islam, 2016	It includes the religious Subjective experiences, feelings, emotions, and encounters with the divine or some transcendental authority, that are experienced by a follower of a religion. The experience (Ihsan) dimension describes the practicality of the religion included: the feeling of doing something against faith being tempted by the devil, being afraid of God being punished by God for doing something wrong	I feel that God has never let me down I felt that God always hears and answers my prayers By buying halal products I feel calmer and more comfortable By buying halal products I feel more obedient to God
	Consequence	The consequence ( <i>natijah</i> ) dimension Refers to the importance of religion itself, this dimension is reflected in the behavior of someone who devoted (carry out His commands and avoid His prohibitions).	I always committed in buying halal products I always keep myself to the things that are forbidden I always careful in consuming or purchasing products I always tried not to hurt others

## Consumer Behavior

Consumer decision making is a collective process between affective attitude, cognitive and behavioral attitudes to environmental factors and all aspects in life<sup>21</sup>

<sup>21</sup> Mulyadi Nitisusastro, *Perilaku Konsumen dalam Perspektif Kewirausahaan*, (Bandung: Alfabeta, 2012), p. 195

Table 3.3. Operational Variables for Consumer Behavior

Variable	Indicators	Variables	Question
Consumer Behavior on Purchase Halal Label Cosmetics	personal factors	demography situational Consideration	About demography respondent
	Psychological factors Tajamul Islam, 2016	Personality motive	I buy halal cosmetics because I am a Muslim I buy halal cosmetics because of my commitment to religious teachings I only buy halal labeled' cosmetics I buy halal cosmetics for healthy and blessing I buy halal cosmetics based on my knowledge of halal products.
	Social factors Maheskumar Kanubhai Patel, 2017 Qurrah Ayuniyyah, et.al, 2017 Astha Joshi, 2015	Culture Quality Price Trend Labeling Packaging	I buy halal cosmetics based on personal experience and others I bought halal cosmetics to see: The Halal Label, BPOM information, Department of Health (Depkes), etc. I bought halal cosmetics because the packaging is attractive I buy halal cosmetics because of quality and quality assured I bought halal cosmetics for halal lifestyle trends I bought halal cosmetics because of its affordability

It is known the total population of this study were:



Data Total Population Overall		
Student Undergraduate		1600
Student Postgraduate	Master Program	83
	Doctoral Program	5
Lecturer		100
Academic Staff		42
Total		1830

The calculation formula Isaac & Michael with a total population of 1800 and standard error of 10%, the number of sample respondents must be met are as many as 235 and as this study uses proportionate stratified random sampling, then the calculations in each part are as follows:

$$\text{Undergraduate Student: } \frac{1600}{1800} \times 235 = 208$$

Postgraduate Student:

$$\text{Master Program: } \frac{83}{1800} \times 235 = 10,83 \text{ rounded 11}$$

$$\text{Doctoral : } \frac{5}{1800} \times 235 = 0,65 \text{ rounded 1}$$

$$\text{Lecturer : } \frac{1600}{1800} \times 235 = 13,55 \text{ rounded 12}$$

$$\text{Personnel: Rounded } 6\frac{42}{1800} \times 235 = 5,48 \text{ round 5}$$

For the staff, even though there were only 42 people, but the theory Roscoe, samples could be taken, the minimum sample 10-20.<sup>22</sup>

**Table 3.5. Structure of the Questionnaire**

Section	Variables	Number of Items	Scale	Main Source
1	Religiosity (Ideology, Practice, Knowledge, Experience, Consequence)	27 Questions	5 Point Likert Type	- Glock & Stark - Farhana Tahmida 2014 - Tajamul Islam 2016 - Yasemin El-Menouar 2014
2	Consumer Behavior	11 Questions	5 Point Likert Type	Anjana SS 2018 Astha Joshi 2015

<sup>22</sup> Sugiyono, *Model Penelitian Kuantitatif...*, p. 149

Section	Variables	Number of Items	Scale	Main Source
3	Demographics	8 Questions	Categorical format multiple Choice	Author

Theoretical Framework

Religiosity

Yasemin El-Menouar has developed some measurement instrument based on the theory of a Muslim religiosity Glock & Stark. As for some of these instruments is Belief, Ritual, Devotion, Experience, Knowledge, and Consequences.<sup>23</sup> Tajamul Islam, using a Glock & Stark theory that has been developed by Hasan, namely the Muslim religiosity characteristic (five Dimensions: ideological, ritualistic, Devotional, Experimental, Consequential). According to the framework, Glock & Stark has a very large variation in the measurement of religiosity, which in itself is the measurement of how much can be manifested.<sup>24</sup> Anton Bawono explained that in Islam, the faith dimension can be equated with faith, dimensions of worship or religious practices aligned with the Islamic dimension of experience or appreciation equated with charity, religious knowledge dimensions aligned with the science and practice aligned with the moral dimension.<sup>25</sup> It is also in agreement with Farhana<sup>26</sup> as in the following table:

<sup>23</sup> Yasemin El Minouar, "The Five Dimensions of Muslim Religiosity. Result of an Empirical Study, Method, Data, Analysis"..., *Vol. 8, No. 1, 2014*, p. 61

<sup>24</sup> Tajamul Islam, "Exploring The Influence of Religiosity On Consumer Behavior With Special Reference To Young Indian Muslim Consumers", (*A Thesis of the degree of Doctor of Philosophy in Management, Department of Management Studies, School of Management Pondicherry (Central) University*), 2016, p. 61

<sup>25</sup> Anton Bawono, "Kontribusi Religiusitas Dalam Rasionalitas Konsumsi Rumah Tangga Muslim, Inferensi", *Jurnal Penelitian Sosial Keagamaan*, Vol. 8, No. 2 December 2014 , p. 296,

<sup>26</sup> Farhana Tahmida Newaz, Religiosity, "General Cohort and Buying Behavior of Islamic Financial Products in Bangladesh", (*A Dissertation in Doctor of Philoshopy in Marketing, Victoria University of Wellington*), 2014, p. 46

**Table 2.3. Religious Dimension Of Glogk and Stark In Islamic Framework**

Religious Dimension Of Glogk and Stark (1968)	Religion Muslim Dimensions	
	Arabic Term	General Term
Ideological	<i>Aqidah</i>	Religious Belief
Ritualistic	<i>Amal</i>	Religious Practice
Intellectual	<i>Ma'rifah or 'ilm</i>	Religious Knowledge
Experimental	<i>Ihsan</i>	Religious Experience
Consequential	<i>Natijah</i>	Consequence

### **Ideological Involvement**

This dimension refers to how the level of Muslim belief to the truth of religious teachings, especially those that are fundamental and dogmatic. In Islam, this dimension relates contains six pillars of faith that trust. the existence and to the Oneness of Allah, believe in angels, His Prophet Messenger, His Scriptures, the Day of Judgment, and *Qada'* and *Qadar* of Allah. The concept of monotheism or an acknowledgment to the Oneness of Allah is the basis of this dimension.<sup>27</sup>

### **Ritualistic Involvement**

According to Islamic religious practice religion, Muslims are required to perform specific religious practices as a reflection of their faith. Exploring religious practices can be approached in two ways: firstly, distinguishing individuals in terms of the regularity with the which they engage in religious activities; and secondly, considering the meaning of religious acts for the individuals who engage in them<sup>28</sup>

### **Intellectual Involvement.**

This is religious knowledge as the basic information about the faith.<sup>29</sup> Educational background, with regard to differences in levels of

<sup>27</sup> Muhammad Nasrullah, "Islamic Branding, Religiusitas Dan Keputusan Konsumen Terhadap Produk...", p. 82

<sup>28</sup> Farhana Tahmida Newaz, Religiosity, "General Cohort and Buying Behavior of Islamic Financial Products in Bangladesh...", p. 47

<sup>29</sup> Steven Eric Kraus, "The Muslim Religiosity-Personality Inventory Measurement (MRPI) 's Religiosity Measurement Models: Towards Filling the Gaps in Religiosity

religiosity, it seems reasonable to argue that people will differ in their levels of religiosity on the basis of their attachment to their religion and familiarity with its teachings and instructions through family life, education and so forth.<sup>30</sup> Yasemin El Menouar decided to let the respondents assess their knowledge concerning firstly from the contents of the Qur'an, secondly concerning the life and actions of the prophet Muhammad and thirdly concerning Islam in general.<sup>31</sup>

### **Experimental Involvement**

This is the feeling, or refers to feeling, perception, sensations and having communications with a divine God.<sup>32</sup> Religious experience is the psychological dimension of religiosity. It comprises all those feelings, perceptions, and sensations generating from, or related to, some type of communication with, or experience, the final divine reality. Such experiences are well-organized around perceptions of concern, cognition, trust, faith or fear.<sup>33</sup> That's like a "Do you feel the presence of God?" "Have you felt that God communicates with you?" "Have you felt a sense of being rewarded by God?" And have you ever felt a sense of being punished by God? "etc."<sup>34</sup>

### **Consequential Involvement.**

This is a dimension or religious effect, includes the effect from religious belief, practice, experience and knowledge and the believer's everyday life.<sup>35</sup> In religious Islam not only give guidance but also regulates the everyday life of the believers, in order to measure the degree of religious norms by influencing the daily actions of believers we can used indicators from the different areas. From dietary rules, religions

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Research on Muslims...", p. 137

<sup>30</sup> Abdulaziz Abdurrahman Albelaikhi, "Development of a Muslim Religiosity Scale...", p. 27

<sup>31</sup> Yasemin El Minouar, "The Five Dimensions of Muslim Religiosity...", p. 62

<sup>32</sup> Steven Eric Kraus, "The Muslim Religiosity-Personality Inventory Measurement (MRPI) 's Religiosity Measurement Model...", p. 137

<sup>33</sup> Farhana Tahmida Newaz, "Religiosity, General Cohort and Buying Behavior of Islamic Financial Products in Bangladesh...", p. 48

<sup>34</sup> Yasemin El Minouar, "The Five Dimensions of Muslim Religiosity...", p. 62

<sup>35</sup> Steven Eric Kraus, "The Muslim Religiosity-Personality Inventory Measurement (MRPI) 's Religiosity Measurement Models...", p. 137

donation, gender issues and entertainment.<sup>36</sup> Those individuals who are more religious are found to be more committed to their belief system and because of that, their behavior is guided by the principles and norms of their religion.<sup>37</sup>

### Purchasing Halal Label Cosmetics

Purchasing decision of final consumers may be affected by factors such as marital status, family and taste. Marital status, this is the state of being married or not married, consumers who married and have children or not, their purchase decision reviews differ from consumers who are single, family, within family members such as father, mother, sibling, uncle, aunty and others may influence you in purchasing decision for certain products or services<sup>38</sup>

Research in Kenya stated that cosmetics purchase, 95% of individuals selection for products influenced by social media such as Facebook, YouTube, Instagram, etc. Because of social media respondents recognize this and are interested in the cosmetic products they need.<sup>39</sup> In Thailand from 204 questionnaire result showed that 76.6% of the total respondents purchase luxury cosmetics from the department store channels and 61.4% were purchased in luxury cosmetics perfumes. The main factors influencing purchases at department stores are beauty advisor's service, perception of product quality, and special promotion provided, factors influencing the purchase are product quality, price and roommates promotion implying that even the product purchased is cheaper but the quality needs to be the same as in department stores where the product is considered as newer hotel and fresh stock.<sup>40</sup> The research in

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<sup>36</sup> Yasemin El Minouar, "The Five Dimensions of Muslim Religiosity...", p. 64

<sup>37</sup> Maheshkumar Kanubhai Patel, "Influence Of Religiosity On Shopping Orientation Of Consumers In Gujarat", in his *Disertation on Gujarat Technological University Ahmedabad, September 2017*, p. 19

<sup>38</sup> Kakiza Clara, W, "Factors Affecting Purchasing Decisions Of The Consumers, A Case Of Kinondoni District (Dar Es Salaam)", (*Dissertation of Master of Business Administration of Mzumbe University*), 2015, p. 26

<sup>39</sup> Faith Walegwa Mwaisaka, "The Influence of Social Media on The Consumer Decision Making Proses in The Cosmetics Industry in Nairobi County, Kenya", (*A Thesis in the Master of Science In Marketing, School of Business, University of Nairobi*), 2017, p.29

<sup>40</sup> Ornphicha Mahasintunan, "Factors Influencing Decisions Of Thai Woman Towards Luxury Cosmetics Brands In Departemen Stores And Parfumeries", *A thesis for the Master Science In Marketing Facullry Of Commerce And Accountancy Thammasat*

the Jabodetabek-Jakarta found that the factors roommates have a positive relationship with consumer decision-making on imported cosmetics are the only brand name, packaging, location, and store environment.<sup>41</sup> This is not in accordance with research in Thailand, where the brand does not fully influence the purchase decision of foreign imported cosmetics.<sup>42</sup>

The definition of consumer behavior is a behavior that is aimed at finding, buying, using, evaluating and consuming products. Also, consumer behavior that includes the process of decisions that precede and follow these actions.<sup>43</sup> The concept of consumption itself in an Islamic perspective is defined as fulfilling the needs of goods and services, with the provisions must be lawful and correct according to sharia. Consumption is considered as an essential and cannot be ignored tool, including in realizing devotion to God almighty.

The motivation of Muslim consumers is different from the motivation of consumption roommates is considered by the conventional race against individual consumption, because Muslims focus on physical and spiritual satisfaction or spiritual items, namely the blessings of the world and the hereafter.<sup>44</sup> The purpose of the consumers in Islam, as a means of worshiping God, consumption with the intention to increase of stamina and obedience in devotion to God, consider the benefits and blessings, the fulfillment of physical, psychological and spiritual needs.<sup>45</sup>

In the Islamic economy, the goal is to maximize consumption mashllahah. According to Imam Shatibi, mashllahah term meaning is broader than just a utility or satisfaction in conventional economic terminology. Mashllahah is the purpose of the law of most major of personality. Mashllahah is the nature of the goods and services or the

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University, 2015, p.35

<sup>41</sup> Vishnu Iarasati Kawa, Sarah Fadilla, Suresh Kumar, "Factors Affecting Consumer decision- making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek", Jakarta, Indonesia, *The SIJ Transactions on Industrial, Financial & Business Management (IFBM)*, Vol. 1, No. 5, November-December 2013, p. 175

<sup>42</sup> Anantaya Ponbamrungwong & Sirada Chandsawang, "The impact of brand on Thai female consumer in purchase decision of foreign makeup product", *Master Thesis in Business Studies*, 2009, p.43

<sup>43</sup> Endang S. Soesilowati and Chitra Indah Yuliana, "Komparasi Perilaku Konsumen Produk Halal Di Area Mayoritas Dan Minoritas Muslim", in *Journal "Ekonomi Dan Pembangunan"*, Vol. 21, No. 2, December 2013, p. 169

<sup>44</sup> Muhammad Muflih, *Perilaku Konsumen Dalam Perspektif Ilmu Ekonomi Islam*, (Jakarta: RajaGrafindo Persada, 2006), p. 73

<sup>45</sup> Havis Aravik, *Ekonomi Islam*, (Malang: EmpatDua, 2016), p.125

ability of the support elements and the basic purpose of human needs in advance of this earth. There are five basic elements items, namely: religion, life or soul, property or possessions (al-mal), beliefs (al-din), intellectual (al-aql), and family or Descendants (al-nafs). In other words, the physical benefits of integration include mashlahah and elements of blessings.<sup>46</sup>

Fulfill your needs and not the satisfaction or desire is the objective of economic activity, and the achievement of that goal is one of the obligations in the religion. According to Qaradawi (2001) explained that with regard to the properties of the mashlahah as follows; mashlahah are of subjective in the sense that each judge for each individual in determining whether or not a mashlahah of him. However, unlike the concept of maslahah criteria of utility, has been established by the Sharia and its nature is binding for all individuals.<sup>47</sup> Also, consumer behavior related to consumer utility. Dr. Monzer Kahf highlighting that consumer utility function in Islam consists of two categories of spending roommates are spending now and spending for hereafter. He has addressed the idea of rationality and stated that a Muslim consumer is acting rationally in the usual sense of trying to maximize utility. His utility not only satisfied when he consumes for himself, but also include what he expends in the way of Allah and in order to help others.<sup>48</sup>

Islam wants a Muslim consumer to buy things based on the value of things. In a way Islam encourages value-based buying behavior, It demands from a Muslim to stop indulging in buying of goods or services that are either haram (unlawful) or by the which there would be trouble for others, Muslims are supposed to live a simple life and not to overspend on things they do not need, thus encouraging a sense of savings for future,<sup>49</sup> the instrument of consumer decision making style (CDMS)<sup>50</sup>

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<sup>46</sup> Alfazur Rahman, *Economic Doctrines of Islam* (Lahore: Islamic Publications, 1975), p. 125.

<sup>47</sup> Zainal Arifin and Dahlia Husim *Norma dan Etika Ekonomi Islam*, (Jakarta: Gema Insani Press, 2001), p. 58

<sup>48</sup> Junaidah Idris, Md Azri Rizal Razali, "A Study of Consumer Behavior Towards Islamic Hotel: Assessing Knowledge and Religiosity", Malaysia: *Proceedings of the 2nd International Conference on Economic and banking, 2016*, p. 276

<sup>49</sup> Tahir Ahmad Wani, "Buying Behavior-An Islamic Perspective An analysis of an Ideal Muslim Buying Behavior, Hailey College of Commerce, University of the Punjab", PAKISTAN: *The Journal of Commerce*, Vol. 5, No. 2, p. 14

<sup>50</sup> Zhonghui Ding, *Analysis of Young Adults Consumer Behavior: A Comparison Between China, Slovenia and Croatia*, (Faculty of Economics, University of Ijubijana:

1. high-quality perfection consciousness
2. brand consciousness,
3. novelty-fashion consciousness,
4. recreational, shopping hedonistic consciousness,
5. The price and value of money shopping,
6. impulsiveness,
7. confusion from over choice,
8. habitual, brand-loyal orientation toward consumption

Based on the result of Latifa Putri (2016), the biggest factor is affect the consumer attitude argument quality, and other factors that influence purchase decision on cosmetics is source credibility, perceived usefulness of the products, and the quantity of a review available on the internet.<sup>51</sup> And for female consumers especially for cosmetics products are influenced by the price of the garment, brand value, sales promotion, comfortability, and latest trends.<sup>52</sup> Studies in Africa have to mention that the majority of African women in Nigeria buy cosmetic products affected by the sale, assistant beauty/sales, social media and non-social media such as friends, family, etc.<sup>53</sup> Online communities are clearly very influential in shaping the consumer decision journey and user-generated content in the form of shared information, opinion, reviews and, last but not least, video reviews and tutorials reduce uncertainty about the products and help consumers to the make online purchase decisions. The post-purchase stage showed to be very important especially in the information and evaluation stage. Providing the customer with correct information about easily purchased products could provide much more satisfied customers.<sup>54</sup>

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2015), p. 8

<sup>51</sup> Latifa Putri, Harimukti Wandebori, "Factors Influencing Purchase Intention Cosmetics in Indonesia Based on Online Review", *Proceedings of the International Conference on Ethics of Business, Economics, and Social Science*, 2016, p. 261

<sup>52</sup> Astha Joshi, "An Analytical Study of Consumer Buying Behavior: With Special Reference to Female Student", *International Journal of Inclusive Management and Social Science*, Vol. 03, Issue 06, 2015, p. 91

<sup>53</sup> Kajal Bechan, "A Comparison of Luxury Cosmetic Product Purchasing Patterns of Consumers in Africa", *a thesis in the Master of Business Administration, College of Law and Management Studies Graduate School of Business and Leadership*, University of KwaZulu-Natal, 2015, p. 54-56

<sup>54</sup> Anna Hagander & Margret Elisa Runarsdottir, p.



In Indonesia according to the online survey, from four variables (religiosity, personality, psychological and social factors) that not only social factor related to the consumers purchasing decisions.<sup>55</sup> According to Kotler and Keller (2016) The factors that influence consumer behavior:

- a. Factors Culture (Cultural Factors) Culture (Culture), Sub-Culture (Sub-Culture), Social Class (Social Class)
- b. Factors Social (Social Factors) Small Reference Group (Small Reference Group), Family (Family), The Role and Status (Roles & Statuses)
- c. Factors Personal (Personal Factors) Ages & Stages Lifecycle (Ages & Stage in the Lifecycle), Jobs & Circumstances Economics (Occupation & Economic Circumstances), Personality & Concept Living, Lifestyle and Values (Personality and Self-Concept, Lifestyle & Value)
- d. Factors Psychology (Psychological Factors) Motivation, Perception, Learning (Learning), every culture will have groups of smaller sub-culture, which is a unique identification and socialization for the behavior of its members. Sub-culture, consisting of a national, religious, racial, and geographic region. Many sub-cultures that make up the “market segments”, and marketers often design marketing programs to serve segments of this sub-culture.<sup>56</sup>

Fahim Khan allows us to analyze economic problems at the micro level like israf, tabzir, itraf, wellbeing, consumer equilibrium, etc. This framework takes the position that economic problems like unemployment, poverty, underdevelopment, environmental issues, etc. are rooted in consumer behavior and consumer decision-making. Also, It has been argued that the proposed framework provides a base to a make interpersonal comparison of well-being and hence provides an objective basis for public policy choices. This is not yet a presentation on Islamic theory of consumer behavior. It is simply a proposal to see consumer behavior from a different perspective, which is claimed to be more realistic and more logical.<sup>57</sup>

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<sup>55</sup> Qurroh Ayuniyyah, Didier Hafidzudin, “Factors Affecting Consumers Decision in Purchasing MUI Halal-Certified Food Products”, *Tazkia Islamic Finance and Business Review*, 2017, Vol. 10.2, p. 122

<sup>56</sup> Kotler and Keller (2016), *Marketing Management* (Global Edition) 15th Edition. Pearson

<sup>57</sup> M. Fahim Khan, “An Alternative Approach to Analysis of Consumer Behavior: Need for Distinctive “Islamic” Theory”, *Journal of Islamic Business and Management*, Vol.3 No.2, 2013, p. 1

Indarti Margono, et.al.<sup>58</sup> in 2010 examined the analysis of factors considered in buying the decision of consumer products cosmetics whitening face. In this study, he stated that 6 factors influence the decision to buy cosmetics including family, attitude, brand new, the role of mother and the other motivational factors such as packaging, price, brands, and social factors like social classes, safety, and reference groups. Almost the same research was also stated by Vishnu Larasati Kawa et.al<sup>59</sup> in 2013 with the title of research Factor affecting consumer decision-making: A survey of young adult on imported cosmetics in JABODETABEK, in the results of this study, Vishnu explained that in purchasing imported cosmetics in Jabodetabek, it is not only based on brand, packaging, location, or store involution, but the major influence on the purchase is based on the closest friends, roommates, classmates, etc.

Ercan Baldemir,<sup>60</sup> in 2010, with a study entitled "Analysis of the factors affecting the cosmetics consumption in terms of sustainability", from the results of this study Ercan concluded that one of the things that make a difference in the selection and purchase of cosmetic products is the level of consumer knowledge. Ercan explained that women with postgraduate education will have different habits in buying cosmetics compared to students in general. The results of this study were supported by Endang S. Soesilowati et.al<sup>61</sup> in 2013 who stated that respondent with a higher school background had a high-level consuming halal product than a respondent who was not educated. In Kenya in 2017, Faith Walagwa<sup>62</sup> researched the influence of social media on consumer decision-making processes in

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<sup>58</sup> Indarti, Margono Setiawan and Thantawi A. S, "Analisis Faktor-Faktor Yang Dipertimbangkan Konsumen Kosmetika Dalam Keputusan Pembelian Produk Pemutih Wajah", in *journal "Wacana"*, Vol. 13, No. October 4th, 2010, p. 606

<sup>59</sup> Vishnu larasati Kawa, Sarah Fadilla, Suresh Kumar, "Factors Affecting Consumer decision- making: A Survey of Young-Adults on Imported Cosmetics in Jabodetabek", Jakarta, Indonesia, *The SIJ Transactions on Industrial, Financial & Business Management (IFBM)*, Vol. 1, No. 5, November-December 2013, p. 175

<sup>60</sup> Ercan Baldemir, Funda Kaya, "Analysis of the Factors Affecting The Woman's Cosmetics Consumption In Terms of Sustainability", *2nd International Symposium on Sustainable Development*, 2010, p. 429

<sup>61</sup> Endang S. Soesilowati and Chitra Indah Yuliana, "Komparasi Perilaku Konsumen Produk Halal Di Area Mayoritas Dan Minoritas Muslim", in *Journal "Ekonomi dan Pembangunan"*, Vol. 21, No. 2, December 2013, p. 175

<sup>62</sup> Faith Walegwa Mwaisaka, "The Influence of Social Media on The Consumer Decision Making PROESS in The Cosmetics Industry in Nairobi County, Kenya", *A Thesis in the Master of Science In Marketing, School of Business, University of Nairobi*, 2017, p.29

the cosmetics industry, from this study it can be concluded that 95% of consumers are influenced by social media, such as Facebook, YouTube, Instagram, etc. in purchasing decision in cosmetic products. In the same year, Wahyuni Putri Kasbella et.al<sup>63</sup> also examined analysis of factors in the consumer buying decision toward JAFRA cosmetics product, in this study the most dominant factor in influencing purchasing decisions of JAFRA cosmetics are beliefs, attitudes, and demographic profiles.

Abdul Lathief<sup>64</sup>, in 2013 with a study entitled the impact of food labeling on purchasing behavior among Non-Muslims, Abdul Latief was able to explain in his research the importance of labeling on a product, where labeling also influenced the purchase of non-Muslim consumers. The label can be used as a benchmark for product quality assurance. Nur Aniza Quantaniah et.al<sup>65</sup> in 2013, conducted a study that focused on selecting halal food, in this study Nur Aniza compared Muslim and non-Muslim consumers, from the results of her research stated that students were influenced by religious obligations, issues of health, safety and quality aspect in choosing halal food. He also mentioned that the religious obligation is the most affecting their consumption. From this research, it can be concluded that halal foods prove to be more health, safety, and quality compared to other foods.

Astha Joshi<sup>66</sup>, in 2015 conducted a study focusing on the analysis of consumer buying behavior, in this study Astha used female respondents, from her analysis she said that female student between 18-20 and 20-23 is followed by quality, brand values, sales, comfortability and latest trends for their buying behavior. Yasid et al<sup>67</sup>. In 2016 examined factors affecting

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<sup>63</sup> Wahyuni Putri Kasbella and Putu Nina Madiawati, "Analysis of Factors affecting Consumer Buying Decision Against JAFRA Cosmetics Products", *e-Proceedings of Management*: Vol.4, No.1 April 2017, p. 660

<sup>64</sup> Abdul Latiff, ZA, Mohamed, ZA, Rezai, G. and Kamaruzzaman, NH, "The Impact of Food Labeling on Purchasing Behavior Among Non-Muslims", *Australian Journal of Basic and Applied Sciences*, 7 (1): 124-128, 2013 p. 125

<sup>65</sup> Nur Aniza Quantaniah, Noreina, Nurul Syakinah, "Selecting Halal Food: A Comparative Study Of The Muslim And Non-Muslim Malaysian Consumer Student", *2nd International Conference on Technology Management, Business and Entrepreneurship*, 2013, p. 449

<sup>66</sup> Astha Joshi, "An Analytical Study of Consumer Buying Behavior: With Special Reference to Female Student", *International Journal of Inclusive Management and Social Science*, Vol. 03, Issue 06, 2015, p. 91

<sup>67</sup> Yasid, et.al, "Factors Affecting Muslim Students Awareness of Halal Products in Yogyakarta, Indonesia", *International Review of Management and Marketing*, Vol 6, Special

Muslim students' awareness of halal products, this study was conducted at three major universities in Yogyakarta, including the University of Indonesia, Sunan Kalijaga University, and Muhammadiyah University of Yogyakarta. Yasid revealed that all respondents had a high level of education, which was a factor in influencing their awareness to buy halal products. Besides that, Yasid also found that religious beliefs, self-identity, and social media also influenced the awareness of students to buy halal products. Qurroh A'yuniyah<sup>68</sup> in 2017 explained that among the four variables (religiosity, personality, psychological and social factor) all of these variables are only social factors that do not affect someone in buying food products that are halal certified by MUI, this means that religiosity, personality and psychological become a factor that affects someone in buying halal certified products MUI. Latifa Putri<sup>69</sup> in 2017 examined factors influencing the purchase of cosmetics in Indonesia based an online review, explaining that from the results of her research from the many factors that influence the interest in buying cosmetics, quality is the biggest factor that drives someone to buy cosmetics followed by customers, etc. In his research, Anjana stated that the things that can affect someone in buying cosmetic products are Quality Product, Price, brand name, packaging, and advertising<sup>70</sup>.

## Findings and Discussion

The main purpose of this research project was to determine whether a consumer influence of religiosity on purchasing behavior, Specifically, this research wants to investigate pupils in Unida Gontor and their purchasing behavior in purchasing halal cosmetics label. This chapter will discuss the findings and refer it to the relevant literature review as discussed in detail in chapter II. This chapter also will discuss the implications, limitations, future research suggestions, and the conclusion.

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Issue (S4), 2016, p. 31

<sup>68</sup> Qurroh Ayuniyyah, Didin Hafidzudin, "Factors Affecting Consumers Decision in Purcashing MUI Halal-Certified Food Products", *Tazkia Islamic Finance and Business Review*, 2017, Vol. 10.2, p. 122

<sup>69</sup> Latifa Putri, Harimukti Wandebori, "Factors Influencing Purchase Intention Cosmetics in Indonesia Based on Online Review", *Proceedings of the International Conference on Ethics of Business, Economics, and Social Science*, 2016, p. 261

<sup>70</sup> Anjana, "A Study on Factors Influencing buying behavior of consumers of cosmetics", *International Journal of Pure and Applied Mathematics*, Vol. 118, No. 9, p. 456

The main purpose of this thesis is to investigate the influence of religiosity on the consumer purchasing behavior of labeled halal cosmetics, with three aims are:

To know what the dimension that affects the religiosity

To Examine how far the level of religiosity in the Unida Gontor

To Examine the influence of religiosity on consumer purchasing behavior on a halal cosmetics label

Hence, three research questions epitomize the substance of this thesis:

*Hypothesis 1:* There is the relationship between religiosity and consumer purchasing behavior in halal label cosmetics

*Hypothesis 2:* According to religious teachings, someone who has a high level of religiosity will be more consistent in buying halal label cosmetics

*Hypothesis 3:* Ideology, Practice, Knowledge, Experience, and Consequence as a dimension of religiosity influence on consumer purchasing behavior in halal label cosmetics

Three reformer studies were conducted to address the fourth hypothesis. Discussing the results from the three studies will help to provide comprehensive answers for each question. This will help to clarify the overall theoretical contribution of the thesis. The following sections will address what this thesis adds in terms of what we know about the nature of the relationships between religiosity and purchasing behavior based on the results of the three studies.

### **The relationship between religiosity and consumer purchasing behavior in halal label cosmetics**

Religiosity influence on purchasing behavior, we can look at the results of a regression in the output table ANOVA known that the Sig.  $0.000 < 0.05$  which means simultaneous religiosity positive influence on the purchasing behavior of halal cosmetics label. This is in accordance with the basic initial hypothesis and also some of the literature review in chapter 2 of religiosity still play a significant role in the Influencing consumer behavior (Hamza Khraim 2010; Syed Shah Alam 2011; Anton Bawono 2011; Farhana Tahmida 2014 Ahlam Nuwairah et.al 2015; Murniati Aisha 2015; Sedki Karaoui et.al, 2016; Tajamul Islam in 2016), it is not in accordance with the study which says that religiosity does not

affect purchasing behavior. (Muhammad Nasrullah 2015; Siti Sarah Kusumawardhinia et.al 2016; Elfira Maya et.al 2018; Anna Fabry 2018)

### **The level of religiosity in Unida (Hypothesis 2 and Hypothesis 3)**

Looking at the results of the calculation of “One-Sample Statistics” for the variable of religiosity, in accordance with the overall sample successfully calculated, the rate of religiosity is very high with a mean of 119.94, can be seen in “One Sample Test” that the results of the calculations are not in accordance with the initial hypothesis, which initial hypothesis assumed that religiosity in Unida was high with an approximate score of 100, but the hypothesis is rejected because it is based on table “One-Sample Statistics” average value of 119.94 religiosities in the interval scale score is very high. This is consistent with the background Unida with the Islamic boarding school system, not surprisingly, support research (Fathimah, 2017) which examines among female students of KMI, Unida is a continuation of the KMI, then it is reasonable. Meanwhile, to see whether the data sample this applies also to the entire population? So we can rely on statistical tests one-Sample Test, with the hypothesis whether religiosity as high as the value 100. From the test table One-Sample Test, it is known that  $H_0$  is rejected, it means that the religiosity of the population is not equal to the value of 100. This can be interpreted from this sample of 245 people in the overall population of Unida, religiosity is not the same with a score of 100, the religiosity could be higher or according to the sample obtained in the amount of 119.94 means very high. These results are consistent with research that states that a person’s background effect of Religiosity (with the hypothesis of whether religiosity as high as the value 100. From the test table One-Sample Test, it is known that  $H_0$  is rejected, it means that the religiosity of the population is not equal to the value of 100. These results are consistent with research that states that a person’s background affects religiosity (the Religiosity could be higher or according to the sample obtained in the amount of 119.94 means very high. (Endang S. Soesilowati and Chitra Indah Yuliana, 2013) that the religiosity of students and non-students are different. because in boarding schools, all Islamic values control all daily activities dormitory on campus with this system.

The influences of religiosity on consumer purchasing behavior in halal label cosmetics

To know the answer to this question, we can see the results of multiple regression analysis, the results of counting at the table “Model Summary” explained that religiosity and fifth dimensions (ideology, practice, knowledge, experience, and consequence) effect simultaneously on purchasing behavior, with R Square 0.301, equivalent to 30.1% which is in line with previous research that religiosity influence on purchasing behavior. And the remaining approximately 60% is influenced by other factors.

As for knowing how strong religiosity influence the purchasing behavior of halal cosmetics label, we can see the results of the regression Pearson product moment. From the table output “Correlation” we can see that the Pearson correlation between religiosity with purchasing behavior is by 0.506 accompanied by a significant value Sig. (2-tailed)  $0.000 < 0.05$  which means the correlation is positive, with a correlation of many (r) 0.506, if you look at the table guidelines for interpretation of correlation coefficients, 0.506 figures this means that the standard relationship/medium. Deeper, if we want to see how the five dimensions of religiosity and to influence purchasing behavior, we can refer to the results of the partial regression calculation.

## Conclusion

The results of the analysis carried out in this study, about the influence of religiosity on consumer behavior on purchasing labeled halal cosmetics at UNIDA Gontor environment, can be summarized that the results of the first hypothesis test support several previous literature reviews that religiosity has a very important influence on purchasing behavior on halal labeled cosmetics in UNIDA. The second hypothesis test results showed that the higher the religiosity someone it will be more consistent in their behavior in accordance with religious teachings. Religiosity at UNIDA is very high with a mean value of 119.94 and they are consistent with religious teachings to buy halal cosmetic products. According the dimension of religiosity, partially, such as Ideology, Practice, Knowledge is not significant but Experience and Consequence is the big influence for purchasing behavior. From this, we can draw the conclusion that the factors among the five dimensions of religiosity, that the experience factor and consequently are the biggest factors in influencing the purchase behavior of cosmetics labeled halal.

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