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Determinants Influencing Alumni of Darul Huda Mayak Islamic Boarding School in Purchasing Halal-Labeled Cosmetic Products

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Abstract

Introduction: This study aims to analyze the factors that influence the decision to purchase halal-labeled cosmetic products by alumni of the Darul Huda Mayak Islamic Boarding School, including halal awareness, religiosity, product safety and social environment. **Research Methods:** The research uses a quantitative approach with data collection through questionnaires from 96 respondents selected using stratified random sampling. Data analysis was conducted using the Structural Equation Modeling–Partial Least Squares (SEM-PLS) method. **Result:** The findings indicate an R-square value of 0.708, suggesting that the variables in this model contribute 70.8% to the purchase decision of halal-labeled cosmetic products, while the remaining 29.2% is influenced by other variables not included in this study. The results further reveal that halal awareness and religiosity have a positive and significant effect on purchase decisions. Product safety has a positive but not significant effect, while the social environment has a negative and significant effect on the decision to purchase halal-labeled cosmetic products. These findings suggest that individual factors, such as awareness and religiosity, play a more dominant role in influencing purchase decisions than external factors. This study highlights the importance of strengthening personal values in promoting the consumption of halal products, especially among Muslim consumers.

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INTRODUCTION

The halal product industry is now in the spotlight in the global market due to the increasing demand from Muslim consumers and its relevance in various economic sectors. It is in line with the predicted growth of the world's Muslim population, which is estimated to reach 2.2 billion people or 26.4% of the total world population in 2030. As a country with the largest Muslim population in the world, Indonesia has a strategic position to develop the global halal industry (BPPN, 2019). The development of the halal industry covers various sectors, including halal food and beverages, halal tourism, fashion, media and recreation, pharmaceuticals, halal cosmetics, and renewable energy (Maulidia, 2022). The cosmetics industry is one of the priority sectors of the Indonesian government, as stated in the Rencana Induk Pembangunan Industri Nasional (RIPIN) 2015–2035. The Ministry of Industry noted that demand for cosmetic products continues to increase, both from the domestic market and exports. Cosmetics are now not only a secondary need but have shifted to a primary need, especially for women (Kemenperin, 2015).

With a female population reaching 137 million, Indonesia is a potential market for cosmetic products, especially halal cosmetics (BPS, 2024). Based on BPOM and Perkosmi data, the number of cosmetic companies in Indonesia will reach 1,039 in 2023, and this industry is predicted to grow by 4.86% per year from 2024 to 2029 (Kemenperin, 2024). In line with this, LPPOM MUI noted that from 2017 to 2021, there were 794 cosmetic companies that had obtained 1,913 halal certificates with a total of 75,385 certified products (Rahmawati, 2023). Regulations regarding halal products are further strengthened through Undang-Undang Nomor 33 Tahun 2014 concerning Jaminan Produk Halal (Maulidia et al., 2024) and Peraturan Pemerintah Nomor 42 Tahun 2024. This regulation requires all products in circulation, including cosmetics, to be halal certified starting in 2026. The government, through BPJPH (Badan Penyelenggara Jaminan Produk Halal), ensures the implementation of this regulation. Not only regulations, it is to increase consumer awareness and drive demand for halal cosmetic products (LPPOM, 2025).

In the increasingly tight competition of the cosmetics industry, manufacturers are not only required to innovate but also to ensure product safety, especially because of the many frauds that makes consumers more selective, including in considering the halal label. For Muslim consumers, the halal label not only guarantees compliance with sharia but also provides a sense of security and builds trust. Increasing awareness of product safety and quality encourages consumers to seek more in-depth information before buying (Sopia, 2022). This is in line with the findings of Majid, Sabir, and Ashaf that awareness, religious factors, and halal certification have a major influence on purchasing decisions. Halal labels also strengthen consumer confidence in product quality and safety (Majid et al., 2015). Furthermore, according to Kotler and Armstrong, purchasing decisions start from awareness of needs and develop through stages such as problem recognition, information search, alternative evaluation, purchasing decisions, to post-purchase evaluation, which are influenced by internal factors such as motivation, perception, attitude, and belief, as well as external factors such as product, price, promotion, service, and social environmental influences (Kotler &

Armstrong, 2008). Thus, the decision to purchase halal-labeled cosmetic products is thought to be influenced by halal awareness, religiosity, product safety, and the social environment.

Halal awareness reflects consumer understanding of the importance of consuming products according to Sharia (Rofiah et al., 2024). Previous studies have shown varying results; some stated that halal awareness has a significant influence on purchasing decisions, but others did not find such an influence. Religiosity as a reflection of a person's level of obedience to religious teachings is also believed to play a role in shaping consumption behavior (Suryowati & Nurhasanah, 2020). However, the research results have not shown consistency.

Product safety, both in terms of raw materials, production processes, and legality, such as BPOM permits and halal certification, is an important consideration for consumers (Humaira et al., 2021). However, research on the influence of product safety on purchasing decisions also shows mixed results. The social environment, including the influence of family, friends, and social media trends, can also influence product choices, but the effectiveness of this influence is highly dependent on the social context of each individual (Kotler & Keller, 2009).

The results of the researcher's interviews with several alumni of the Darul Huda Islamic Boarding School showed that although there is a good understanding of the importance of the halal label, this awareness has not fully driven the decision to purchase halal-labeled cosmetic products. These alumni still choose products without halal certification because of limited brand choices, usage habits, and loyalty to certain brands (Sari, 2024). This finding also applies to the aspect of religiosity, where a deep understanding of Islamic teachings is not always manifested in a preference for halal products (Almardiah, 2024).

In terms of product safety, interviews showed that the halal label as a guarantee of quality has not yet become a primary consideration because some consumers have more confidence in the quality of imported products, even though they are not halal certified (Hamidah, 2024). In addition, the influence of the socio-religious environment does not always encourage the purchase of halal products, because cosmetic trends among friends and influencers are still a dominant factor in decision-making (Khasanah, 2024).

Theoretically, halal awareness, religiosity, product safety and social environment are believed to play important roles in influencing the purchasing decisions of halal products, including cosmetics. However, based on interviews with alumni of the Darul Huda Mayak Islamic Boarding School, it was found that although they possess a good understanding of the importance of halal labeling, this awareness has not been fully reflected in their purchasing behavior. Factors such as limited brand choices, loyalty to certain products, habitual usage, trust in the quality of imported products and the influence of trends from peers and social media are the main reasons behind their decisions to purchase products that are not necessarily halal-certified. Thus, there exists a gap between the religious values understood and the actual consumption behavior practiced. Therefore, this study aims to empirically analyze the influence of halal awareness, religiosity, product safety and social environment on the purchasing decisions of halal-labeled cosmetic products among alumni of the Darul Huda Mayak Islamic Boarding School.

RESEARCH METHODS

In this research, the author applies a quantitative approach to test the existing theory. The type of research used is associative research, namely, research that aims to analyze the relationship between one or more variables with other variables (Sugiyono, 2013). The data used are primary data collected through questionnaires distributed to female alumni of the Darul Huda Mayak Islamic Boarding School who graduated in the last 5 years, with the criteria that respondents must use halal-labeled cosmetic products.

In determining the sample, this research used the Slovin formula and set the number of respondents at 96 people. Furthermore, the determination of the number of samples for each generation was carried out using the stratified random sampling method, which is the right technique to use when the population consists of various strata with balanced proportions. The results of the sample calculation for each generation are as follows:

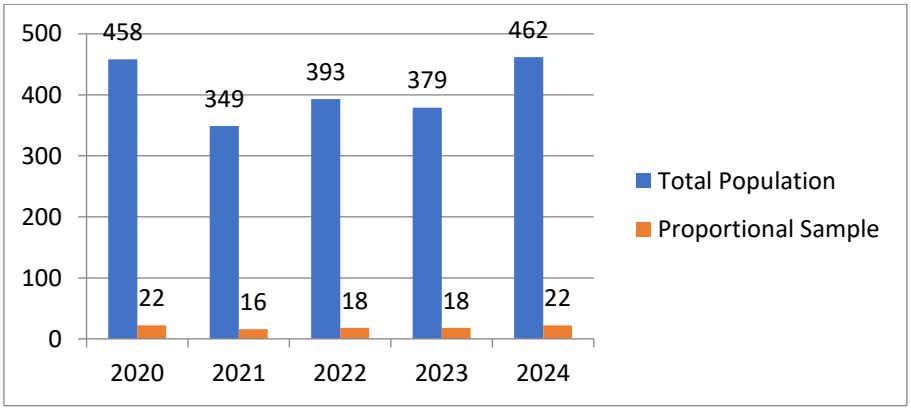

Figure 1. Population and Sample

The method of data collection in this research was carried out by distributing questionnaires. This research used a closed questionnaire with a Likert scale, so that respondents only needed to choose the answers that were provided according to their perceptions (Sugiyono, 2013). The questionnaire was distributed to respondents online using Google Form to facilitate data collection.

This research uses the Structural Equation Model (SEM) method with the Partial Least Squares (PLS) approach, where data analysis is carried out using SmartPLS software. This study employs the Structural Equation Modeling (SEM) method using the Partial Least Squares (PLS) approach and is analyzed with the SmartPLS software. The selection of the SEM-PLS method is based on several technical considerations, including: (1) the research model is complex, involving multiple latent variables and reflective indicators; (2) the sample size is relatively small but still adequate for PLS-based analysis; and (3) SEM-PLS is capable of handling exploratory theoretical models and does not require strict assumptions of normal data distribution, unlike classical linear regression. Data analysis techniques in this research involve several stages of testing, including convergent validity tests, discriminant validity, reliability, coefficient of determination (R^2), effect size (f^2), collinearity assessment (VIF) and significance tests through bootstrapping (Ghozali, 2021).

In addition to statistical validity testing, this study also considers construct validity (content validity) of the instruments used. Content validity was obtained through expert judgment by individuals with expertise in halal research methodology and statistics. These experts evaluated the appropriateness of the questionnaire items in relation to the theoretical concepts of each variable, ensuring that the instrument accurately represents the constructs being studied. The research framework is an explanation of how researchers logically structure their thought processes to solve identified problems (Suryana, 2010). This research aims to identify the variables that influence the purchasing decisions of halal-labeled cosmetic products by alumni of the Darul Huda Mayak Islamic Boarding School. Figure 2 is the research framework in this research:

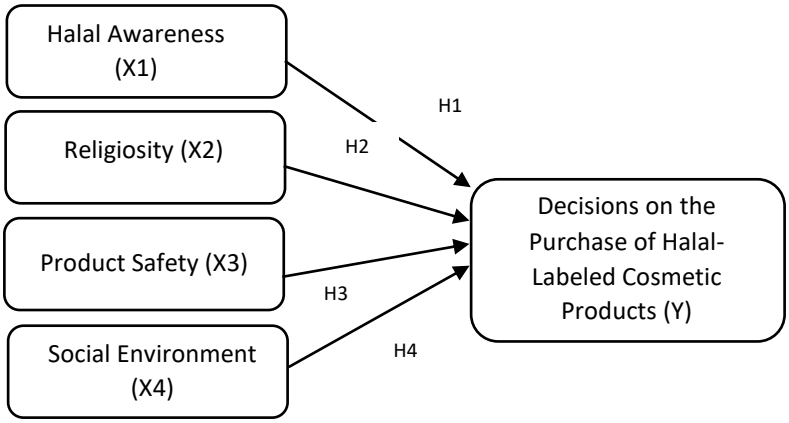

Figure 2. The Research Framework

Research hypothesis:

H_{a1}: Halal awareness influences the decision of alumni of Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products.

H_{a2}: Religiosity influences the decision of alumni of Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products.

H_{a3}: Product Safety influences the decision of alumni of Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products.

H_{a4}: Social Environment influences the decision of alumni of Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products.

RESULTS AND DISCUSSION

Descriptive Test Results

Respondents involved in this research were female alumni of the Darul Huda Mayak Islamic Boarding School who graduated in the last 5 years. The results of the descriptive tests that have been collected are presented in detail in the following data:

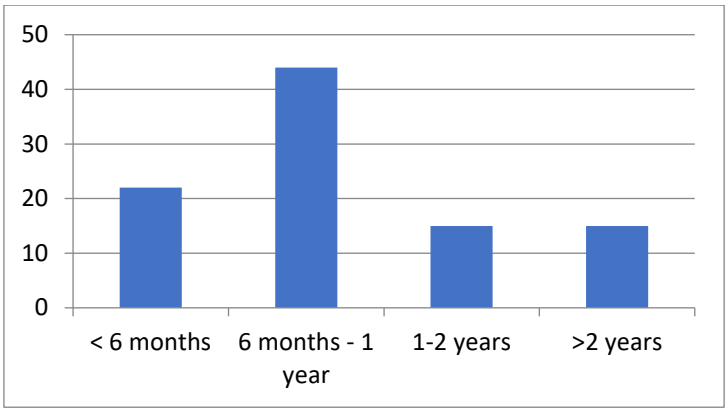

Figure 3. Respondents Based on Duration of Use of Halal Labeled Cosmetics

Based on Figure 3, it can be concluded that the use of halal-labeled cosmetic products is mostly found in consumers who have only used these products for 6 months to 1 year, which covers 45.9% of the total respondents. Furthermore, consumers who have used halal-labeled cosmetic products for less than 6 months recorded a percentage of 22.9%, which indicates that more and more consumers are new to and starting to try certain brands. Meanwhile, in the group that has used halal-labeled cosmetic products for 1-2 years or more than 2 years, each recorded 15.6%, although the number of consumers with a longer duration of use is smaller, this still indicates loyalty to certain brands.

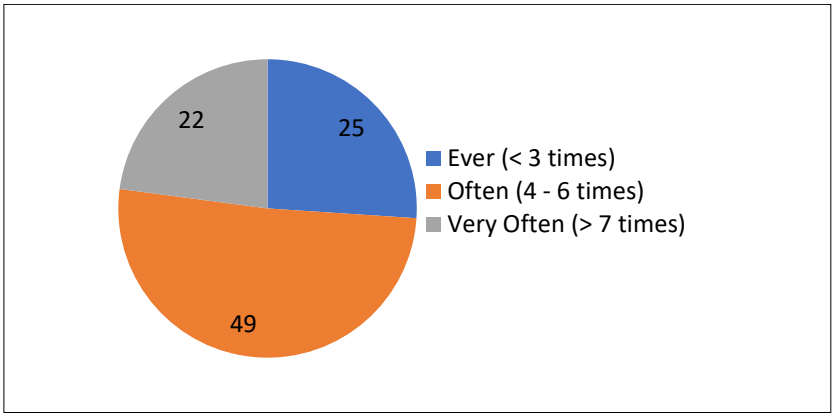

Figure 4. Respondents Based on Frequency of Purchasing Halal Labeled Cosmetics

Based on the data obtained, it can be seen that most respondents, namely 51%, buy or use halal-labeled cosmetic products 4-6 times, indicating regular but not excessive use. Meanwhile, 26% of respondents only buy or use halal-labeled cosmetic products less than 3 times, indicating that there are some consumers who do not use them very often. On the other hand, there are 23% of respondents who use or buy halal-labeled cosmetic products more than 7 times, indicating a fairly high level of use. Overall, it can be concluded that the use of halal-labeled cosmetics is more often done regularly.

PLS-SEM Analysis Results

Partial Least Square Model Scheme

In this research, hypothesis testing was conducted using the Partial Least Squares (PLS) analysis method using SmartPLS software. The following is a schematic of the PLS model to be analyzed:

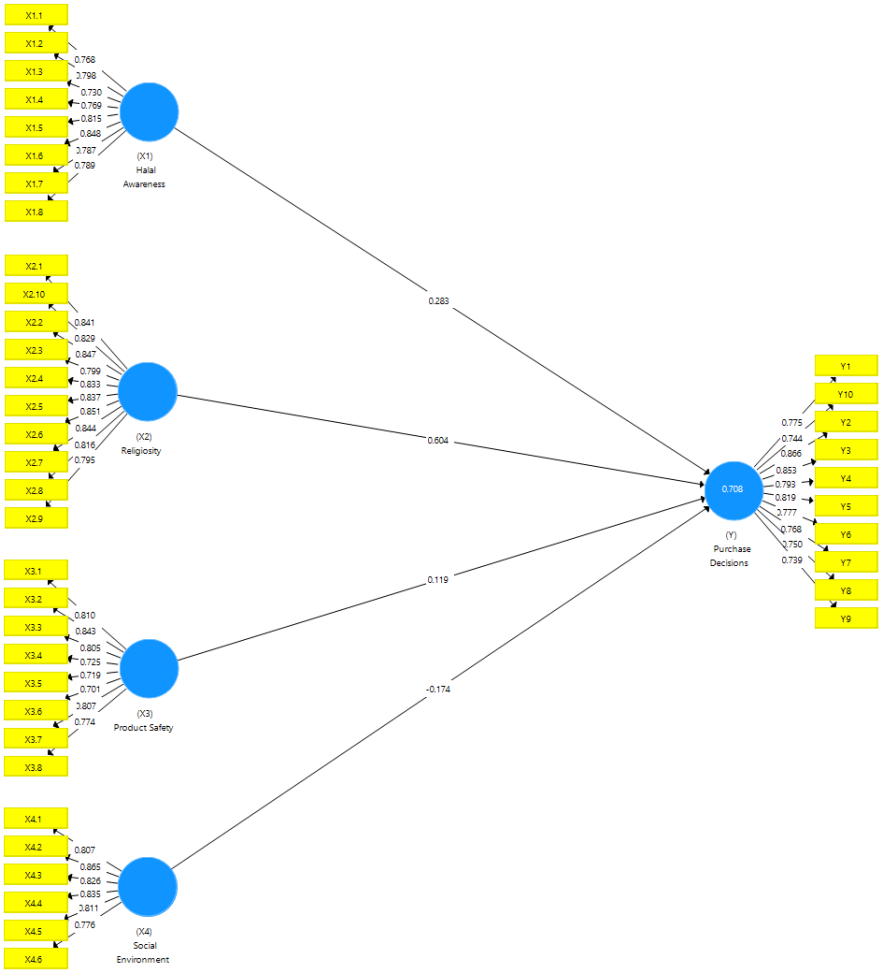

Figure 5. Partial Least Square Model Schematic

Outer Model Evaluation

The outer model functions as a measurement tool to evaluate the validity and reliability of the model. Through the algorithm iteration process, the parameters of the measurement model are obtained, such as Convergent Validity, Discriminant Validity, and Reliability (Ghozali, 2021).

Convergent Validity

Convergent validity can be tested by looking at the outer loading and Average Variance Extracted (AVE) values. An indicator is considered to have good convergent validity if its outer loading value exceeds > 0.7 (Ghozali, 2021). Based on the results of processing with SmartPLS 3.2.9, it shows that each indicator in the research variable has an outer loading value > 0.7. Therefore, it can be concluded that all indicators are valid and suitable for use in this research

and can be used for further analysis. The next step is to evaluate convergent validity using the Average Variance Extracted (AVE) value. An indicator is said to have adequate convergent validity if its AVE value is > 0.5 (Ghozali, 2021). Based on Table 1, it can be seen that the Average Variance Extracted (AVE) value for the variables Halal Awareness, Religiosity, Product Safety, Social Environment, and Purchasing Decisions are all > 0.5. This shows that each indicator in the variable can explain more than 50% of the variance of its construct, so it can be concluded that all variables have met the criteria of convergent validity, namely validity that shows that the indicators in one construct measure the same concept consistently.

Table 1. Average Variant Extracted (AVE) Results

	Average Variant Extracted (AVE)
Halal Awareness (X1)	0.622
Religiosity (X2)	0.688
Product Safety (X3)	0.600
Social Environment (X4)	0.673
Purchase Decisions (Y)	0.623

Discriminant Validity

Discriminant validity can be tested by looking at the Fornell-Larcker criterion value and the heterotrait-monotrait ratio. The model is considered to have good discriminant validity if the AVE root value of each construct exceeds the correlation value between latent constructs (Ghozali, 2021). The results of the Fornell-Larcker criterion show that each construct has a larger AVE root value compared to its correlation with other constructs. However, it contains, namely, the AVE root value of Purchase Decision (Y) is slightly lower than its correlation with Religiosity (X2). However, the difference is small, and the model can still be said to be quite good at meeting discriminant validity. Therefore, further analysis using the Heterotrait-Monotrait Ratio (HTMT) will be carried out to support the accuracy of the results. The model is considered to have good discriminant validity if its HTMT value is <0.9 (Ghozali, 2021). The HTMT output results in Table 2 show that no values exceed the threshold of 0.9. Therefore, it can be concluded that all constructs in this model have good discriminant validity, which means that each construct measures a different concept and there is no significant overlap between constructs.

Table 2. Heterotrait-Monotrait Ratio (HTMT) Results

	X1	X2	X3	X4	Y
Halal Awareness (X1)					
Religiosity (X2)	0.796				
Product Safety (X3)	0.511	0.579			
Social Environment (X4)	0.280	0.475	0.635		
Purchase Decisions (Y)	0.797	0.845	0.508	0.256	

Reliability

In addition to measuring validity, PLS also tests the level of reliability of the research instrument to assess how stable and consistent the measuring instrument is in measuring the variables in question. This reliability test can be carried out using two main approaches, namely Cronbach's alpha and composite reliability. In general, an instrument is considered to have good reliability if the composite reliability value exceeds > 0.7. However, in exploratory research, a range of values between 0.6 and 0.7 is still acceptable. Meanwhile, if Cronbach's alpha shows a number > 0.7, it can be concluded that the variables in the model have decent internal consistency (Ghozali, 2021). Referring to Table 3, it can be seen that all research variables have Cronbach's alpha and composite reliability values that exceed > 0.7. Thus, it can be concluded that the research instrument shows a strong and consistent level of reliability.

Table 3. Reliability Results

	Cronbach's Alpha	Composite Reliability
Halal Awareness (X1)	0.913	0.929
Religiosity (X2)	0.950	0.957
Product Safety (X3)	0.905	0.923
Social Environment (X4)	0.904	0.925
Purchase Decisions (Y)	0.932	0.943

Inner Model Evaluation

Structural models aim to predict relationships between latent variables. This model describes the estimated strength of the relationship between constructs or latent variables (Ghozali, 2021).

Coefficient of Determination R^2 (R-Square)

This test is carried out by looking at the R-squared (R^2) value for each endogenous latent variable as an indicator of the extent to which the model can make predictions. The greater the R^2 value, the better the predictive ability of the model used. In general, an R^2 value of 0.75 indicates a strong model, an R^2 of 0.50 indicates a model with a moderate level of prediction, while an R^2 of 0.25 indicates a model that is weak in explaining endogenous variables (Ghozali, 2021). Referring to the model evaluation standards, the R-square (R^2) value in Table 7 indicates that all variables in this model have a contribution in explaining the Y variable of 70.8%, while the remaining 29.2% is influenced by other factors not included in this model. Therefore, in the context of this research, the model used can be categorized as a moderate level of prediction.

Table 4. Coefficient of Determination (R^2) Results

	R-*square*
Purchase Decisions (Y)	0.708

Effect Size f^2 (F-Square)

This test is to assess how much the exogenous latent variable affects the endogenous latent variable in the model. If the f^2 value is greater than zero, then the variable is considered to have a significant effect, while if the value is close to zero or less than zero, then its

contribution is considered weak or insignificant. In general, the effect size (f^2) category is classified into three levels, namely f^2 of 0.02 indicates a small effect, f^2 of 0.15 indicates a moderate effect, and f^2 of 0.35 reflects a strong effect in the model (Insap Santosa, 2018). Based on the F Square (f^2) value table displayed, it can be concluded that Religiosity (X2) has the most dominant influence on Purchasing Decisions (Y) with an f^2 value of 0.451, which indicates a big influence, while Product Security (X3) has the smallest impact in this model with an f^2 value of 0.026, which means its influence is very small.

Table 5. F *Square* (f^2) Results

	Purchase Decisions (Y)	Category
Halal Awareness (X1)	0.112	Small influence
Religiosity (X2)	0.451	Big influence
Product Safety (X3)	0.026	Small influence
Social Environment (X4)	0.062	Small influence

Construct Level Collinearity Assessment

This test is done by looking at the tolerance value or VIF to assess whether there is a collinearity problem between constructs in the model. If the VIF value is <5, then the two related constructs (variables) do not experience collinearity problems, so it can be concluded that the relationship between variables in the model is still within reasonable limits. Conversely, if the VIF value exceeds the threshold, then there is an indication of collinearity that can affect the validity of the analysis results (Insap Santosa, 2018). Based on Table 6, it can be concluded that there is no collinearity problem in this model, because all VIF values are <5, which indicates that the relationship between variables is still within reasonable limits. Thus, this model does not experience serious collinearity problems, so it can be used for further analysis without the need for correction or elimination of variables.

Table 6. Collinearity Results

	VIF	Summary
Halal Awareness (X1)	2.433	No Collinearity
Religiosity (X2)	2.772	No Collinearity
Product Safety (X3)	1.874	No Collinearity
Social Environment (X4)	1.667	No Collinearity

Hypothesis Testing and Discussion

The decision regarding acceptance or rejection of the hypothesis is based on the P-value, where the hypothesis is declared accepted if the P-value < 0.05, which indicates a significant relationship between the variables being tested (Ghozali, 2021).

Table 7. Hypothesis Testing Results

	Parameter Estimate	t-Statistic	P-value
Halal Awareness → Purchase Decisions	0.283	2.827	0.005
Religiosity → Purchase Decisions	0.604	4.992	0.000
Product Safety → Purchase Decisions	0.119	1.184	0.237
Social Environment → Purchase Decisions	-0.174	2.401	0.017

The influence of halal awareness on the decision of alumni of Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products

Based on Table 7, it can be interpreted that the variable Halal Awareness (X1) on Purchasing Decisions (Y) has an original sample value of 0.283, a t-statistic of 2.827, and a p-value of 0.005 (<0.05). This shows that Halal Awareness has a positive and significant effect on Purchasing Decisions. This means that every one unit increase in Halal Awareness will increase Purchasing Decisions by 0.283 units, provided that other variables are constant. So it can be concluded that the first hypothesis, stating that Halal Awareness (X1) has a positive and significant effect on Purchasing Decisions (Y), is accepted.

The findings of this research are in line with the concept of halal awareness, which reflects an individual's understanding of the halalness of a product, from the storage process to distribution (Triana, 2021), which plays a role in forming consumption patterns according to Islamic teachings (Ummah et al., 2023). These results are also supported by a research by Lingga Erlambang Agusty and Aminullah Achmad Muttaqin, which showed that halal awareness has a significant positive effect on purchasing decisions for halal cosmetic products (Agusty & Muttaqin, 2022). The implications of these findings emphasize the importance of education and counseling regarding the halalness of products, especially for alumni of Islamic boarding schools, with an approach that is not only normative, but also emphasizes the real benefits of clean, safe, and quality halal products to be able to shape consumer perceptions and behavior more strongly and sustainably.

The influence of religiosity on the decision of alumni of the Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products

Based on Table 7, it can be interpreted that the variable Religiosity (X2) on Purchasing Decisions (Y) has an original sample value of 0.604, a t-statistic of 4.992, and a p-value of 0.000 (<0.05). These results indicate that Religiosity has a positive and significant influence on Purchasing Decisions. In other words, the higher the level of Religiosity, the greater the Purchasing Decision, with an increase of 0.604 units if other variables are considered constant. So the second hypothesis, stating that Religiosity (X2) has a positive and significant influence on Purchasing Decisions (Y), is accepted.

This finding confirms that religiosity not only reflects adherence to religious teachings but also influences preferences and consumption patterns, including in choosing halal-labeled cosmetic products. A person with a high level of religiosity tends to be more selective in consumption because they believe that following sharia is part of worship (Ilham & Firdaus,

2019). These results are in line with the research of Budi Suryowati and Nurhasanah, which states that religiosity has a significant effect on the interest in buying halal products (Suryowati & Nurhasanah, 2020). The implication is that strengthening religiosity, especially through applicable religious education, is the key to encouraging the consumption of halal products among alumni of Islamic boarding schools. Therefore, producers and marketers are advised to implement strategies based on religious values by providing transparent halal information, involving religious figures, and emphasizing the importance of halal consumption as a form of practicing Islamic teachings.

The influence of product safety on the decision of alumni of the Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products

Based on the table above, it can be interpreted that the Product Security variable (X3) on Purchasing Decisions (Y) has an original sample value of 0.119, a t-statistic of 1.184, and a p-value of 0.237 (> 0.05). These results indicate that Product Security has a positive but insignificant effect on Purchasing Decisions. This means that although there is a tendency that increasing Product Security can increase Purchasing Decisions by 0.119 units, the effect is not strong enough to be said to be significant. Thus, the third hypothesis stating that Product Security (X3) has a positive and significant effect on Purchasing Decisions (Y) is rejected.

The results of the study indicate that although product safety is considered important, this factor does not significantly influence the purchasing decision of halal-labeled cosmetic products among alumni of the Darul Huda Islamic Boarding School. This is due to the dominant influence of halal awareness and religiosity, which determine consumer preferences. This finding is consistent with the research of Durotun Nasikah and Selamet Fuadi, which also found that the perception of safety has a positive but insignificant influence on purchasing decisions (Nasikah & Fuadi, 2022). Interviews with alumni confirmed that the halal label provides a sense of security and is a top priority compared to safety factors, quality, or product popularity (Almalia, Faizah, Muniroh, 2025). The implications of these results indicate that personal trust in producers plays a greater role in shaping safety perceptions than formal standards such as BPOM, so further exploration of other variables such as quality perceptions, brand image, or consumer loyalty is needed to understand purchasing decisions more comprehensively in the context of halal products.

The influence of the social environment on the decisions of alumni of the Darul Huda Islamic Boarding School in purchasing halal-labeled cosmetic products

Based on the table above, it can be interpreted that the Social Environment variable (X4) on Purchasing Decisions (Y) has an original sample value of -0.174, a t-statistic of 2.401, and a p-value of 0.017 (<0.05). These results indicate that the Social Environment has a negative and significant influence on Purchasing Decisions. In other words, the increasing Social Environment factor can decrease Purchasing Decisions by 0.174 units if other variables are considered constant. Therefore, the fourth hypothesis stating that the Social Environment

(X4) has a positive influence on Purchasing Decisions (Y) is rejected, because the results of the study show that its influence is negative but significant.

This study found that the social environment has a negative and significant effect on the purchasing decision of halal-labeled cosmetic products among alumni of the Darul Huda Islamic Boarding School, indicating that social interactions outside the Islamic boarding school environment can reduce the tendency to choose halal products. This is in line with the study of Novi Pujiastuti et al., who also found that the social environment can suppress certain purchasing behaviors (Pujiastuti et al., 2022). Changes in the environment after leaving the Islamic boarding school, such as socializing with individuals who have different consumption habits and being exposed to new cosmetic trends, influence consumer preferences. Interviews with alumni confirmed that social pressure and exposure to products without halal labels helped shape more selective consumption attitudes that were no longer fully oriented towards halal (Almalia, Faizah, Muniroh, 2025). The implications of these findings emphasize the importance of an educational approach and internalization of religious values personally, because not all social influences provide positive encouragement for the consumption of halal products.

These findings reflect a shift in consumption behavior among alumni after leaving the relatively homogeneous environment of the Islamic boarding school, which was deeply rooted in religious values. After graduation, the alumni experience a drastic change in their social environment, where they begin to interact with a more diverse society in terms of culture, consumption values and lifestyle orientation. In this new environment, they are no longer in a space fully governed by the rules of the pesantren, but instead begin to adapt to evolving social trends, including in the selection of cosmetic products, which are not always halal-labeled.

CONCLUSION

Based on the results of data analysis and discussion, it can be concluded that the variables of Halal Awareness and Religiosity have a positive and significant influence on the Purchase Decision of halal-labeled cosmetic products among alumni of the Darul Huda Mayak Islamic Boarding School, while the variable of Product Safety has a positive but insignificant influence, and the Social Environment has a significant negative influence. Religiosity is the most dominant variable influencing purchase decisions, contributing 45.1% in the f^2 value, followed by Halal Awareness with 11.2%. This indicates that religious values and individual awareness of the importance of halal products play a key role in encouraging halal cosmetic consumption behavior. On the other hand, the relatively small and even negative influence of Product Safety and Social Environment shows that alumni prioritize spiritual and religious aspects over safety standards or environmental influence in making purchasing decisions.

This study provides theoretical contributions by enriching the literature on Muslim consumer behavior, particularly in the context of halal cosmetic products, and practical contributions for industry players and policymakers in designing effective marketing strategies aligned with the religious values of consumers. The research model explains 70.8% of the

variation in purchase decisions, while the remaining 29.2% is explained by other variables outside the model. Therefore, to enhance the effectiveness of halal cosmetic product marketing strategies, manufacturers are advised to focus more on religious value-based approaches, such as involving religious figures, providing halal-related education, and reinforcing the halal label as a symbol of trust and quality. Other practical recommendations include organizing post-graduation continuing education programs for alumni on the importance of consuming halal products, as well as launching community-based halal cosmetics campaigns to increase consumer awareness and loyalty. In addition, future research can involve male respondents to gain more diverse perspectives and develop a model by placing Religiosity as an intervening variable to describe the relationships between variables more deeply and comprehensively.

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