



Analysis of the Integration of Halal Principles and Sustainable Beauty Principles in Cosmetics: Conceptual and Empirical Review

Junaidin

Universitas Mulawarman

Lizma Febrina

Universitas Mulawarman

Baso Didik Hikmawan

Universitas Mulawarman

Islamudin Ahmad

Universitas Mulawarman

Herman

Universitas Mulawarman

Rolan Rusli

Universitas Mulawarman

Erwin Samsul

Universitas Mulawarman

Hifdzur Rashif Rija'i

Universitas Mulawarman

M. Arifuddin

Universitas Mulawarman

Hanggara Arifian

Universitas Mulawarman

Maria Almeida

Universitas Mulawarman

Harra Ismi Farah

Universitas Mulawarman

Arman Rusman

Universitas Mulawarman

Riki

Universitas Mulawarman

Arsyik Ibrahim

Universitas Mulawarman

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Abstract

The growing convergence of halal and sustainable beauty attributes has created a need to understand how consumers translate these product perceptions into purchase intention. This study examines the effects of Halal Product Perception and Sustainable Beauty Perception on Purchase Intention through Perceived Value and Consumer Trust among cosmetic consumers in Indonesia. A quantitative explanatory design was employed using purposive sampling, involving 300 respondents who had experience using cosmetics and had encountered information about halal cosmetics and/or sustainable beauty. Data were collected through a structured questionnaire comprising 29 reflective indicators measured on a five-point Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The findings show that Halal Product Perception and Sustainable Beauty Perception positively influence Perceived Value and Consumer Trust, while both mediators positively influence Purchase Intention. Halal Product Perception also has a significant direct effect on Purchase Intention, whereas Sustainable Beauty Perception does not. Mediation analysis reveals that Halal Product Perception influences Purchase Intention through complementary mediation via Perceived Value and Consumer Trust, while Sustainable Beauty Perception operates through indirect-only mediation. These findings indicate that halal attributes can function as both direct purchasing considerations and sources of value and trust, whereas sustainability perceptions require value and credibility formation before translating into purchase intention. The study contributes to an integrated understanding of halal-sustainable cosmetic consumption and offers practical implications for developing credible product attributes and transparent communication strategies.

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INTRODUCTION

The cosmetics industry is undergoing a notable shift in what consumers expect from beauty products (Alnuqaydan, 2024; Ratajczak et al., 2023). Cosmetics are no longer evaluated only through

* **Corresponding author:**

Junaidin et al, Universitas Mulawarman, Indonesia

junaiddin@farmasi.unmul.ac.id

conventional attributes such as effectiveness, price, appearance, or brand reputation, but increasingly through questions of safety, ethical responsibility, religious compliance, and environmental consequences. This development creates an interesting tension: a product may be attractive because it performs well, yet consumers may hesitate when its ingredients, production practices, or environmental claims are perceived as uncertain (Mabuza et al., 2023; Malila et al., 2024; Theocharis & Tsekouropoulos, 2025). Halal cosmetics respond to one dimension of this concern by emphasizing permissible ingredients, appropriate production processes, hygiene, safety, and credible halal assurance (Islam, 2025; Selvakumar et al., 2025). Sustainable or green beauty responds to another by emphasizing responsible sourcing, environmentally conscious ingredients, packaging, production, and reduced ecological impact. Recent evidence suggests that these two dimensions are increasingly encountered within the same cosmetic consumption context, particularly among consumers who attach religious and environmental meanings to their purchasing decisions (Moraes & Brito, 2025; Sandikci, 2021; Srivastava et al., 2025). The coexistence of these expectations raises an important behavioral question: when consumers perceive a cosmetic product as halal and sustainable, does that perception directly create purchase intention, or does it first need to be translated into perceived value and trust? Addressing this question is important because the answer may explain why ethical and faith-based product attributes do not always produce identical behavioral responses.

Indonesia represents a particularly relevant setting for examining this changing pattern of cosmetic consumption. The country has a substantial halal consumer market, while awareness of environmentally responsible consumption and sustainable beauty has also become increasingly visible among consumers. Previous research on halal cosmetics in Indonesia has demonstrated the relevance of halal awareness, trust, attitudes, religiosity, and product-related characteristics in explaining consumers' purchase intentions (Suparno, 2020). At the same time, research on halal green cosmetics among Indonesian consumers has identified green perceived value, green trust, customer engagement, and related psychological factors as important elements in understanding purchase behavior (Haryono et al., 2025; Muflih et al., 2023). More recent research has moved toward the intersection of the two domains, examining halal and environmental attributes within the same consumption setting rather than treating them as completely independent concerns (Alkadash et al., 2025; Rahman, 2021). Nevertheless, the existence of favorable perceptions does not necessarily guarantee an immediate purchasing response. Consumers may recognize the benefits of halal or environmentally friendly cosmetics while still questioning whether the product offers sufficient value or whether the claims made by the producer can be trusted. This distinction is particularly relevant in cosmetic markets because consumers usually cannot independently verify every ingredient, manufacturing practice, certification claim, or environmental benefit. The Indonesian context therefore offers an appropriate empirical setting for examining how multiple ethical and value-based perceptions are transformed into purchase intention.

The issue becomes more consequential when considering the information asymmetry surrounding halal and sustainability claims. Consumers can observe product packaging and promotional messages, but they generally cannot directly inspect the complete origin of ingredients, manufacturing conditions, supply-chain practices, or the actual environmental consequences of production. Halal certification, ingredient disclosure, sustainability labels, and transparent product information consequently become important signals that may reduce uncertainty and shape consumer judgments. Recent research on halal-green cosmetics confirms that trust is particularly important in markets where consumers cannot fully verify religious or environmental claims themselves (Irfany et al., 2023; Suhartanto et al., n.d.). Research on halal cosmetics also shows that trust is capable of predicting purchase intention, indicating that consumers' confidence in product and brand claims is not merely a peripheral consideration (Yusof et al., 2026). Similar evidence from sustainable beauty research demonstrates that consumer trust and green-oriented evaluations can contribute to purchase intention when consumers perceive environmental claims as credible and meaningful (Alkhonini, 2025; Mohammadi et al., 2026). The problem, therefore, extends beyond whether a cosmetic product possesses halal or sustainable characteristics. What matters is how consumers interpret those characteristics and whether the information surrounding them is sufficiently credible to support a purchasing decision. This makes the study of perceived value and consumer trust particularly important because both constructs can explain different stages of

consumer evaluation. Examining these mechanisms can provide a more realistic account of how ethical product characteristics become behavioral intentions.

Perceived Value and Consumer Trust represent two complementary mechanisms for understanding this process. Perceived Value reflects the extent to which consumers judge the benefits of a product to be worthwhile relative to the sacrifices involved in obtaining it. In cosmetic consumption, those benefits may extend beyond functional performance to include emotional, social, ethical, religious, and environmental considerations. Recent halal cosmetics research indicates that perceived value is associated with consumers' attitudes toward halal cosmetic products, suggesting that value evaluation can become an important bridge between product characteristics and behavioral responses (Rachman & Amarullah, 2024; Soliman et al., 2022). Research on green cosmetics similarly demonstrates that green perceived value can contribute to favorable consumer attitudes and purchase-related outcomes (Shimul et al., 2022; Sivan & Balakrishnan, 2026). Consumer Trust operates differently because it concerns the credibility and reliability of the product, brand, and claims communicated to consumers. This distinction is important: perceived value addresses whether a product is worth choosing, whereas trust addresses whether consumers believe the information used to justify that choice. Recent evidence from halal-green cosmetics further indicates that halal trust and green trust can operate as distinguishable legitimacy pathways when consumers evaluate faith-based and environmental claims (Herdiana, 2025; Suhartanto et al., n.d.). Taken together, these mechanisms suggest that positive perceptions of halal and sustainable beauty may influence purchase intention not simply by adding desirable attributes, but by increasing the value consumers attach to the product and strengthening their confidence in the claims associated with it.

The existing literature provides substantial evidence for the relevance of these constructs, but its development has largely followed separate streams. Research on halal cosmetics has examined factors such as halal awareness, religiosity, certification, attitude, trust, product characteristics, and purchase intention (Nuryakin et al., 2023; Shahid et al., 2022). Studies using the Theory of Planned Behavior and related frameworks have further demonstrated that attitudes, perceived behavioral control, trust, and religious considerations can help explain consumers' intention to purchase halal cosmetics (Zafar & Jafar, 2026). In the sustainable beauty domain, research has emphasized green perceived value, environmental concern, green trust, green attitudes, customer engagement, and lifestyle-related orientations as predictors of purchasing behavior (Mihai et al., 2025; Welk et al., 2025). Recent work has begun to bring halal and environmental concerns together, showing that halal-green cosmetics constitute a distinct context in which religious legitimacy and environmental credibility coexist (Afwan et al., 2026). This emerging literature is important because it demonstrates that consumers can evaluate multiple ethical attributes simultaneously rather than processing halal and sustainability characteristics in complete isolation. However, most available studies continue to emphasize particular predictors, specific consumer segments, or particular theoretical mechanisms. The literature therefore establishes the importance of halal perception, sustainability perception, perceived value, and trust, but does not yet provide a sufficiently integrated explanation of how these constructs operate together in determining cosmetic purchase intention.

A closer examination of previous studies reveals several unresolved gaps (Arteaga et al., 2024). The first is an integration gap: although halal-green cosmetics have recently attracted scholarly attention, relatively few studies have simultaneously modeled Halal Product Perception and Sustainable Beauty Perception as distinct antecedents within one consumer decision framework (Marzuki & Kadir, 2025). The second is a mechanism gap, because studies frequently examine the direct effects of halal or sustainability-related variables on purchase intention without simultaneously distinguishing whether consumers respond through value evaluation, trust formation, or both. This distinction matters because evidence from halal cosmetics indicates that perceived value and trust can influence different stages of consumer decision making, while recent halal-green research shows that trust itself may function as a legitimacy condition under circumstances of claim ambiguity (Jaafar & Brightman, 2022; Mohd Amin et al., 2026). The third is a theoretical integration gap. The Theory of Consumption Values offers an explanation of how consumers derive functional, emotional, social, and ethical value from product attributes, while Signaling Theory explains how observable information such as certification and environmental

claims can reduce uncertainty and support trust. The Theory of Planned Behavior, in turn, provides a behavioral framework for understanding how consumer evaluations are associated with purchase intention (Carfora et al., 2021; Rozenkowska, 2023). Yet these perspectives have rarely been brought together to explain the sequential consumer process linking halal and sustainable beauty perceptions with value, trust, and purchase intention in one empirical model (Afwan et al., 2026; Bhattacharya & Singh, 2026). Addressing these gaps is especially relevant because halal and sustainability attributes may not operate in identical ways: one may provide a more immediate purchasing consideration, whereas the other may depend more strongly on value and credibility assessments. An integrated model is therefore needed to determine not only whether these perceptions matter, but also through which mechanisms their effects on purchase intention become meaningful.

Based on these gaps, this study develops an integrated model in which Halal Product Perception and Sustainable Beauty Perception are positioned as antecedents, Perceived Value and Consumer Trust as mediating mechanisms, and Purchase Intention as the behavioral outcome. The study aims to examine whether positive perceptions of halal and sustainable beauty characteristics increase consumers' perceived value and trust, whether perceived value and trust subsequently strengthen purchase intention, and whether the two product perceptions retain direct relationships with purchase intention after these mediating mechanisms are considered. The model is designed to capture the possibility that consumers evaluate ethical cosmetic attributes through more than one pathway before forming a purchasing intention. Theoretically, the study contributes by connecting the Theory of Consumption Values, Signaling Theory, and the Theory of Planned Behavior within a single framework for explaining halal-sustainable cosmetic consumption. This integration extends existing research by treating halal and sustainability not merely as isolated product attributes but as distinct sources of consumer value and credibility that may operate through different mechanisms. Empirically, the study contributes evidence from Indonesian cosmetic consumers, a context in which halal considerations and emerging sustainability expectations coexist within the same market. Practically, the findings may assist cosmetic firms in designing products and communication strategies that combine credible halal assurance with transparent sustainability information, responsible sourcing, environmentally conscious packaging, and trustworthy claims. Ultimately, the study seeks to clarify whether the value of halal-sustainable cosmetics is generated directly by their attributes or emerges through the consumer's evaluation of what those attributes mean, how much value they provide, and whether the claims surrounding them can be trusted.

METHOD

Research Design

This study employed a quantitative explanatory research design using a cross-sectional survey approach to examine the relationships among Halal Product Perception, Sustainable Beauty Perception, Perceived Value, Consumer Trust, and Purchase Intention in the context of cosmetic consumption in Indonesia. The quantitative approach was selected because the study aimed to empirically evaluate relationships among latent constructs using numerical data obtained from individual consumers. The explanatory design was appropriate for examining how perceptions of halal and sustainable beauty characteristics are associated with perceived value, consumer trust, and purchase intention. The cross-sectional approach enabled the researchers to capture respondents' perceptions and purchase intentions at a particular point in time. The research model consisted of two exogenous constructs, namely Halal Product Perception (X1) and Sustainable Beauty Perception (X2), two mediating constructs, namely Perceived Value (M1) and Consumer Trust (M2), and Purchase Intention (Y) as the endogenous construct. Structural Equation Modeling–Partial Least Squares (SEM-PLS) was employed as the main analytical technique because the model contains multiple latent constructs and direct and indirect structural relationships that need to be evaluated simultaneously. The unit of analysis was the individual cosmetic consumer in Indonesia. Accordingly, the design provided an empirical basis for assessing the proposed relationships and the mediating mechanisms within the research model.

Research Context and Population

The study was conducted within the context of cosmetic consumption in Indonesia. The target population comprised consumers in Indonesia who had experience using cosmetic products and had encountered information concerning halal cosmetics and/or sustainable beauty. The population definition was aligned with the research objective because the study focuses on consumers' perceptions and evaluations of halal and sustainable attributes rather than on technical characteristics of cosmetic production. Respondents' demographic and consumption characteristics were also recorded to describe the composition of the sample. These characteristics included gender, age group, educational background, occupation, monthly income, duration of cosmetic use, and purchasing status. The inclusion of these characteristics provided contextual information for understanding the profile of the consumers represented in the dataset. The population and research context were therefore defined to capture consumers with sufficient experience and exposure to the subject of halal and sustainable beauty in cosmetics.

Sample and Sampling Technique

The study employed purposive sampling, a non-probability sampling technique in which respondents are selected according to predetermined characteristics relevant to the research objectives. A total of 300 respondents were included in the final analytical dataset. Respondents were eligible to participate if they were at least 18 years old, had used cosmetic products, knew or had encountered information about halal cosmetics and/or sustainable beauty, and had purchased or considered purchasing cosmetic products. These criteria were applied to ensure that participants had relevant consumption experience and sufficient exposure to the concepts examined in the research model. Respondents who did not satisfy the eligibility requirements were excluded from the analytical dataset. The final sample of 300 respondents was subsequently used for the SEM-PLS analysis. The resulting sample included variation in demographic and cosmetic-consumption characteristics, providing a basis for describing the respondent profile and examining the proposed structural relationships.

Research Instrument

Data were collected using a structured questionnaire consisting of 29 reflective indicators distributed across five latent constructs. All indicators were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Halal Product Perception (X1) was operationalized through six indicators covering perceptions of halal ingredients, halal production processes, halal certification, safety and hygiene, compliance with halal principles, and confidence in the halal status of the product. Sustainable Beauty Perception (X2) was measured using seven indicators representing environmentally friendly materials, sustainable packaging, reduction of environmental impact, cruelty-free practices, responsible production, sustainable sourcing, and environmental responsibility. Perceived Value (M1) comprised five indicators representing functional, emotional, social, ethical/environmental, and value-for-money considerations. Consumer Trust (M2) consisted of six indicators covering trust in product claims, halal claims, sustainability claims, honesty, reliability, and brand credibility. Purchase Intention (Y) was measured using five indicators concerning intention to purchase, willingness to choose, preference, likelihood of purchase, and tendency to choose halal and sustainable cosmetics. Thus, the research instrument contained 29 reflective indicators representing the five constructs in the proposed model.

Validity and Reliability of the Instrument

The quality of the measurement instrument was evaluated through the measurement model assessment using SEM-PLS. Indicator reliability was examined using outer loading values, with values of 0.708 or higher considered to provide an adequate contribution to the respective construct. Internal consistency reliability was assessed using Cronbach's alpha, rho_A, and composite reliability, with values above 0.70 considered acceptable. Convergent validity was evaluated using the Average Variance Extracted (AVE), with a minimum value of 0.50 indicating that a construct adequately explains the variance of its indicators. Discriminant validity was assessed using the Heterotrait-Monotrait ratio (HTMT) to determine whether the constructs were empirically distinguishable. Collinearity among predictor constructs was evaluated using the Variance Inflation Factor (VIF). These criteria were applied before interpreting the structural relationships to ensure

that the measurement model provided adequate evidence of reliability and validity. The empirical results subsequently showed that all 29 indicators satisfied the required outer-loading criterion, while all five constructs met the reported reliability and convergent validity requirements.

Data Collection Procedure

The data collection procedure began with the preparation of a structured questionnaire based on the operational definitions of the five constructs included in the conceptual model. The questionnaire was then administered to respondents who met the predetermined purposive sampling criteria. Respondents evaluated each statement using the five-point Likert scale. After the responses were obtained, the dataset was screened to ensure that the respondents met the eligibility requirements and that the data were suitable for further analysis. Responses that did not satisfy the predetermined requirements were excluded from the analytical dataset. The eligible responses were then organized and coded according to the indicator and construct structure of the research instrument. After data preparation and screening, 300 respondents were retained as the final sample for statistical analysis. The resulting dataset was subsequently processed using SmartPLS 4 for measurement model and structural model assessment.

Data Analysis Technique

The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS 4. The analysis was conducted through two principal stages: measurement model assessment and structural model assessment. The measurement model was evaluated using outer loadings, Cronbach's alpha, rho_A, composite reliability, AVE, and HTMT to assess indicator reliability, internal consistency, convergent validity, and discriminant validity. The structural model was subsequently assessed using inner VIF, coefficient of determination (R^2), effect size (f^2), Q^2_{predict} , and $PLSpredict$. Inner VIF was used to examine potential collinearity among predictor constructs, while R^2 was used to determine the proportion of variance in each endogenous construct explained by its predictors. Effect size (f^2) was used to assess the contribution of individual predictors to endogenous constructs. Predictive relevance was examined using Q^2_{predict} , while $PLSpredict$ was used to evaluate the model's predictive performance by comparing PLS-SEM prediction errors with those generated by the linear model. Statistical significance was evaluated using the bootstrapping procedure in SmartPLS 4 at a 5% significance level. Direct effects were assessed through the estimated path coefficients, t-statistics, p-values, and confidence intervals, whereas indirect effects were examined through specific indirect-effect estimates. The structural model included eight direct paths: $X1 \rightarrow M1$, $X2 \rightarrow M1$, $X1 \rightarrow M2$, $X2 \rightarrow M2$, $M1 \rightarrow Y$, $M2 \rightarrow Y$, $X1 \rightarrow Y$, and $X2 \rightarrow Y$. Four indirect paths were also assessed: $X1 \rightarrow M1 \rightarrow Y$, $X2 \rightarrow M1 \rightarrow Y$, $X1 \rightarrow M2 \rightarrow Y$, and $X2 \rightarrow M2 \rightarrow Y$. Mediation was subsequently evaluated by comparing direct, indirect, and total effects to determine the mediation pattern associated with each pathway.

Research Procedure

The research procedure was conducted through a systematic and sequential process designed to ensure that each stage of the study was aligned with the research objectives and the proposed analytical framework. The process began with the identification of the research problem, followed by a review of relevant literature and theoretical foundations to establish the conceptual basis of the study. These initial stages provided the foundation for developing the conceptual model and formulating the relationships examined in the research. The process then continued with questionnaire development, which was followed by purposive sampling to identify respondents who met the predetermined research criteria. After the sampling process, respondent screening was conducted to ensure that the participants were consistent with the characteristics required by the study. Data collection was subsequently carried out using the prepared questionnaire, and the responses obtained from eligible participants were compiled for further processing.

Following data collection, the responses were prepared and coded to ensure that the dataset was appropriately organized for statistical analysis. The prepared data were then subjected to measurement model assessment to establish whether the measurement instruments adequately represented the constructs included in the research model. This assessment involved the examination of outer loading, internal consistency reliability, convergent validity, and discriminant validity. The evaluation of outer loading was conducted to assess the contribution of each indicator

to its respective construct, while internal consistency reliability was examined to determine the consistency of the indicators within each construct. Convergent validity was evaluated to establish whether the indicators adequately represented their underlying constructs, whereas discriminant validity was assessed to determine whether the constructs were empirically distinguishable from one another. Once the measurement criteria were established, the analysis proceeded to the assessment of the structural model.

The structural model was assessed to examine the relationships among the constructs and to evaluate the explanatory and predictive characteristics of the proposed model. The assessment included collinearity, explanatory power, effect size, and predictive relevance. Collinearity assessment was conducted to determine whether excessive correlation among predictor constructs could affect the estimation of the structural relationships. Explanatory power was evaluated to determine the extent to which the predictor constructs explained variation in the endogenous constructs, while effect size was examined to assess the contribution of individual predictor relationships to the model. Predictive relevance was also assessed to provide evidence regarding the model's ability to generate meaningful predictions for the endogenous constructs. Following the structural model assessment, bootstrapping was performed to evaluate the statistical significance of the direct and indirect relationships specified in the structural model. The analysis subsequently proceeded to mediation assessment by comparing the direct, indirect, and total effects, thereby allowing the mediating relationships in the proposed model to be evaluated systematically. Through this sequential procedure, the study maintained a clear connection between the development of the research framework, empirical data collection, measurement assessment, structural model evaluation, and mediation analysis. The overall methodological sequence is presented in Figure 1.

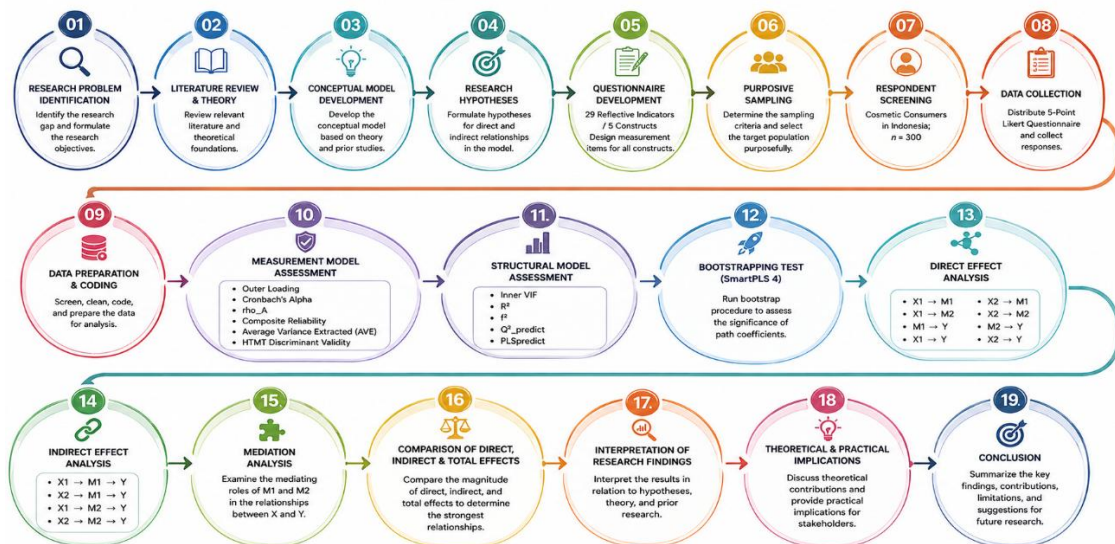


Figure 1. Research Methodological Workflow

Insert the research flowchart showing the sequence from research problem identification, literature review and theory, conceptual model development, research hypotheses, questionnaire development, purposive sampling, respondent screening, data collection, data preparation and coding, measurement model assessment, structural model assessment, bootstrapping, direct-effect analysis, indirect-effect analysis, mediation analysis, and comparison of direct, indirect, and total effects. The workflow ensured that the empirical analysis proceeded systematically from the development of the research framework to the evaluation of the proposed structural relationships. It also established a clear connection between the data collection process, measurement assessment, structural model evaluation, and mediation analysis. This sequence provided the methodological basis for interpreting the empirical findings presented in the Results and Discussion section.

RESULTS AND DISCUSSION

Results

Data analysis was conducted to evaluate an empirical model regarding the integration of halal and sustainable beauty principles in shaping purchase intention through perceived value and consumer trust. Data from 300 respondents were analyzed using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the help of SmartPLS 4. Evaluation of the results was carried out in stages through measurement model testing to assess construct validity and reliability, followed by structural model evaluation to assess the relationship between variables, model explanatory ability, and effect size. Next, bootstrapping was used to test the significance of direct and indirect influences and determine empirical support for the ten proposed hypotheses. Predictive assessment evaluation through PLSpredict was also conducted to assess the model's predictive ability towards endogenous constructs. The results of each testing stage are presented sequentially in the following section.

Table 1. Respondent Characteristics

Characteristics	Category	Frequency (n)	Percentage (%)
Gender	Woman	222	74.0
	Man	78	26.0
Age	18-24 years old	136	45.3
	25-34 years old	93	31.0
	35-44 years	43	14.3
	45-54 years	11	3.7
	≥55 years	17	5.7
Last education	High School/Vocational School	81	27.0
	Diploma	32	10.7
	S1	152	50.7
	Masters/Doctoral Degree	35	11.7
Work	Students	103	34.3
	Private employees	101	33.7
	ASN	32	10.7
	Businessman	28	9.3
	Other	36	12.0
Monthly Income	< Rp. 2 million	90	30.0
	Rp. 2-5 million	104	34.7
	Rp. 5-10 million	67	22.3
	> Rp. 10 million	39	13.0
Length of Use of Cosmetics	< 1 year	46	15.3
	1-3 years	85	28.3
	3-5 years	85	28.3
	> 5 years	84	28.0
Purchase Status	Have you ever bought it?	240	80.0
	Ever considered buying	60	20.0
Total	Respondents	300	100.0

Based on gender, the respondents were predominantly female, with 222 respondents (74.0%), while 78 respondents (26.0%) were male. This composition indicates that the sample includes both male and female consumers, with a greater proportion of females. Based on age group, the largest number of respondents were in the 18-24 year group, namely 136 respondents (45.3%), followed by the 25-34 year group with 93 respondents (31.0%). Furthermore, 43 respondents (14.3%) were aged 35-44 years, 11 respondents (3.7%) were aged 45-54 years, and 17 respondents (5.7%) were aged ≥55 years. This composition indicates that the sample covers several age groups and is not limited to one consumer group.

In terms of education, the majority of respondents had a bachelor's degree, namely 152 people (50.7%). Respondents with high school/vocational high school education numbered 81 people (27.0%), diplomas were 32 people (10.7%), and master's/doctoral degrees were 35 people (11.7%). This educational composition shows that respondents have diverse educational

backgrounds. Based on occupation, the majority of respondents were students/pupils, namely 103 people (34.3%), followed by private employees as many as 101 people (33.7%). Furthermore, 36 respondents (12.0%) were included in the other category, 32 respondents (10.7%) were civil servants, and 28 respondents (9.3%) were entrepreneurs. In terms of income, the largest group had an income of IDR 2-5 million per month, namely 104 people (34.7%), followed by respondents with an income of less than IDR 2 million as many as 90 people (30.0%).

In terms of experience using cosmetics, 85 respondents (28.3%) have used cosmetics for 1-3 years, and the same number have used them for 3-5 years. 84 respondents (28.0%) have used cosmetics for more than 5 years, while 46 respondents (15.3%) have less than one year of experience. Furthermore, 240 respondents (80.0%) stated that they have purchased cosmetics, while 60 respondents (20.0%) have considered purchasing cosmetics. These characteristics are in accordance with the research respondent criteria that require experience using cosmetics as well as experience purchasing or considering purchasing cosmetics.

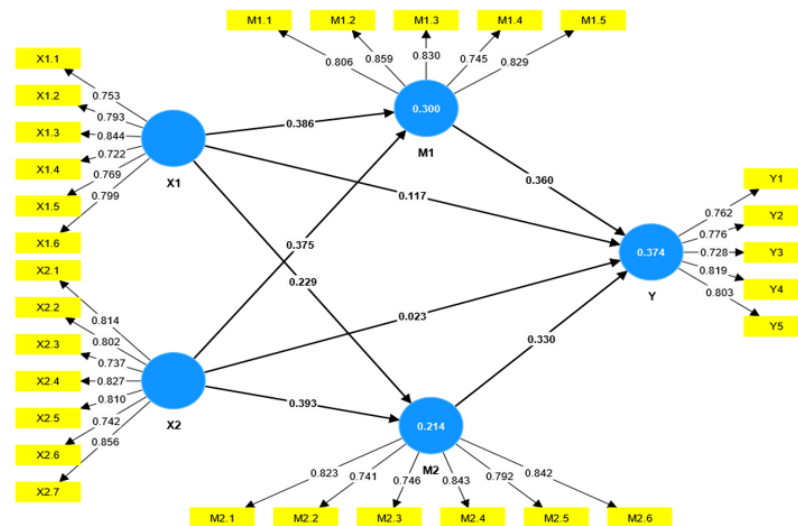


Figure 2. Path

The results of the model estimation using the PLS-SEM Algorithm in SmartPLS 4 show that all direct paths in the model have positive coefficients, although the strength of the relationship between variables is different. Halal Product Perception has a positive influence on Perceived Value with a path coefficient of $\beta = 0.386$. Sustainable Beauty Perception also shows a positive relationship to Perceived Value with $\beta = 0.229$. Furthermore, Halal Product Perception is positively related to Consumer Trust with $\beta = 0.375$, while Sustainable Beauty Perception shows a slightly higher coefficient to Consumer Trust, namely $\beta = 0.393$. These results indicate that consumer perceptions of halal and sustainability aspects are related to the formation of perceived value and trust in cosmetic products.

In the relationship towards Purchase Intention, Perceived Value shows a coefficient of $\beta = 0.360$, while Consumer Trust has a coefficient of $\beta = 0.330$. Both coefficients indicate a positive relationship with Purchase Intention. Meanwhile, the direct influence of Halal Product Perception on Purchase Intention has a coefficient of $\beta = 0.117$. Sustainable Beauty Perception shows the lowest coefficient on Purchase Intention, namely $\beta = 0.023$. This value indicates that the direct relationship between Sustainable Beauty Perception and Purchase Intention is relatively weak in the initial model estimation. However, the path coefficient from the PLS-SEM Algorithm cannot yet be used to determine whether the relationship is statistically significant. Decisions on the hypothesis must still be based on the bootstrapping results, especially the t-statistics, p-value, and confidence interval.

The R² value in the model shows that Perceived Value has an R² of 0.300. This means that Halal Product Perception and Sustainable Beauty Perception together are able to explain 30.0% of the variation in Perceived Value. Consumer Trust has an R² of 0.214, which indicates that the two exogenous variables are able to explain 21.4% of the variation in Consumer Trust. Meanwhile, Purchase Intention has an R² of 0.374. Thus, Halal Product Perception, Sustainable Beauty Perception, Perceived Value, and Consumer Trust together are able to explain 37.4% of the variation

in Purchase Intention, while the remaining 62.6% is influenced by other factors not included in the research model.

The outer loading results also show that all indicators have values above 0.70. In Halal Product Perception, the outer loading value is in the range of 0.722 to 0.844. Sustainable Beauty Perception has an outer loading value between 0.737 to 0.856. Perceived Value has a value between 0.745 to 0.859, while Consumer Trust has a value between 0.741 to 0.843. Purchase Intention has an outer loading value between 0.728 to 0.819. These results provide an initial indication that all indicators have adequate representation capabilities for their respective constructs. However, the final conclusion regarding the validity and reliability of the constructs still needs to be supported by the results of Cronbach's Alpha, rho_A, Composite Reliability, AVE, and HTMT.

Overall, the initial estimation results indicate that halal and sustainable beauty perceptions have a positive relationship with perceived value and consumer trust, while perceived value and consumer trust have a positive relationship with purchase intention. The strongest path in the model is Sustainable Beauty Perception to Consumer Trust with $\beta = 0.393$, while the weakest path is Sustainable Beauty Perception to Purchase Intention with $\beta = 0.023$. These results provide an initial basis for further testing of the ten research hypotheses. Because the last four hypotheses are mediation hypotheses, their testing is not conducted based on the numbers in the path diagram directly, but through the results of specific indirect effects in the bootstrapping procedure.

1. Measurement Model Assessment

Table 2. Outer Loading

Construct	Indicator	Outer Loading	Information
Perceived Value (M1)	M1.1	0.806	Valid
	M1.2	0.859	Valid
	M1.3	0.830	Valid
	M1.4	0.745	Valid
	M1.5	0.829	Valid
Consumer Trust (M2)	M2.1	0.823	Valid
	M2.2	0.741	Valid
	M2.3	0.746	Valid
	M2.4	0.843	Valid
	M2.5	0.792	Valid
Halal Product Perception (X1)	M2.6	0.842	Valid
	X1.1	0.753	Valid
	X1.2	0.793	Valid
	X1.3	0.844	Valid
	X1.4	0.722	Valid
	X1.5	0.769	Valid
Sustainable Beauty Perception (X2)	X1.6	0.799	Valid
	X2.1	0.814	Valid
	X2.2	0.802	Valid
	X2.3	0.737	Valid
	X2.4	0.827	Valid
	X2.5	0.810	Valid
	X2.6	0.742	Valid
Purchase Intention (Y)	X2.7	0.856	Valid
	Y1	0.762	Valid
	Y2	0.776	Valid
	Y3	0.728	Valid
	Y4	0.819	Valid
	Y5	0.803	Valid

The results of the outer loading test show that all indicators in the five research constructs have loading values above the minimum limit of 0.70. In the Perceived Value construct, the outer loading value ranges from 0.745 to 0.859, with the highest value in indicator M1.2 of 0.859. The

Consumer Trust construct has an outer loading value between 0.741 and 0.843, with the highest value in indicator M2.4 of 0.843. Meanwhile, Halal Product Perception has an outer loading value between 0.722 and 0.844, with the highest value in X1.3 of 0.844.

In the Sustainable Beauty Perception construct, all indicators also show values that meet the criteria, namely between 0.737 and 0.856. The highest value is found in X2.7 at 0.856. Furthermore, the Purchase Intention construct has an outer loading value between 0.728 and 0.819, with the highest value in Y4 at 0.819. The lowest value in the entire model is found in X1.4 at 0.722, but this value is still above the 0.70 limit.

Thus, all 29 indicators met the outer loading criteria and could be retained in the measurement model. These results provide initial evidence that each indicator makes an adequate contribution to reflecting the construct being measured. No indicators needed to be eliminated based on outer loading values.

Table 3. Construct Reliability and Validity

Construct	Cronbach's Alpha	Composite Reliability (rho_A)	Composite Reliability (rho_C)	AVE	Information
Perceived Value (M1)	0.873	0.878	0.908	0.663	Reliable and valid
Consumer Trust (M2)	0.886	0.891	0.913	0.638	Reliable and valid
Halal Product Perception (X1)	0.871	0.874	0.903	0.610	Reliable and valid
Sustainable Beauty Perception (X2)	0.905	0.911	0.925	0.639	Reliable and valid
Purchase Intention (Y)	0.837	0.844	0.885	0.606	Reliable and valid

The test results show that all constructs have a Cronbach's Alpha value above 0.70, with a range of 0.837 to 0.905. The highest value is found in Sustainable Beauty Perception at 0.905, while the lowest value is found in Purchase Intention at 0.837. These results indicate that all indicators in each construct have good internal consistency. The Composite Reliability (rho_A) value also shows results that meet the criteria. The rho_A value is in the range of 0.844 to 0.911. Perceived Value has a value of 0.878, Consumer Trust is 0.891, Halal Product Perception is 0.874, Sustainable Beauty Perception is 0.911, and Purchase Intention is 0.844. All of these values are above the minimum limit of 0.70, so the constructs in the model can be declared to have adequate reliability.

Similar results were seen in Composite Reliability (rho_C). The rho_C values ranged from 0.885 to 0.925. Perceived Value obtained a value of 0.908, Consumer Trust 0.913, Halal Product Perception 0.903, Sustainable Beauty Perception 0.925, and Purchase Intention 0.885. Thus, all constructs showed a good level of internal consistency and met the reliability criteria. Furthermore, the Average Variance Extracted (AVE) value for all constructs was above 0.50. Perceived Value had an AVE of 0.663, Consumer Trust 0.638, Halal Product Perception 0.610, Sustainable Beauty Perception 0.639, and Purchase Intention 0.606. These results indicate that each construct was able to explain more than 50% of the variance of its indicators. Thus, the convergent validity of all constructs has been fulfilled.

Overall, the results of the Construct Reliability and Validity test indicate that M1, M2, X1, X2, and Y meet the reliability and convergent validity criteria. These results reinforce the findings of the previous outer loading test, as all indicators have loadings above 0.70 and all constructs have an AVE above 0.50. Therefore, there is no statistical basis at this stage to remove any indicators or constructs from the measurement model.

Table 4. Discriminant Validity (HTMT)

Construct	M1	M2	X1	X2	Y
M1: Perceived Value	-	0.265	0.454	0.434	0.571
M2: Consumer Trust	0.265	-	0.276	0.442	0.518
X1: Halal Product Perception	0.454	0.276	-	0.069	0.398
X2: Sustainable Beauty Perception	0.434	0.442	0.069	-	0.342
Y: Purchase Intention	0.571	0.518	0.398	0.342	-

Based on Table 4, the HTMT value between Perceived Value and Consumer Trust is 0.265. The relationship between Perceived Value and Halal Product Perception has a value of 0.454, while the relationship between Perceived Value and Sustainable Beauty Perception is 0.434. Furthermore, the HTMT value between Perceived Value and Purchase Intention is 0.571. All of these values are well below the 0.90 limit, so Perceived Value can be distinguished from other constructs in the model. Consumer Trust also shows good discriminant validity. The HTMT value between Consumer Trust and Halal Product Perception is 0.276, between Consumer Trust and Sustainable Beauty Perception is 0.442, and between Consumer Trust and Purchase Intention is 0.518. These values indicate that the Consumer Trust construct does not have an excessive level of similarity with other constructs.

For the exogenous construct, the HTMT value between Halal Product Perception and Sustainable Beauty Perception is only 0.069. This value is very low and indicates that the two constructs have very clear empirical differences. This actually supports the research model because Halal Product Perception and Sustainable Beauty Perception are intended as two different constructs, even though both are used to explain consumer evaluations of cosmetics. Meanwhile, the relationship between Halal Product Perception and Purchase Intention has a HTMT value of 0.398, while Sustainable Beauty Perception and Purchase Intention has a value of 0.342. Both values are also far below the threshold of 0.90. Thus, Purchase Intention can be empirically distinguished from the two perception variables.

Overall, the highest HTMT value in the model was 0.571, which is between Perceived Value and Purchase Intention. This value is still well below the 0.90 threshold. Therefore, there is no indication of discriminant validity issues in the research model.

2. Structural Model Assessment

Table 5. Collinearity Assessment (Inner VIF)

Relationship between constructs	VIF	Information
Perceived Value (M1) → Purchase Intention (Y)	1,430	There is no multicollinearity
Consumer Trust (M2) → Purchase Intention (Y)	1,272	There is no multicollinearity
Halal Product Perception (X1) → Perceived Value (M1)	1,001	There is no multicollinearity
Halal Product Perception (X1) → Consumer Trust (M2)	1,001	There is no multicollinearity
Halal Product Perception (X1) → Purchase Intention (Y)	1,284	There is no multicollinearity
Sustainable Beauty Perception (X2) → Perceived Value (M1)	1,001	There is no multicollinearity
Sustainable Beauty Perception (X2) → Consumer Trust (M2)	1,001	There is no multicollinearity
Sustainable Beauty Perception (X2) → Purchase Intention (Y)	1,404	There is no multicollinearity

The results of the collinearity test on the structural model show that all Variance Inflation Factor (VIF) values are in the range of 1.001 to 1.430. The highest VIF value is found in the relationship between Perceived Value → Purchase Intention, which is 1.430, while the lowest value of 1.001 is found in the relationship between Halal Product Perception and Perceived Value, Halal Product Perception and Consumer Trust, Sustainable Beauty Perception and Perceived Value, and

Sustainable Beauty Perception and Consumer Trust. All of these values are far below the 5.00 limit used to identify potential multicollinearity problems.

These results indicate that the predictor constructs in the model do not have excessive correlations that could interfere with the path coefficient estimation. In the Perceived Value construct, the VIF value between Halal Product Perception and Sustainable Beauty Perception is 1.001 each. The same condition is seen in Consumer Trust, with a VIF value of 1.001 for both predictor variables. Meanwhile, in Purchase Intention, the VIF values for all predictors are also low, namely 1.430 for Perceived Value, 1.272 for Consumer Trust, 1.284 for Halal Product Perception, and 1.404 for Sustainable Beauty Perception.

Table 6. Coefficient of Determination (R^2)

Endogenous Construct	R^2	R^2 Adjusted	Information
Perceived Value (M1)	0.300	0.296	Medium clear power
Consumer Trust (M2)	0.214	0.208	Low apparent power
Purchase Intention (Y)	0.374	0.366	Medium clear power

The results in Table 6 show that the R^2 value of Perceived Value (M1) is 0.300, with an adjusted R^2 of 0.296. This value indicates that Halal Product Perception (X1) and Sustainable Beauty Perception (X2) together are able to explain 30.0% of the variation in Perceived Value, while the remaining 70.0% is explained by other factors not included in the research model. The adjusted R^2 value is only slightly lower, namely 0.296, indicating that the model's explanatory power remains relatively stable after taking into account the number of predictors.

Furthermore, Consumer Trust (M2) has an R^2 value of 0.214 and an adjusted R^2 of 0.208. This means that Halal Product Perception and Sustainable Beauty Perception together explain 21.4% of the variation in Consumer Trust, while the remaining 78.6% of the variation comes from factors outside the model. The small difference between the R^2 and adjusted R^2 indicates that adjusting the number of predictors does not result in significant changes to the model's explanatory power.

For the Purchase Intention (Y) construct, the R^2 value was 0.374, while the adjusted R^2 was 0.366. These results indicate that Halal Product Perception, Sustainable Beauty Perception, Perceived Value, and Consumer Trust together were able to explain 37.4% of the variation in Purchase Intention. Thus, 62.6% of the variation in Purchase Intention was related to other factors not included in the research model. The adjusted R^2 value of 0.366 indicates that the model's explanatory power remained at 36.6% after considering the number of predictors.

Overall, the R^2 values indicate that the models have different explanatory power for each endogenous construct. Purchase Intention has the highest R^2 value at 0.374, followed by Perceived Value at 0.300 and Consumer Trust at 0.214. Thus, the research model provides the greatest explanatory power for Purchase Intention compared to the two mediator constructs.

Table 7. PLSpredict Results

Construct	Indicator	Q^2_{predict}	PLS-SEM RMSE	LM RMSE	PLS-SEM MAE	LM MAE	Prediction Results
Perceived Value	M1.1	0.203	0.774	0.775	0.616	0.619	Good
	M1.2	0.240	0.746	0.761	0.589	0.604	Good
	M1.3	0.197	0.784	0.800	0.621	0.634	Good
	M1.4	0.127	0.805	0.804	0.627	0.631	Need attention
	M1.5	0.186	0.779	0.798	0.639	0.658	Good
Consumer Trust	M2.1	0.128	0.780	0.788	0.617	0.626	Good
	M2.2	0.090	0.852	0.870	0.668	0.689	Good
	M2.3	0.128	0.781	0.798	0.625	0.643	Good
	M2.4	0.169	0.785	0.796	0.622	0.637	Good
	M2.5	0.119	0.802	0.823	0.630	0.649	Good

	M2.6	0.123	0.823	0.834	0.643	0.659	Good
Purchase Intention	Y1	0.104	0.787	0.810	0.596	0.618	Good
	Y2	0.084	0.830	0.845	0.644	0.658	Good
	Y3	0.084	0.838	0.859	0.677	0.696	Good
	Y4	0.152	0.833	0.861	0.670	0.699	Good
	Y5	0.132	0.799	0.829	0.623	0.653	Good

The PLSpredict results show that all 16 indicators in the endogenous constructs, namely Perceived Value, Consumer Trust, and Purchase Intention, have positive Q^2_{predict} values, with a range of 0.084 to 0.240. The highest value is found in M1.2 at 0.240, while the lowest values are found in Y2 and Y3, each at 0.084. These findings indicate that the model has predictive relevance to all tested indicators. For Perceived Value, the Q^2_{predict} value is in the range of 0.127 to 0.240; for Consumer Trust it ranges from 0.090 to 0.169; while for Purchase Intention it ranges from 0.084 to 0.152. There are no indicators with negative Q^2_{predict} values, so there is no indication of loss of predictive relevance in the endogenous constructs.

Comparison of RMSE and MAE values shows that most indicators have lower prediction errors in PLS-SEM compared to Linear Model (LM). In Perceived Value, M1.1, M1.2, M1.3, and M1.5 have lower PLS-SEM RMSE and MAE than LM. M1.2 shows the best results with RMSE of 0.746 compared to 0.761 in LM and MAE of 0.589 compared to 0.604. Meanwhile, M1.4 has Q^2_{predict} of 0.127, but the PLS-SEM RMSE of 0.805 is slightly higher than LM of 0.804. However, the PLS-SEM MAE of 0.627 is still lower than LM of 0.631. The difference is so small that M1.4 cannot be considered problematic or invalid based on PLSpredict. Moreover, M1.4 has an outer loading of 0.745 and the Perceived Value construct has an AVE of 0.663 and a Composite Reliability of 0.908, so that these indicators still meet the measurement model criteria.

In the Consumer Trust construct, all six indicators showed a positive Q^2_{predict} and lower PLS-SEM RMSE and MAE values compared to LM. Q^2_{predict} ranged from 0.090 in M2.2 to 0.169 in M2.4. For example, M2.2 had a PLS-SEM RMSE of 0.852 compared to 0.870 in LM and an MAE of 0.668 compared to 0.689. The same pattern was found in M2.1, M2.3, M2.4, M2.5, and M2.6. In Purchase Intention, all indicators also showed a positive Q^2_{predict} and lower PLS-SEM prediction errors than LM. Q^2_{predict} values ranged from 0.084 to 0.152, with the highest value in Y4 at 0.152. All indicators Y1 to Y5 have lower RMSE and MAE PLS-SEM than LM, so the model's predictive ability on Purchase Intention shows a consistent pattern.

Overall, the PLSpredict results show that all 16 endogenous indicators have a positive Q^2_{predict} , while 15 of the 16 indicators produce lower PLS-SEM RMSE and MAE than the Linear Model on both error measures. One exception is M1.4, which has a slightly higher PLS-SEM RMSE than LM, but still has a positive Q^2_{predict} and a lower MAE. Thus, the predictive assessment results provide support for the model's predictive ability, especially for Consumer Trust and Purchase Intention. These results also strengthen the research model not only has the ability to explain construct variation through R^2 , but also has the ability to produce adequate predictions.

Table 8. Effect Size (f^2)

Relationship between constructs	f^2	Interpretation
Perceived Value (M1) → Purchase Intention (Y)	0.145	Moderate effect
Consumer Trust (M2) → Purchase Intention (Y)	0.137	Moderate effect
Halal Product Perception (X1) → Perceived Value (M1)	0.213	Moderate effect
Halal Product Perception (X1) → Consumer Trust (M2)	0.066	Small effect
Halal Product Perception (X1) → Purchase Intention (Y)	0.017	Small effect
Sustainable Beauty Perception (X2) → Perceived Value (M1)	0.201	Moderate effect
Sustainable Beauty Perception (X2) → Consumer Trust (M2)	0.196	Moderate effect
Sustainable Beauty Perception (X2) → Purchase Intention (Y)	0.001	Very small/negligible effect

The results in Table 8 show that Perceived Value → Purchase Intention has an f^2 value of 0.145. This value is very close to the 0.15 limit, so the effect can be categorized as a small effect approaching medium. Meanwhile, Consumer Trust → Purchase Intention has an f^2 value of 0.137, which indicates a small effect based on the 0.15 limit and also approaching the medium category.

Thus, both mediators make a relatively significant contribution to the model's ability to explain Purchase Intention.

In the relationship towards Perceived Value, Halal Product Perception → Perceived Value has an f^2 of 0.213, indicating a moderate effect. This means that the presence of Halal Product Perception makes a significant contribution to the model's ability to explain variations in Perceived Value. Sustainable Beauty Perception → Perceived Value also shows a moderate effect with an f^2 value of 0.201. These results indicate that both perceptions have a relatively comparable contribution to Perceived Value.

In the relationship towards Consumer Trust, Halal Product Perception has an f^2 value of 0.066, while Sustainable Beauty Perception has an f^2 value of 0.196. These values indicate that the influence of Halal Product Perception on Consumer Trust has a small effect, while Sustainable Beauty Perception shows a moderate effect. Thus, based on the effect size, Sustainable Beauty Perception provides a greater contribution to changes in R^2 of Consumer Trust than Halal Product Perception.

Meanwhile, the direct relationship between Halal Product Perception → Purchase Intention has an f^2 of 0.017, indicating a very small effect and is below the threshold of 0.02. Lower results are seen in the relationship between Sustainable Beauty Perception → Purchase Intention, with an f^2 of only 0.001. This value indicates that the direct contribution of Sustainable Beauty Perception to the model's ability to explain Purchase Intention is almost non-existent.

Overall, the f^2 results show that the largest contribution in the model is from Halal Product Perception → Perceived Value ($f^2 = 0.213$), followed by Sustainable Beauty Perception → Perceived Value ($f^2 = 0.201$) and Sustainable Beauty Perception → Consumer Trust ($f^2 = 0.196$). In contrast, the direct influence of both perception variables on Purchase Intention has a very small effect size. These results strengthen the reason for conducting further mediation tests to determine whether perceived value and consumer trust truly explain the mechanism of the relationship.

3. Hypothesis Testing

Table 9. Direct Effects

Hypothesis	Connection	β (O)	T-statistic	P-value	Decision
H1	X1 → M1	0.386	8,782	<0.001	Supported
H2	X2 → M1	0.375	8,304	<0.001	Supported
H3	X1 → M2	0.229	4,626	<0.001	Supported
H4	X2 → M2	0.393	7,860	<0.001	Supported
H5	M1 → Y	0.360	6,753	<0.001	Supported
H6	M2 → Y	0.330	6,612	<0.001	Supported
Direct effect X1 → Y	X1 → Y	0.117	2,109	0.035	Significant
Direct effect X2 → Y	X2 → Y	0.023	0.429	0.668	Not significant

The test results show that Halal Product Perception (X1) has a positive and significant effect on Perceived Value (M1) with $\beta = 0.386$, $T = 8.782$, and $p < 0.001$. These results support H1. The findings indicate that the more positive consumer perceptions of the halal aspects of cosmetic products, the higher the perceived value consumers give to the product. Furthermore, Sustainable Beauty Perception (X2) also has a positive and significant effect on Perceived Value, with $\beta = 0.375$, $T = 8.304$, and $p < 0.001$. Thus, H2 is supported. Both variables have relatively close coefficients, so both halal and sustainability aspects contribute positively to the formation of perceived value.

In relation to Consumer Trust (M2), Halal Product Perception shows a positive and significant influence with $\beta = 0.229$, $T = 4.626$, and $p < 0.001$. Therefore, H3 is supported. Meanwhile, Sustainable Beauty Perception has a stronger positive and significant influence on Consumer Trust, with $\beta = 0.393$, $T = 7.860$, and $p < 0.001$. These results support H4. Comparison of coefficients shows that Sustainable Beauty Perception has a stronger direct relationship with Consumer Trust than Halal Product Perception in this research model.

Furthermore, Perceived Value has a positive and significant effect on Purchase Intention (Y) with $\beta = 0.360$, $T = 6.753$, and $p < 0.001$. These results support H5. Consumer Trust also has a positive and significant effect on Purchase Intention, with $\beta = 0.330$, $T = 6.612$, and $p < 0.001$, so H6 is supported. Both results indicate that the higher the value perceived by consumers and the higher the level of trust in the product or brand, the stronger the consumer's intention to purchase the cosmetics that are the object of the study.

For the direct influence of independent variables on Purchase Intention, Halal Product Perception has a positive and significant influence on Purchase Intention, with $\beta = 0.117$, $T = 2.109$, and $p = 0.035$. Since $p < 0.05$, the relationship is significant. Meanwhile, Sustainable Beauty Perception does not show a significant direct influence on Purchase Intention, with $\beta = 0.023$, $T = 0.429$, and $p = 0.668$. These results indicate that the perception of sustainable beauty does not directly increase purchase intention in this research model. However, these results do not mean that Sustainable Beauty Perception has no role in the model, because X2 still has a significant influence on Perceived Value and Consumer Trust. In fact, this pattern needs to be further tested through mediation analysis H7-H10.

Table 10. Indirect Effects

Hypothesis	Mediation Path	β Indirect Effect	T-statistic	P-value	Decision
H7	X1 $\rightarrow$ M1 $\rightarrow$ Y	0.139	5,231	<0.001	Supported
H8	X2 $\rightarrow$ M1 $\rightarrow$ Y	0.135	5,390	<0.001	Supported
H9	X1 $\rightarrow$ M2 $\rightarrow$ Y	0.075	3,743	<0.001	Supported
H10	X2 $\rightarrow$ M2 $\rightarrow$ Y	0.130	4,833	<0.001	Supported

The results of the specific indirect effects test indicate that all mediation paths in the model have a positive and significant indirect effect. In H7, Halal Product Perception has an indirect effect on Purchase Intention through Perceived Value with $\beta = 0.139$, $T = 5.231$, and $p < 0.001$. These results indicate that increasing consumer perceptions of halal aspects contributes to increasing Purchase Intention through increasing Perceived Value. Thus, H7 is supported.

Furthermore, H8 shows that Sustainable Beauty Perception has a positive and significant indirect effect on Purchase Intention through Perceived Value, with $\beta = 0.135$, $T = 5.390$, and $p < 0.001$. These results indicate that perceptions of sustainability aspects can increase Purchase Intention through increasing consumer perceived value. Thus, H8 is supported. The mediation path X2 $\rightarrow$ M1 $\rightarrow$ Y also shows almost the same effect size as the path X1 $\rightarrow$ M1 $\rightarrow$ Y, which indicates that both perceptions have relatively comparable indirect mechanisms through Perceived Value.

In H9, Halal Product Perception has a positive and significant indirect effect on Purchase Intention through Consumer Trust, with $\beta = 0.075$, $T = 3.743$, and $p < 0.001$. These results indicate that perceptions of halal aspects can increase Purchase Intention through the formation of consumer trust in the product or brand. Therefore, H9 is supported. Although the indirect effect is smaller than the path through Perceived Value, these results still indicate that Consumer Trust plays a significant role as a mechanism in the relationship between Halal Product Perception and Purchase Intention.

The results of H10 show that Sustainable Beauty Perception has a positive and significant indirect effect on Purchase Intention through Consumer Trust, with $\beta = 0.130$, $T = 4.833$, and $p < 0.001$. Thus, H10 is supported. These results indicate that perceptions of sustainability are not only related to consumer value evaluations, but can also increase purchase intentions through the formation of Consumer Trust. The indirect effect value of H10 is also greater than H9, so in this model the path of Sustainable Beauty Perception $\rightarrow$ Consumer Trust $\rightarrow$ Purchase Intention shows a stronger mediation effect than the path of Halal Product Perception $\rightarrow$ Consumer Trust $\rightarrow$ Purchase Intention.

Overall, the four mediation hypotheses H7, H8, H9, and H10 are empirically supported. These results indicate that Perceived Value and Consumer Trust both function as mechanisms linking Halal Product Perception and Sustainable Beauty Perception with Purchase Intention. This finding becomes even more important when associated with the previous direct effect results. Halal Product Perception has a significant direct effect on Purchase Intention ($\beta = 0.117$; $p = 0.035$), while Sustainable Beauty Perception does not have a significant direct effect on Purchase Intention ($\beta = 0.023$; $p = 0.668$). Therefore, the mediation results need to be further analyzed to determine the type of mediation, rather than simply stating that mediation is significant.

Table 10. Mediation Analysis

Mediation Path	Direct Effect X $\rightarrow$ Y (β)	P Direct	Indirect Effect (β)	P Indirect	Total Effect X $\rightarrow$ Y (β)	P Total	Types of Mediation
X1 $\rightarrow$ M1 $\rightarrow$ Y	0.117	0.035	0.139	<0.001	0.332	<0.001	Complementary mediation

Mediation Path	Direct Effect X → Y (β)	P Direct	Indirect Effect (β)	P Indirect	Total Effect X → Y (β)	P Total	Types of Mediation
X2 → M1 → Y	0.023	0.668	0.135	<0.001	0.288	<0.001	Indirect-only mediation
X1 → M2 → Y	0.117	0.035	0.075	<0.001	0.332	<0.001	Complementary mediation
X2 → M2 → Y	0.023	0.668	0.130	<0.001	0.288	<0.001	Indirect-only mediation

The comparison results of direct effect, indirect effect, and total effect show a different mediation pattern between Halal Product Perception and Sustainable Beauty Perception. In the relationship $X1 \rightarrow M1 \rightarrow Y$, the direct effect of Halal Product Perception on Purchase Intention is positive and significant at $\beta = 0.117$ with $p = 0.035$. At the same time, the indirect effect through Perceived Value is also positive and significant at $\beta = 0.139$ with $p < 0.001$. The total effect of X1 on Purchase Intention is $\beta = 0.332$ and significant with $p < 0.001$. Because the direct effect and indirect effect are both significant and have a positive direction, the relationship shows complementary mediation. This means that Halal Product Perception influences Purchase Intention through two mechanisms, namely direct influence and through Perceived Value.

The same pattern was found in the relationship $X1 \rightarrow M2 \rightarrow Y$. The direct effect of X1 on Y remains positive and significant at $\beta = 0.117$, while the indirect effect through Consumer Trust at $\beta = 0.075$ is also significant with $p < 0.001$. The total effect of X1 on Y is $\beta = 0.332$ and significant. Because the direct and indirect effects are both significant and have a positive direction, Consumer Trust also shows complementary mediation in the relationship between Halal Product Perception and Purchase Intention. Thus, the halal aspect can influence purchase intention directly as well as through increasing consumer trust.

In contrast to X1, Sustainable Beauty Perception shows an indirect-only mediation pattern. In the relationship $X2 \rightarrow M1 \rightarrow Y$, the direct effect of X2 on Purchase Intention is only $\beta = 0.023$ and is not significant with $p = 0.668$. However, the indirect effect through Perceived Value is significant at $\beta = 0.135$ with $p < 0.001$. The total effect of X2 on Purchase Intention reaches $\beta = 0.288$ and is significant with $p < 0.001$. This pattern indicates that the influence of Sustainable Beauty Perception on Purchase Intention does not occur directly, but mainly through Perceived Value. Thus, Perceived Value acts as an indirect-only mediator in this relationship.

A similar pattern is also seen in the relationship $X2 \rightarrow M2 \rightarrow Y$. The direct effect of Sustainable Beauty Perception on Purchase Intention is not significant, with $\beta = 0.023$ and $p = 0.668$. On the other hand, the indirect effect through Consumer Trust is significant at $\beta = 0.130$ with $p < 0.001$. The total effect of X2 on Purchase Intention is also significant at $\beta = 0.288$ with $p < 0.001$. These results indicate that Consumer Trust acts as an indirect-only mediator in the relationship between Sustainable Beauty Perception and Purchase Intention. In other words, perception of sustainability is not enough to generate purchase intention directly, but it can increase purchase intention when the perception first forms consumer trust.

Overall, the results of the mediation analysis indicate that all H7 to H10 are supported. Perceived Value and Consumer Trust are proven to be significant mechanisms in linking Halal Product Perception and Sustainable Beauty Perception with Purchase Intention. However, these mechanisms differ based on the independent variables. Halal Product Perception shows complementary mediation through Perceived Value and Consumer Trust, while Sustainable Beauty Perception shows indirect-only mediation through both mediators. This finding provides important implications that the halal aspect can influence Purchase Intention directly and through the mechanisms of value evaluation and trust, while the influence of sustainable beauty on Purchase Intention is more dependent on the formation of Perceived Value and Consumer Trust.

Discussion

The findings demonstrate that halal and sustainable beauty perceptions constitute meaningful but non-identical foundations of consumers' evaluations of cosmetic products. Both Halal Product Perception and Sustainable Beauty Perception significantly enhance Perceived Value and Consumer Trust, while these two mediating constructs subsequently increase Purchase Intention.

This pattern suggests that consumers do not translate ethical and faith-related product attributes into behavioral intention through a single evaluative route; rather, they assess whether such attributes make the product more worthwhile and whether the associated claims are sufficiently credible. The finding is consistent with the Theory of Consumption Values, which conceptualizes consumption decisions as being shaped by multiple forms of value rather than functional utility alone, and with Signaling Theory, which emphasizes the role of observable information in reducing uncertainty. It also complements the Theory of Planned Behavior by positioning product-based evaluations and credibility judgments as important antecedents of behavioral intention. Recent studies similarly indicate that halal and environmentally responsible attributes can influence cosmetic purchasing decisions, although the mechanisms through which these attributes operate may vary across consumer contexts (Irfany et al., 2024; Nuryakin et al., 2023; Rachman & Amarullah, 2024; Srivastava et al., 2025).

The positive effect of Halal Product Perception on Perceived Value indicates that halal attributes are interpreted by consumers as more than religious compliance requirements. A positive perception of halal ingredients, production processes, certification, safety, hygiene, and compliance appears to transform the product into a more valuable consumption option because these characteristics combine functional assurance with ethical and religious significance. This interpretation is strongly compatible with the Theory of Consumption Values, particularly because value in halal consumption may incorporate functional, emotional, social, ethical, and conditional dimensions simultaneously. The result is also consistent with Rachman and Amarullah (2024), who found that multiple consumption-value dimensions shape attitudes toward halal cosmetics, thereby demonstrating that consumers' evaluation of halal products extends beyond a narrowly functional assessment. Similarly, Nuryakin et al. (2023) showed that knowledge, emotional attachment, and religiosity are relevant to halal cosmetic purchase intention, while Khan et al. (2021) identified ingredient safety and the halal logo as important purchase-related attributes. The present finding therefore extends previous research by showing that halal perception can be understood as an antecedent that creates value, rather than merely as an informational or religious attribute attached to an already-valued product.

Sustainable Beauty Perception also significantly increases Perceived Value, but its meaning is somewhat different because sustainability generates value through consumers' assessment of environmental and ethical benefits. Sustainable materials, responsible sourcing, environmentally conscious packaging, cruelty-free practices, and reduced environmental impact may increase the perceived worth of cosmetics by allowing consumers to associate consumption with broader personal and societal benefits. This result supports the consumption-value perspective in which products can acquire additional value when they satisfy ethical or social motives alongside functional needs. It is also consistent with research on green cosmetics showing that environmental attitudes and evaluations are associated with purchase-related outcomes (Shimul et al., 2022), while more recent Indonesian evidence indicates that green marketing and environmental awareness can shape pro-environmental purchasing behavior (Haryono et al., 2025). However, the present study provides a more nuanced interpretation because the direct effect of Sustainable Beauty Perception on Purchase Intention is statistically negligible, despite its significant contribution to Perceived Value. Thus, sustainability appears to be economically and psychologically meaningful to consumers, but its value must first be cognitively translated into a convincing product proposition before it can influence intention. This distinction helps explain why favorable environmental perceptions may coexist with hesitation at the point of purchase.

The findings further reveal that both product perceptions significantly contribute to Consumer Trust, with Sustainable Beauty Perception showing the stronger relationship. The stronger sustainability-to-trust pathway suggests that consumers may perceive environmentally responsible characteristics as particularly useful signals for evaluating the credibility of cosmetic brands, especially when environmental performance cannot be directly verified. This interpretation is consistent with Signaling Theory because sustainability claims, packaging information, sourcing practices, and environmental commitments function as observable signals of less observable organizational behavior. The result also accords with research showing that trust is an important mechanism in halal and green consumption, including evidence that trust can mediate relationships between halal certification and purchase intention (Mahliza & Aditantri, 2022) and that religious and

environmental concerns can jointly shape consumer–brand relationships (Srivastava et al., 2025). Nevertheless, the relatively stronger effect of Sustainable Beauty Perception on trust should not be interpreted as evidence that sustainability is universally more credible than halal certification; rather, it may reflect the fact that sustainability claims require consumers to infer organizational responsibility from a broader set of visible and communicative cues. In the Indonesian cosmetic context, therefore, transparent sustainability information may function as a particularly important credibility-building mechanism when consumers cannot independently verify environmental performance.

Perceived Value and Consumer Trust both significantly increase Purchase Intention, confirming that consumers are more likely to consider purchasing cosmetics when they perceive the product as worthwhile and regard the claims surrounding it as credible. The coefficient for Perceived Value is slightly larger than that for Consumer Trust, suggesting that the evaluation of overall benefits may exert a somewhat stronger behavioral influence than credibility alone. From the Theory of Consumption Values perspective, this means that consumers ultimately need to perceive a meaningful exchange between what the product provides and what they sacrifice to obtain it. From a signaling perspective, however, value without credibility may be insufficient because consumers cannot easily verify ingredients, production processes, certification, or environmental claims in advance. Previous research supports both dimensions: Rachman and Amarullah (2024) demonstrate the relevance of consumption values to halal cosmetic attitudes and repurchase intention, while Nuryakin et al. (2023) identify brand trust and satisfaction as important mechanisms in halal cosmetic purchasing. The present results therefore strengthen the theoretical argument that value and trust should not be treated as interchangeable constructs: value answers the question of whether the product is worth choosing, whereas trust addresses whether consumers believe the information underlying that evaluation.

A particularly important contribution emerges from the complementary mediation found between Halal Product Perception and Purchase Intention. Halal Product Perception retains a significant direct effect on Purchase Intention while simultaneously influencing intention through Perceived Value and Consumer Trust, producing a total effect of 0.332. This pattern indicates that halal attributes possess a relatively distinctive behavioral status: consumers may consider halal status itself when forming purchase intention, while the same perception simultaneously enhances the product's value and strengthens confidence in the brand or product claims. The result is compatible with previous halal cosmetic research emphasizing the importance of halal-related product attributes, safety, and certification, but it goes beyond studies that model halal perception only as a direct predictor of intention (Khan et al., 2021; Nuryakin et al., 2023). It also provides empirical support for extending the Theory of Planned Behavior with value- and credibility-based mechanisms rather than treating purchase intention as the endpoint of attitude formation alone (Rozenkowska, 2023; Zafar & Jafar, 2026). The theoretical implication is therefore substantial: halal consumption should be conceptualized not simply as a response to religious compliance, but as a multidimensional evaluative process in which halal attributes simultaneously carry intrinsic behavioral relevance, perceived value, and trust-building potential.

In contrast, Sustainable Beauty Perception demonstrates an indirect-only mediation pattern, which represents the clearest conceptual differentiation between the two focal antecedents. Although Sustainable Beauty Perception significantly increases both Perceived Value and Consumer Trust, its direct effect on Purchase Intention is not significant, whereas its indirect effects through Perceived Value and Consumer Trust are significant. This finding challenges a simple assumption that consumers who appreciate environmentally responsible cosmetics will automatically intend to purchase them. Instead, sustainability appears to require an evaluative conversion process in which environmental attributes first become personally meaningful through perceived value or credible through trust before influencing behavioral intention. The result is consistent with research on green cosmetics, where attitudes and environmental evaluations are important but do not necessarily operate as immediate behavioral triggers, and it also resonates with recent studies showing that environmental awareness and green marketing can influence purchase behavior through intervening psychological processes (Shimul et al., 2022; Haryono et al., 2025). In this respect, the present study extends the literature by demonstrating that sustainability is not behaviorally weak per se; rather,

its influence is mechanism-dependent, and this distinction helps explain inconsistent direct effects reported in earlier sustainable-consumption research.

The contrasting mediation patterns should also be interpreted in light of the Indonesian consumer context and the nature of information asymmetry in cosmetics. Halal status can provide a relatively recognizable decision cue because certification and halal compliance are connected to an established religious consumption framework, whereas sustainability encompasses multiple dimensions including sourcing, packaging, production, environmental impact, and cruelty-free practices that consumers may find more difficult to evaluate consistently. This may explain why sustainability generates substantial trust and perceived-value effects but fails to produce an independent direct effect on purchase intention. The distinction is compatible with Irfany et al. (2024), who found that halal and environmentally friendly labels operate through awareness and attitudes among Indonesian Muslim Generation Z consumers, and with more recent research showing that halal and environmental attributes may coexist without producing identical behavioral responses. At the same time, the relatively modest explanatory power for Consumer Trust ($R^2 = 0.214$) and Purchase Intention ($R^2 = 0.374$) indicates that the proposed model captures only part of the decision process, leaving substantial room for factors such as price, product performance, brand familiarity, social influence, religiosity, perceived risk, accessibility, and consumer involvement. Consequently, the findings should not be interpreted as establishing a deterministic causal sequence, particularly because the cross-sectional purposive-sampling design captures perceptions and intentions at one point in time rather than actual subsequent purchasing behavior.

Taken together, the findings position halal-sustainable cosmetic consumption as a dual-process phenomenon in which similar ethical product attributes can generate different routes to behavioral intention. The integration of the Theory of Consumption Values, Signaling Theory, and the Theory of Planned Behavior is therefore more informative than relying on any single theoretical perspective because the first explains value formation, the second clarifies credibility formation under information asymmetry, and the third provides the behavioral logic connecting consumer evaluation to intention. The study consequently fills an important gap in the emerging halal-green cosmetics literature by distinguishing the behavioral immediacy of halal perception from the mechanism dependence of sustainability perception. This distinction also carries practical implications: cosmetic firms should not communicate sustainability merely as a desirable product feature but should demonstrate its concrete consumer value and substantiate environmental claims through transparent, verifiable information, while halal positioning should preserve credible certification and simultaneously communicate the functional and ethical benefits associated with compliance. Such an approach is consistent with contemporary evidence emphasizing halal-green branding, environmental awareness, consumer trust, and value-based positioning in cosmetic markets (Irfany et al., 2024; Marzuki & Kadir, 2025; Srivastava et al., 2025). More broadly, the study suggests that the competitive advantage of halal-sustainable cosmetics lies not in accumulating ethical labels, but in successfully converting those attributes into perceived worth and credible meaning in the consumer's decision process.

CONCLUSION

This study provides empirical evidence that consumers' perceptions of halal and sustainable beauty characteristics are meaningfully associated with their evaluation and purchase intention toward cosmetic products in Indonesia. The findings show that Halal Product Perception and Sustainable Beauty Perception positively contribute to Perceived Value and Consumer Trust, while both Perceived Value and Consumer Trust are positively associated with Purchase Intention. These results indicate that consumers do not evaluate halal and sustainable cosmetics solely from the attributes communicated by the product, but also consider the value those attributes provide and the extent to which the related claims can be trusted. An important distinction emerges between the two perception variables in their relationship with Purchase Intention. Halal Product Perception retains a significant direct relationship with Purchase Intention while also operating through Perceived Value and Consumer Trust, indicating a complementary mediation pattern. In contrast, Sustainable

Beauty Perception does not show a significant direct relationship with Purchase Intention, but its indirect relationships through Perceived Value and Consumer Trust are significant, indicating an indirect-only mediation pattern. These findings suggest that sustainability-related perceptions require consumers to translate product attributes into meaningful value and credible beliefs before they are reflected in purchase intention, whereas halal perceptions may function both as a direct consideration and as a source of value and trust. The study therefore extends the understanding of halal and sustainable cosmetic consumption by showing that the two domains can operate through related but not identical consumer-evaluation mechanisms. From a theoretical perspective, the findings support an integrated view in which consumption value helps explain the evaluation of halal and sustainability attributes, signaling processes help explain the formation of consumer trust, and these evaluations contribute to behavioral intention. From a practical perspective, cosmetic companies should not rely solely on halal or sustainability claims but should support them with credible certification, transparent product information, responsible sourcing, appropriate packaging, and consistent communication. Nevertheless, the findings should be interpreted in light of the cross-sectional design and purposive sampling, which limit the extent to which causal relationships and broader population generalizations can be established. Future studies could strengthen the evidence by using longitudinal or comparative designs and by incorporating additional factors such as halal awareness, religiosity, environmental concern, brand image, and consumer attitudes. Overall, the study demonstrates that the value of integrating halal and sustainable beauty principles lies not only in combining product attributes, but in the ability of those attributes to generate meaningful consumer value and confidence that ultimately support purchase intention.

AUTHOR CONTRIBUTIONS STATEMENT

Junaidin contributed to conceptualization, development of the research framework, methodology, and formulation of the research objectives. Lizma Febrina contributed to the literature review, theoretical framework, and development of the research instrument. Baso Didik Hikmawan contributed to questionnaire development, data collection, and respondent screening. Islamudin Ahmad contributed to research methodology, data curation, and validation of the research procedures. Herman contributed to formal analysis, statistical analysis, and interpretation of the empirical findings. Arsyik Ibrahim contributed to data analysis, interpretation of the SEM-PLS results, and validation of the findings. Rolan Rusli contributed to data collection, data organization, and investigation. Erwin Samsul contributed to data curation, analysis, and interpretation of the research results. Hifdzur Rashif Rija'i contributed to literature review, theoretical interpretation, and manuscript development. M. Arifuddin contributed to formal analysis, interpretation of the findings, and critical revision of the manuscript. Hanggara Arifian contributed to the discussion of theoretical and practical implications and manuscript revision. Maria Almeida contributed to manuscript preparation, language editing, and critical review. Harra Ismi Farah contributed to literature review, theoretical discussion, and manuscript editing. Arman Rusman contributed to manuscript organization, critical revision, and final editing. Riki contributed to manuscript review, interpretation of the findings, and final preparation of the manuscript. All authors contributed to reviewing the manuscript, provided critical intellectual input, approved the final version, and agreed to be accountable for the work.

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