

Purchasing Decisions Based on Consumer Trust in Halal Topical Cosmetic Products

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ABSTRACT

The research aims to analyze the influence of religiosity, the role of halal labels, and product quality on purchasing decisions through consumer trust. Types of descriptive and verification research. The population is female students at three Islamic-based universities in the city of Bogor. The research sample consisted of 524 respondents. The analysis technique uses Structural Equation Modeling (SEM) using the Listrel 8.72 software program. The research results show that religiosity, the role of halal labels and product quality influence purchasing decisions through consumer trust. Consumer trust is a full mediating variable, meaning that consumer purchasing decisions on halal topical cosmetics are not directly based on religiosity, the role of the halal label and product quality, but must be based on the level of consumer trust in the halal topical cosmetic product.

INTRODUCTION

The term halal has emerged as a global trend and has become a trend in various industries by bringing universal Islamic values. Currently, halal is not only for Muslim consumption but also for non-Muslims. For Muslims, halal is a religious safety requirement, while for non-Muslim consumers, halal is the fulfillment of quality, safety, cleanliness and health requirements. This phenomenon certainly attracts marketers' attention to adapt marketing strategies based on Islam.

One of the halal industries that has quite promising opportunities is halal cosmetics. According to Aoun & Tournois (2015), halal cosmetics are cosmetics that do not contain alcohol or gelatin, are made from pork and do not contain impurities. Companies that use halal branding have a responsibility to monitor their products so that they are not contaminated by non-halal substances (Adiba, 2019).

Indonesia is one of the countries with the largest Muslim population in the world (The Royal Islamic Strategic Studies Center, 2022). In 2022, the Central Statistics Agency (BPS) recorded that Indonesia's population would reach 275.77 million people, with 240.47 million of the population being Muslims and 136.56 million being women, so Indonesia is a potential market for the halal cosmetics market.

Currently, in the Indonesian cosmetics market, there are two types of cosmetic use, namely topical and oral cosmetic use. Topical cosmetics are cosmetics that are used by smearing, sticking, sprinkling or spraying on the surface of the skin, while oral cosmetics are cosmetics that are inserted into the human body by injection or drinking. For oral cosmetics, Muslim consumers understand the importance of halal because it is consumed by the body, whereas for topical cosmetics, consumers may ignore this because it only sticks to the skin, even though in reality if the cosmetics used contain ingredients that are forbidden or unclean and are brought in during prayer then causing his prayer to be invalid.

Competition in the Indonesian cosmetics industry is increasingly competitive, because there are more and more types and brands of domestically produced cosmetics and imported cosmetics, so competition in the cosmetics market is getting tighter. With so many various brands and types of cosmetics circulating in the Indonesian cosmetics market, it is important to know the factors that influence consumer purchasing decisions. By knowing what factors play a role in purchasing decisions, companies can determine the right marketing strategy and know how likely consumers are to make purchasing decisions.

Research conducted by Setiawan & Mauluddi (2019) states that consumers generally experience a strong psychological process of trust when making purchasing decisions, so trust becomes the main construct and an important attribute that can influence consumer behavior regarding purchasing decisions. Research conducted by Simanjuntak & Dewantara (2014), and Ambali & Bakar (2014) found that religion will determine consumer behavior in making purchasing decisions. Consumers will consider buying a product if the product

purchased does not violate religious teachings so religion is an important aspect in making purchasing decisions (Adiba, 2019). However, a person's adherence to his religion will display different attitudes for each individual according to the level of religiosity inherent in him (Divianjella et al., 2020). Generally, religious consumers will choose and buy halal products. Other research conducted by Puspitasari (2019) and Wahyurini & Trianasari, (2020) shows that the presence of a halal label on product packaging will directly influence the decision to buy. Research conducted by Fadhilah et al. (2023) and Saprianti & Nursanjaya, (2021) shows that one of the factors to increase purchasing decisions for cosmetics is the quality of the cosmetic product.

In the current competition for cosmetic products in the market, Muslim women, in particular, are faced with various choices of cosmetic products. Based on a survey conducted by ZAP Clinic & MarkPlus, Inc. (2020) on 6460 women, it is known that there are several factors that women consider when buying cosmetic products, including product safety, product reviews, affordable prices, product halal and brand reputation. Based on the survey results, the halal aspect is not an aspect that is prioritized by consumers. The same thing happened in a 2021 survey of 6,000 female respondents aged 15-65 years, regarding Indonesian women's considerations in choosing beauty products (2021 vs. 2020). In 2020, 50.5% of Indonesian women considered halal when buying cosmetics, but this figure decreased to 39.2% in 2021. The survey results strengthen the suspicion that there are still many Muslim consumers who buy cosmetics without the halal label. Based on research conducted by Rahman et al (2015), it was found that there are differences in consumer attitudes towards halal food and halal cosmetics. The same thing was expressed by Hashim & Musa (2014) that halal is not the main factor that consumers consider when using cosmetics. This means that consumers still do not pay much attention to halal labels, especially on cosmetic products. In fact, as a Muslim, it is recommended to always choose cosmetics that are pure and halal and avoid using cosmetic products that are haram and unclean, (warnaislam.id, 2021).

This research was conducted at three Islamic-based universities in Bogor. namely the Tazkia Islamic Institute, Djuanda University and Ibn Khaldun University. This research wants to know the behavior of consumers, especially Muslim female students, in choosing topical cosmetic products to use. Research by Mohezer et al. (2016) found that the younger generation is still hesitant to use halal cosmetics because it does not have a significant effect on their skin's needs. Handriana, et al. (2020) in their research emphasized that the millennial generation of women has a low level of trust in halal cosmetics so they are less aware of the importance of using halal cosmetics.

This research will be interesting because it was conducted limited to female students at Islamic-based universities so that the potential for bias in the context of halal labels can be eliminated, meaning that Muslim female students should have high approval for halal issues regarding cosmetic products.

LITERATURE REVIEW

Halal Cosmetics

The philosophy of halal cosmetics is that humans love beauty, cleanliness and health. Islamic Sharia stipulates various laws aimed at beauty, one of which is the use of cosmetics. According to Muhsin (2019), the reference for halal cosmetics in Indonesia is halal recognition in the form of a halal certificate. The issuance of halal certificates in Indonesia is carried out by the Halal Product Guarantee Organizing Agency (BPJH) based on decisions determining product halalness determined by the Indonesian Ulema Council (MUI).

Religiosity

Briliana & Mursito (2017) define religiosity as an individual's commitment to their religion and is reflected in a person's attitudes and behavior. Even though each religion has different expressions, some similarities are categorized into the dimensions of religiosity, namely the dimensions of experience (experiential), ritual (ritualistic), ideology (ideological), knowledge (intellectual) and consequences (consequential).

Khan et al. (2019) stated that religiosity is an important element of subculture and is defined as a person's level of commitment to religion which is understood as the level of belief in religion. Awan et al (2015) stated that religious commitment influences consumers' choices in product choices. Religious values influence consumer choice behavior in choosing markets and trust in certain brands (Nurrachmi et al., 2020). Overall decision making from the process of choosing a product to making a purchase and finally consuming it, depends extensively on the individual's level of commitment to his or her religion (Haque, et al, 2015).

The conceptual definition of religiosity in this research is the level of an individual's devotion to religion and its teachings which is reflected in his attitudes and behavior. The dimensions of religiosity are 1) the ideological dimension; 2) the knowledge dimension (intellectual); 3) the ritual dimension (ritualistic); 4) the experience dimension (experimental) and 5) the consequence dimension (consequential).

The Role of the Halal Label

The halal label is a label that informs the public that the product is halal. Government Regulation Number 69 of 1999 concerning halal labels defines labels as information about a product in the form of images, writing, a combination of both, or other forms that are included in, inserted into, attached to, or are part of the product packaging. The dimensions of a halal label are: 1) image; 2) writing; 3) a combination of images and writing; 4) stick to the packaging.

Hasibuan et al. (2019) define a halal label, namely a label used to identify, explain and promote what is contained in a product. Halal label dimensions; 1) Identify; 2) Grade (value/class); 3) Describe; 4) Promote. According to Bashir (2019), the halal label is an important element for consumers which represents the validity of a product as being halal, so the halal

label is very important as a source of information to eliminate uncertainty in the minds of consumers. For Muslim consumers, a product labeled halal means that the product meets the requirements set by Sharia law and is a source of confidence that the product is halal (Ambali & Bakar, 2014). Muhamad et al (2017) stated that halal labels were found to affect consumer evaluations in making purchasing decisions.

The definition of halal labels in this research are sources of information or symbols in the form of images, writing or a combination of both that are attached to the packaging of a product. Halal label dimensions: 1) image; 2) writing; 3) a combination of images and writing; 4) attached to the packaging; 5) identify; 6) grade (value/class); 7) describe; 8) promote.

Product Quality

According to Kotler & Armstrong (2016), product quality is a potential strategic weapon to beat competitors. Product quality is defined as the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and repair of the product, as well as other product attributes

According to Kotler & Keller (2016), product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. Product quality concerns the benefits of the product for meeting needs and safety so that consumers feel safe when using the product. Consumer assessments of product quality will form preferences which in turn will influence the decision to buy or not.

According to Tjiptono (2016), product quality is the characteristic of a product in its ability to fulfill predetermined needs and has latent properties. Product quality is a measure of the durability of a product, reliability of the product, product precision, ease of operation and maintenance and other attributes that are assessed. Product quality dimensions include: 1) performance (performance), 2) features (additional privileges); 3) reliability (reliability); 4) conformance to specifications; 5) durability (endurance); 6) service capability (service capability); 7) aesthetics (aesthetics); 8) perceived quality (impression of quality).

The conceptual definition of product quality in this research is the excellence possessed by a product to perform its function so that it can fulfill predetermined or implied needs. Product quality dimensions; 1) performance (performance); 2) additional characteristics or specialties (features); 3) reliability (reliability); 4) durability (durability); 5) aesthetics and 6) perceived quality

Consumer Confidence

According to Kotler & Keller (2016), trust can encourage the intention to buy or use a product by eliminating doubts. The dimensions of consumer trust are 1) benevolence (seriousness/sincerity; 2) ability (ability); 3) integrity (integrity); 4) willingness to depend.

According to Tjiptono (2016), consumer trust is trust in another party because that party can be trusted. The dimensions of consumer trust are: 1) brand reliability; and 2) brand intentions.

According to McKnight et al (2002), trust is built between parties who do not know each other, both in interactions and transaction processes. Trust is a person's belief in another person that that person can be trusted and can depend on that person in various situations. There are two dimensions of consumer trust, namely: 1) Trusting Belief; and 2) Trusting Intention. Two elements that build trusting intention are willingness to depend and subjective probability of defending.

By having trust, uncertain assumptions regarding product claims in the hands of consumers will disappear and lead them to buy goods based on that trust (Sosianika & Amalia, 2020). The conceptual definition of trust in this research is a set of beliefs in carrying out transaction relationships based on a belief that the person they trust will fulfill all their obligations as expected. Trust dimensions; 1) ability (ability); 2) integrity (integrity); 3) benevolence (sincerity and 4) willingness to depend.

Buying Decision

Purchasing decisions are an important part of consumer behavior and are the starting point of overall consumer consumption patterns. Anggraini, I., & Dewanti, D. S. (2020) defines a purchasing decision as a stage where consumers purchase a product after going through a selection process from two or more alternative options. Purchase decision dimensions; 1) recognition of needs; 2) information search; 3) evaluation of alternatives; 4) purchasing decisions; 5) behavior after purchase

Kotler & Keller (2016) state that purchasing decisions are the study of how consumers form preferences between brands in selecting, purchasing and using and how these products can satisfy consumer needs and desires. The purchasing decision dimensions are: 1) brand choice; 2) choice of dealer; 3) time of purchase; 4) purchase amount; and 5) payment method. Schiffman & Kanuk (2014) state that a purchasing decision is a selection of two or more choices. Dimensions in the purchasing decision process: 1) fast in deciding; 2) self-purchase; 3) act because of product superiority.

Kotler (2012) explains that the purchasing decision is to buy a brand that is in high demand. There are four dimensions in determining purchasing decisions, namely: 1) stability of a product; 2) habits in purchasing products; 3) providing recommendations to others; 4) making repeat purchases. Next, Sutisna (2003) states that purchasing decisions are consumer behavior in a purchase that involves the characteristics of consumer involvement with a product or service. Consumer involvement in a purchase is influenced by the presence of stimulation or stimuli. A person with high or low involvement will determine how important it will be to be involved in the purchase. The dimensions for measuring purchasing decisions include; 1) benefit association; 2) priority in purchasing; and 3) frequency of purchases.

The conceptual definition of purchasing decisions in this research is the stage where consumers purchase products after selecting various alternative options and choosing the preferred brand with dimensions; 1) information search; 2) self-purchase; 3) priority in purchasing; 4) association benefits; 5) act because of the product's superiority; 6) choice of dealer; 7) habits in buying products and 8) time of purchase.

Based on the background and theories of experts, the causal relationship between variables is presented in the following figure:

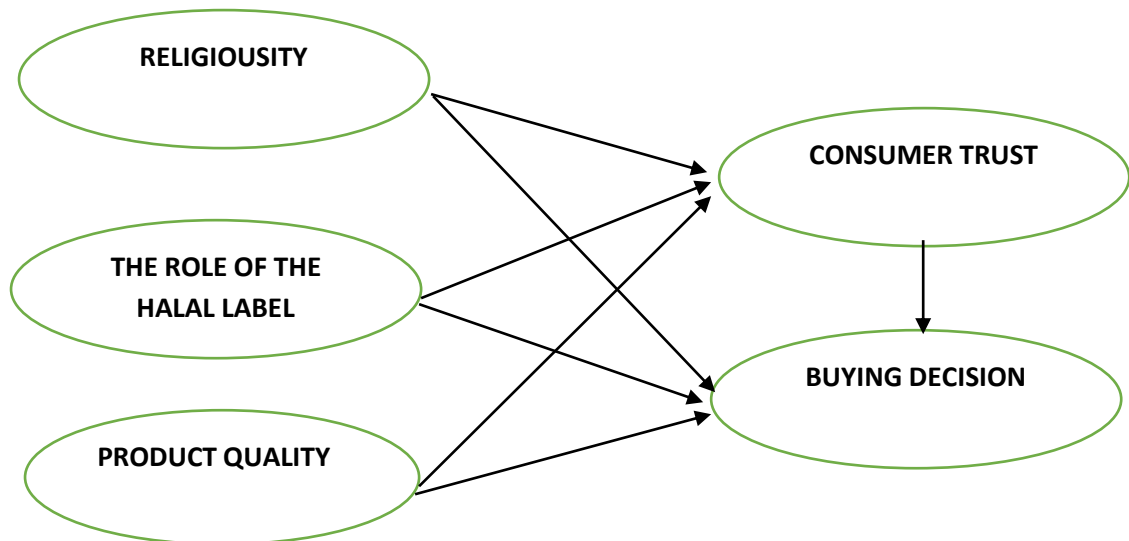


Figure 1. Research Constellation

The hypothesis of this research is:

- H1:** Religiosity influences consumer trust in halal topical cosmetic products by female students in Bogor.
- H2:** The role of halal labels influences consumer trust in halal topical cosmetic products by female students in Bogor.
- H3:** Product quality influences consumer trust in halal topical cosmetic products by female students in Bogor.
- H4:** Religiosity influences purchasing decisions on halal topical cosmetic products by female students in Bogor.
- H5:** The role of halal labels influences purchasing decisions on halal topical cosmetic products by female students in Bogor.
- H6:** Product quality influences purchasing decisions on halal topical cosmetic products by female students in Bogor.
- H7:** Consumer trust influences purchasing decisions on halal topical cosmetic products by female students in Bogor.
- H8:** Consumer trust mediates the influence of religiosity on purchasing decisions for halal topical cosmetic products by female students in Bogor.
- H9:** Consumer trust mediates the influence of the role of halal labels on purchasing decisions for halal topical cosmetic products by female students in Bogor.

H10: Consumer trust mediates the influence of product quality on purchasing decisions for halal topical cosmetic products by female students in Bogor.

METHODOLOGY

This type of research is descriptive and verification research. Research data sources are primary data and secondary data. Primary data was obtained from the results of questionnaire answers by respondents, while secondary data was obtained from scientific publications, books related to the research object, data from the Food and Drug Supervisory Agency (BPOM), data from the Ministry of Trade, data from the Central Statistics Agency (BPS), previous research or other data related to the research objectives.

The research population was female students at three Islamic-based universities in Bogor, namely; Tazkia Islamic Institute, Djuanda University and Ibn Khaldun University totaling 4568 people based on active student data in the odd semester of 2022 at each university. Based on the results of distributing the questionnaire, the number of respondents exceeded the minimum sample limit. If the survey results produce several respondents that exceed the minimum sample limit, this can be supported by the central limit theorem of probability theory. The central limit theorem is a theory that states that a sample distribution of the mean value will form a normal distribution if the sample size becomes larger, meaning that as the number of samples taken at random increases, the distribution of possible locations of the mean value of the sample will follow a normal distribution. The number of samples in this study was 524 respondents using proportionate stratified random sampling.

Instrument testing was carried out using validity and reliability tests. The data analysis technique used Listrel SEM. To determine the indirect effect, the Sobel test is used. The Sobel test was carried out to determine the effect of the mediating variable, namely testing the strength of the indirect influence of the religiosity variable, the role of the halal label and product quality on purchasing decisions through the consumer trust variable.

RESEARCH RESULT

Respondent Demographic Profile

The total number of respondents was 524, namely 64% came from Djuanda University, 20% came from Ibn Khaldun University and the remaining 16% came from the Tazkia Islamic Institute. The age distribution of respondents was dominated by 18-20 years old and 21-23 years old, the remaining 8% were over 23 years old. The majority of respondents use cosmetics labeled halal as much as 83%, 15% still use a combination of cosmetics labeled halal and not labeled halal, and only 2% of respondents use cosmetics that do not have a halal label. How respondents understand and know about the potential for non-halal ingredients and the permitted use of ingredients in cosmetics. Overall, 67% answered "Yes, know", and the remaining 33% "Don't know."

Structural Equation Results (SEM)

After all the indicators for each variable are declared valid and reliable, a structural model test is then carried out, namely a test to determine the structural model equation and a hypothesis testing test. Two structural models will be tested in this research, namely 1) testing the influence of religiosity, the role of halal labels and product quality on consumer trust; 2) similarities in the influence of religiosity, the role of halal labels and product quality and consumer trust on purchasing decisions.

Based on the results of statistical testing on structural model measurements, a structural equation is produced, namely:

$$Y = 0,54 X_1 + 0,66X_2 + 0,58 X_3. \quad R^2 = 0,83..... (1)$$

$$Z = 0,58 Y + 0,14X_1 + 0,17 X_2 + 0,11X_3. \quad R^2 = 0,77.....(2)$$

Equation (1) the direction of the relationship between religiosity, the role of halal labels and product quality and consumer trust is positive, meaning that when religiosity, the role of halal labels and product quality increase, consumer trust will also increase. The coefficient of determination (R2) is 0.83, meaning that the influence of religiosity, the role of halal labels and product quality on consumer trust is 83% and the rest is influenced by other factors.

Equation (2) the direction of the relationship between consumer trust, religiosity, the role of halal labels and product quality and purchasing decisions is positive, meaning that when consumer trust, religiosity, the role of halal labels and product quality increase, purchasing decisions will also increase. The coefficient of determination (R2) value of equation (2) is 0.77, meaning that the influence of consumer trust, religiosity, the role of halal labels and product quality on purchasing decisions is 77% and the remainder is influenced by other factors.

After the equation model is formed, the next step is to test the hypothesis. However, before testing the hypothesis, a model suitability level test is first carried out using the goodness of fit index approach. This aims to find out whether the model built on a theoretical basis has a good match with empirical data collected through field research questionnaires.

Table 1 summarizes the goodness of fit (GOF) results from the first model (without moderation), all indicators show that the SEM model is fit or good.

Table 1. Results of SEM Model Suitability Criteria

Goodness of Fit	Cut-off Value	Result	Evidence
Statistic Chi-Square (χ^2) df=83	$0 < \chi^2 < 2df$	154.43	Good Fit
p-Value	$' > 0.05$	0.087	Good Fit
Root Mean Square Residual (RMR)	$\leq 0,05$ or $\leq 0,1$	0.020	Good Fit
Root Mean Square Error of Approximation (RMSEA)	$\leq 0,08$	0.025	Good Fit
Goodness of Fit (GFI)	$\geq 0,90$	0.98	Good Fit
Adjusted Goodness of Fit Index (AGFI)	$\geq 0,90$	0.97	Good Fit

Goodness of Fit	Cut-off Value	Result	Evidence
Comparative Fit Index (CFI)	$\geq 0,90$	0.98	Good Fit
Normed Fit Index (NFI)	$\geq 0,90$	0.98	Good Fit
Non-Normed Fit Index (NNFI)	$\geq 0,90$	0.98	Good Fit
Incremental Fit Index (IFI)	$\geq 0,90$	0.98	Good Fit
Relative Fit Index (RFI)	$\geq 0,90$	0.97	Good Fit

Source: LISREL data processing, 2023

Almost all goodness-of-fit indicators are classified as a good fit or have a good match between the theoretical model built and the data obtained from this research. Good Chi-Square, Root Mean Square Residual (RMR), Root Mean Square Error of Approximation (RMSEA), Goodness of Fit (GFI), Adjusted Goodness of Fit Index (AGFI), Comparative Fit Index (CFI), Normed Fit Index (NFI), Non-Normed Fit Index (NNFI), Incremental Fit Index (IFI), and Relative Fit Index (RFI) have met the standard cut-off value. So all indicators can be said to be good so it can be concluded that the overall suitability of the model is good. In other words, the data from the questionnaire can answer the theory that was built.

Table 2 is a recapitulation of hypothesis testing, if the structural path has a t value ≥ 1.96 , then the path coefficient is declared significant, and if the t value < 1.96 , or the F-count value $< F$ -table, then the coefficient of the path (path coefficient parameter) is not significant.

Table 2. Recapitulation of Hypothesis Testing

Alternative Hypothesis	Path (Relationship)	$t_{\text{count}} > 1.96$	Hypothetical Conclusion
H ₁	Religiosity (X ₁) → Consumer Confidence (Y)	37.9	Accepted
H ₂	The Role of the Halal Label (X ₂) → Consumer Confidence (Y)	54.7	Accepted
H ₃	Product Quality (X ₃) → Consumer Confidence (Y)	42.30	Accepted
H ₄	Religiosity (X ₁) → Buying Decision (Z)	4.83	Accepted
H ₅	The Role of the Halal Label (X ₂) → Buying decision (Z)	5.02	Accepted
H ₆	Product Quality (X ₃) → Buying decision (Z)	3.83	Accepted
H ₇	Consumer Confidence (Y) → Buying decision (Z)	8.63	Accepted
Path (Relationship)		$Z_{\text{count}} > 1.96$	Hypothetical Conclusion
Indirect Effect	X ₁ → Y → Z	8.4466	Accepted
Indirect Effect	X ₂ → Y → Z	8.5514	Accepted
Indirect Effect	X ₃ → Y → Z	8.4737	Accepted

Table 3 shows that the variable with the greatest influence on consumer confidence in halal topical cosmetic products is consumer perception of the role of the halal label, the second is product quality and the third is religiosity. Meanwhile, the variable that has the greatest influence on purchasing decisions for halal cosmetics is consumer trust. This shows that for halal topical cosmetic products, consumer purchasing decisions are not directly based on religiosity, the role of the halal label and product quality but must be based on the level of consumer trust in the halal topical cosmetic product.

DISCUSSION

1. *Religiosity influences consumer trust in halal topical cosmetic products by Muslim students in Bogor*

The religiosity variable has a count of 37.9 which is greater than Table 1.96 at the level $\alpha = 0.05$, so religiosity has a significant effect on consumer trust. The coefficient sign of the model test results for γ_{11} is positive at 0.54, meaning that religiosity has a positive influence on consumer trust, meaning that when religiosity increases, consumer trust will increase and vice versa. This shows that religious values will influence consumers' choices in choosing halal topical cosmetics and their trust in certain brands. The results of this research are in line with research conducted by Anwar Puteh et al. (2021), the results of which state that religiosity has a positive and significant effect on consumer trust.

2. *The role of halal labels influences consumer trust in halal topical cosmetic products by Muslim students in Bogor*

The variable role of the halal label has a count of 54.7 which is greater than Table 1.96, at the level of $\alpha = 0.05$, the role of the halal label has a significant effect on consumer trust. The coefficient sign of the model test results for γ_{12} is positive at 0.66, meaning that the role of the halal label has a positive influence on consumer trust, meaning that when the role of the halal label increases, consumer trust will increase and vice versa. This shows that the halal label on cosmetic packaging can build Muslim consumers' trust in manufacturers who claim that their cosmetic products comply with the halal parameters set by Islamic law. The results of this research are in line with research conducted by Yusra & Rizki, (2021) that product quality has a positive and significant effect on consumer trust.

3. *Product quality influences consumer trust in halal topical cosmetic products by Muslim students in Bogor*

The product quality variable has a count of 42.30 which is greater than Table 1.96, at the level $\alpha = 0.05$, so product quality has a significant effect on consumer trust. The coefficient sign of the model testing results for γ_{13} is positive at 0.58, meaning that product quality has a positive influence on consumer trust, meaning that when product quality increases, consumer trust will also increase and vice versa. This shows that Muslim female students in the city of Bogor believe that the halal topical cosmetics used can

meet consumers' skin needs. The results of this research are in line with research conducted by Yusra & Rizki, (2021) that product quality has a positive and significant effect on consumer trust.

4. *Religiosity influences purchasing decisions on halal topical cosmetic products by Muslim students in Bogor*

The religiosity variable has a tcount of 4.83 which is greater than ttable 1.96, at the level $\alpha = 0.05$, so religiosity has a significant effect on purchasing decisions. The coefficient sign of the model test results for γ_{21} is positive at 0.14, meaning that religiosity has a positive influence on purchasing decisions, meaning that when religiosity increases, purchasing decisions increase and vice versa. This shows that religious individuals will use Islamic law as a reference for determining product choices. Commitment to religion is a guideline for distinguishing between what is permitted and what is prohibited. This research is in line with research by Rahmah et al. (2020), Miftahuddin et al. (2020), Amalia (2019), Rakhmawati (2018), Choirunnisa & Firmansyah (2021) showing that religiosity has a positive and significant effect on purchasing decisions.

5. *The role of halal labels influences purchasing decisions on halal topical cosmetic products by Muslim students in Bogor*

The variable role of the halal label has a tcount of 5.02 which is greater than the ttable of 1.96, at the level $\alpha = 0.05$, so the role of the halal label has a significant effect on purchasing decisions. The coefficient sign of the model test results for γ_{22} is positive at 0.17, meaning The role of the halal label has a positive influence on purchasing decisions. The direction of the relationship between the role of the halal label and purchasing decisions is positive, meaning that when the role of the halal label increases, purchasing decisions will also increase and vice versa. This shows that the halal label has an effect on consumer evaluations in making purchasing decisions. Having a halal label printed on cosmetic packaging can influence Muslim consumers to use these topical cosmetics. This research is in line with research conducted by Puspitasari (2019), Wahyurini & Trianasari, (2020), Fathurrahman & Anggesti (2021), Choirunnisa & Firmansyah (2021) Brawijaya & Amrillah, (2016), Saprianti & Nursanjaya, (2021) that The halal label has a positive and significant effect on purchasing decisions.

6. *Product quality influences purchasing decisions on halal topical cosmetic products by Muslim students in Bogor*

The product quality variable has a calculated t value of 3.83 and is greater than 1.96 at the $\alpha = 0.05$ level, so product quality has a significant effect on purchasing decisions. The coefficient sign of the model testing results for γ_{23} is positive at 0.11, meaning that religiosity has a positive influence on purchasing decisions. The direction of the relationship between product quality and purchasing decisions is positive, meaning that when product quality increases, purchasing decisions will increase and vice versa. The hypothesis results show that there is a positive and significant influence

of product quality on purchasing decisions. This shows that product quality can influence consumers in determining the choice of topical cosmetics to be used and makes it easier for consumers to evaluate choices. Cosmetics that have good quality will certainly attract and encourage consumers to make purchasing decisions. The results of this research are in line with research conducted by Brawijaya & Amrillah, (2016), Azzumi & Saleh (2019), Saprianti & Nursanjaya, (2021), Fadhilah, Cahyani, & Nurjanah (2023), Citra & Santoso, (2016), and Irfan, Halik, & Panjaitan (2022) that the quality of halal products has a positive effect on consumer purchasing decisions of Muslim students.

7. *Consumer trust influences purchasing decisions on halal topical cosmetic products by Muslim female students in Bogor*

The significance test was carried out using the t-test, at the level $\alpha = 0.05$, and obtained a calculated t-value of 8.63 and greater than 1.96, so consumer trust has a significant influence on purchasing decisions. The coefficient sign of the model testing results for β_{21} is positive at 0.58, meaning that consumer trust has a positive influence on purchasing decisions. The direction of the relationship between consumer trust and purchasing decisions is positive, meaning that when consumer trust increases, purchasing decisions will increase and vice versa. This shows that a person's beliefs or beliefs can drive their intention to buy or use halal topical cosmetics. By having trust, uncertain assumptions about product claims will disappear and lead consumers to purchase the product based on that trust. This research is in line with research conducted by Rose & Rodhiah, (2023), Sinaga et al. (2023), Irfan et al. (2022) and Darwini et al. (2018) that consumer trust has a positive and significant effect on purchasing decisions.

8. *Religiosity influences purchasing decisions through consumer trust in halal topical cosmetic products by Muslim female students in Bogor*

Based on the calculation results, the count to test the mediating effect is 8.446, so the count is greater than stable ($8.446 > 1.96$) with a significance level of 0.05, meaning that consumer trust can mediate the influence of religiosity on purchasing decisions. The magnitude of the indirect effect (IE) is 0.31 with a z count of 8.44 and the prob value (0.000) is smaller than alpha 5%, meaning that the hypothesis which states that consumer trust can mediate the influence of religiosity on purchasing decisions is accepted. Based on the Sobel test results, consumer purchasing decisions are not directly based on the level of religiosity but must also be based on the level of consumer trust. This belief will later influence consumers' actions in choosing topical cosmetics as required by their religious teachings. This research is in line with research conducted by R, Darwin et al. (2018). The results of the research show that consumer trust mediates the influence of religiosity on purchasing decisions. This shows that commitment to religion (Religiosity) can trigger consumer confidence to buy cosmetics that do not conflict with

their beliefs. his religion. For Muslim consumers, the brand of cosmetics used is a crucial thing to pay attention to in terms of halalness, so choosing cosmetic branding cannot be separated from a person's commitment to their religion.

9. *The role of halal labels influences purchasing decisions through consumer trust in halal topical cosmetic products by Muslim female students in Bogor*

Based on the calculation results, the count to test the mediating effect is 8.551, so the count is greater than stable ($8.551 > 1.96$) with a significance level of 0.05, meaning that consumer trust can mediate the influence of the role of the halal label on purchasing decisions. The test results with the Sobel test show that the indirect influence (IE) is 0.38 with a count of 8,551 and the prob value (0.000) is smaller than alpha 5%, meaning the hypothesis states that consumer trust can mediate the influence of the role of halal labels on purchasing decisions. accepted. The results of this research are in line with Sinaga, Fitrianiingsih, & Lestari (2023) that consumer trust plays a role in mediating the role of halal labels on purchasing decisions. This shows that for Muslim consumers the halal label can provide a positive attitude because halal cosmetics have passed in-depth testing and can confirm that cosmetics are believed to be free from non-halal ingredients and do not contain chemicals that are harmful to skin health.

10. *Product quality influences purchasing decisions through consumer trust in halal topical cosmetic products by Muslim students in Bogor*

Based on the calculation results, the count to test the mediating effect is 8.473, so the count is greater than stable ($8.473 > 1.96$) with a significance level of 0.05, meaning that consumer trust can mediate the influence of product quality on purchasing decisions. The test results using the Sobel test show that the indirect influence (IE) is 0.34 with a count of 8.473 and the prob value (0.000) is smaller than alpha 5%, meaning that the hypothesis which states that consumer trust can mediate the influence of the role of product quality on purchasing decisions is accepted. This shows that from an Islamic perspective, cosmetics must meet halal and thayyib requirements. thayyib means quality, safe and not harmful to human health. The sense of security that is felt when using a cosmetic brand is the trust felt by consumers that the cosmetic is quality and reliable. Cosmetics that have quality products and are trustworthy will certainly attract and increase consumers' decisions to buy these cosmetics. The results of this research are in line with Sinaga et al (2023) that consumer trust plays a role in mediating the role of halal labels on purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data analysis and discussion, the conclusions obtained from the research results are:

1. Religiosity influences consumer trust in halal topical cosmetic products by Muslim students in Bogor.

2. The role of halal labels influences consumer trust in halal topical cosmetic products by Muslim students in Bogor.
3. Product quality influences consumer trust in halal topical cosmetic products by Muslim students in Bogor.
4. Religiosity influences purchasing decisions on halal topical cosmetic products by Muslim students in Bogor.
5. The role of halal labels influences purchasing decisions on halal topical cosmetic products by Muslim students in Bogor.
6. Product quality influences purchasing decisions on halal topical cosmetic products by Muslim students in Bogor.
7. Consumer trust influences purchasing decisions on halal topical cosmetic products by Muslim female students in Bogor.
8. Religiosity influences purchasing decisions through consumer trust in halal topical cosmetic products by Muslim female students in Bogor.
9. The role of halal labels influences purchasing decisions through consumer trust in halal topical cosmetic products by Muslim female students in Bogor.
10. Product quality influences purchasing decisions through consumer trust in halal topical cosmetic products by Muslim students in Bogor.

Efforts that can be made to increase consumer confidence and purchasing decisions regarding halal cosmetics are:

1. Cosmetics manufacturers should work together with religious leaders and the government to provide outreach, motivation and direction, especially to Muslim women, to use halal cosmetics and avoid cosmetics that are not halal.
2. To improve purchasing decisions, cosmetic companies should include a halal label on cosmetic packaging so that the presence of this label can provide information to consumers that the cosmetics' halal status is truly guaranteed. The halal label on cosmetics is very important considering that not everyone has sufficient knowledge about which ingredients fall into the halal and haram categories.
3. Provide information about side effects that consumers may experience related to the use of cosmetics. These kinds of stimuli give the impression that the brand is not masking negative effects.
4. Provide a special communication channel for consumers who wish to submit complaints or suggestions.

ADVANCED RESEARCH

Future researchers can conduct research with a wider population and sample, both Muslim consumers and non-Muslim consumers so that the results can be used as comparisons. Future researchers can conduct research using the same variables as this research but using other dimensions and indicators adapted to the problem and unit of analysis being studied.

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