

BUKTI FISIK

HASIL PENELITIAN YANG DIDESIMINASIKAN
TANPA PROSIDING

1. Sertifikat
2. Pengumuman lolos seleksi
3. Artikel



Post Graduate Program
State Islamic Institute (IAIN) of Bone

NO. 015/PP.IC/PS-IAIN-BONE/11/2022

CERTIFICATE OF APPRECIATION

THIS CERTIFICATE IS PROUDLY PRESENTED TO

SYAPARUDDIN

AS

PRESENTATOR

At INTERNATIONAL CONFERENCE ON ISLAMIC STUDIES (INCONICES) 2022

"Interpreting the Role of Education, Economic, Law, and Arabic Literature in Religious Moderation and Scientific Integration"

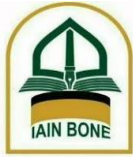
On November 26th-27th, 2022 - Watampone, South Sulawesi, Indonesia



Dr. Ali Halim, S.Ag., M.Pd.I
Director Post Graduate Program



Dr. H. Muhammad Fakhri Amir, Lc., M.E
Chairman of Organizing Committee



PANITIA PELAKSANA
INTERNATIONAL CONFERENCE ON ISLAMIC STUDIES
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PROGRAM PASCASARJANA
INSTITUT AGAMA ISLAM NEGERI (IAIN) BONE

Jalan. HOS Cokroaminoto, Tlp. (0481) 21395 Fax. (0481) 23928 Watampone, Indonesia
email : info@iain-bone.ac.id, website : iain-bone.ac.id, Code Post: 92733

LETTER OF ACCEPTANCE (LoA) FOR ABSTRACT

Bone, November, 1st, 2022


Dear, **Syaparuddin Razak**

On behalf of the Organizing Committee of the INCONICES. We are glad to inform you that your abstract entitled “*Adoption Of Halal Cosmetic Among Millennial Female Muslims: Extending The Theory Of Planned Behavior*”, has been **ACCEPTED** by the review committee and you are invited to attend the conference to present you paper at International Conference on Islamic Studies (INCONICES) that will be held in Bone-South Sulawesi, Indonesia, November, 23th-24th, 2022, and this conference will be held both online and offline. We would like to thank you for your contribution to this conference. Please prepare the full paper and submit it by November, 18th, 2022.

Feel free to contact us (inconices2022@gmail.com) or Whatsapp (+6285299794455 / +6281221223292) if you have any questions about your manuscript submission or the registration fee payment.

Thank you for your interest, and we look forward to working with you on a successful conference.

With Regard


Muhammad Fakhri Amir

Post-Graduate Program
Institut Agama Islam Negeri (Iain) Bone
e-mail : info@iain-bone.ac.id
website : www.iain-bone.ac.id

Adoption of Halal Cosmetics among Millennial Female Muslims: Extending the Theory of Planned Behavior

(This paper is presented at the international conference of INCONICES-PASCASARJANA IAIN Bone on
November 27th, 2022)

Syaparuddin
FEBI IAIN Bone
safarb135@gmail.com,

Abstract

This study aims to determine the effect of halal literacy, attitude and subjective norms on the adoption of halal cosmetics through the mediation of intention. This research is a correlational survey study by supporting questionnaire data as many as 204 millennial Muslim female respondents who are currently studying at State Islamic Institute of Bone. Data analysis and hypothesis testing were carried out through structural equation modeling. This test was carried out through three stages of testing, namely: EFA test which was analyzed through the SPSS application, CFA Test and SEM (Structural Equation Modeling) Test using the LISREL application version 8.70. The results of the study showed that: (1) subjective norms and intention have a positive and significant effect on the adoption of halal cosmetics, and (2) subjective norms have a positive and significant effect on adoption of halal cosmetics through the mediation of intention.

Keywords: *halal cosmetics, millennial female muslims, TPB, halal literacy*

1. Introduction

The millennial generation females likes much more better about halal cosmetics nowadays. This can show us that the demand for various types of cosmetics and skin care from millennial females to males was very high (Asih, 2022). Asih, (2022) said that when they adopted cosmetics and skin care products, they definitely didn't want to select non-original products. They, the millennial generation, had already understood that the good skincare/cosmetics were those that were licensed by BPOM and certified halal. There are five of the ten fastest growing halal business sectors today, namely: cosmetics, food, pharmaceutical, fashion, and banking sectors. But the most excellent ones are cosmetics and fashion. The contribution of halal cosmetics is about US \$ 57 billion, including the contribution from the adoption of the millennial generation (Indonesia, 2018). Handriana et al. (2021) said that the millennial generation had fast access to the updated information so that they can quickly find out what halal cosmetics are very familiar. Thus, the adoption of halal in cosmetics is highly favored by the millennial generation.

The adoption of halal cosmetics in the present study was analyzed by using the framework of Theory of Planned Behavior (TPB) developed by Ajzen (1991). This theory has been adopted in various fields. In this theory, Ajzen stated that the actual behavior is formed by intention, while intention is formed by attitude, subjective norms and perceptions of behavioral control (Ajzen, 1991). This study retained attitude and subjective norms, and also used an additional predictor, it is halal literacy, as a predictor of intention to adopt halal cosmetics. While the intention is as a mediator for the adoption of halal cosmetics. Halal literacy is a public education in growing halal awareness, especially consumers. Halal literacy for consumers is to choose and sort out the products which are halal and non-halal (Parkoso,2021). If so, halal literacy can form intention in adopting halal cosmetics.

So far, it turns out that a lot of studies on the adoption of halal cosmetics have been done. There were five studies about the adoption of halal cosmetics found. They are the studies done by Bhutto et al. (2022), Kamarudin et al. (2020), Abdullah et al.

(2020), Ali et al. (2019) and Mohezar et al. (2016). These studies tend to discuss about the perception of consumer on halal cosmetics. However, the adoption of TPB in the context of halal cosmetics for the millennial muslim generation has not been done anyone before. Therefore, this study is present to do it.

In general, this study aims to complete previous studies that have not given a sufficient attention to halal literacy in investigating the adoption of halal cosmetics among the millennial Muslim generation. Meanwhile, this study specifically aims to analyze the effect of halal literacy, attitude and subjective norms on the adoption of halal cosmetics through the mediation of intention.

This study proposed an argument to prove based on the theory of planned behavior which is adopted as the basis to propose the hypothesis together with halal literacy. The argument is in the form of a hypothesis proposed in this study to prove. The hypotheses proposed are: (1) halal literacy effects intention, (2) attitude effects intention, (3) subjective norms effect intention, (4) intention effects adoption of halal cosmetics, (5) halal literacy effects adoption of halal cosmetics, (6) attitude effects adoption of halal cosmetics, (7) subjective norms affect adoption of halal cosmetics, (8) halal literacy effects adoption of halal cosmetics through the mediation of intention, (9) attitude effects adoption of halal cosmetics through the mediation of intention, and (10) subjective norms effect adoption of halal cosmetics through the mediation of intention.

2. Method

The present study applied a quantitative approach. This approach was used to collect data for the adoption of halal cosmetics among the millennial generation muslim females. The data used was primary data in the form of questionnaires or that were constructed based on indicators of the observed variables. The observed variables were adopted from the Theory of Planned Behavior (TPB) proposed by (Ajzen, 1991). These variables consist of: (1) Endogenous variable, namely Adoption of Halal Cosmetics, (2) Intervening variable, namely Intention, (3) Exogenous variables, namely Halal Literacy, Attitude, and Subjective Norms. These variables have been constructed and have five indicators in each variable. Their operational latticework is presented in table 1.

Table 1: Operational Latticework of Variables

Variables	Measurments	Codes	Scales
Halal Literacy (X ₁)	1. Understanding halal law	X1.1	<i>Likert</i>
	2. Knowing about halal cosmetics	X1.2	
	3. Adopting halal cosmetics	X1.3	
	4. Distinguishing halal and non-halal cosmetics	X1.4	
	5. Feeling benefits of halal products	X1.5	
Attitude (X ₂)	1. A good idea for adopting halal cosmetics	X2.1	<i>Likert</i>
	2. Adopting halal cosmetics happily	X2.2	
	3. Confident for adopting halal cosmetics	X2.3	
	4. Tending to adopt halal cosmetics	X2.4	
	5. Having experience to adopt halal cosmetics	X2.5	
Subjective Norms (X ₃)	1. Parents' advice	X3.1	<i>Likert</i>
	2. Relatives' advice	X3.2	
	3. Close friends' advice	X3.3	
	4. Health experts' advice	X3.4	
	5. Interesting ads	X3.5	
Intention (Y ₁)	1. Wanting to adopt Today	Y1.1	<i>Likert</i>
	2. Wanting to adopt in the future	Y1.2	
	3. Wanting to adopt in the next three years	Y1.3	
	4. Wanting to adopt in the next two years	Y1.4	

	5. Wanting to adopt next year	Y1.5	
Adoption of Halal Cosmetic (Y2)	1. Adopting Today	Y2.1	Likert
	2. Adopting in the future	Y2.2	
	3. Adopting in the next three years	Y2.3	
	4. Adopting in the next two years	Y2.4	
	5. Adopting next year	Y2.5	

All indicators as shown in table 1 used a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly disagree), and the structural model equation can be stated as follows:

$$\eta_{Y2} = \beta_{Y2}\eta_{Y2} + \gamma_1\xi_{Y1} + \gamma_2\xi_{X3} + \zeta$$

$$\eta_{Y1} = \beta_{Y1}\eta_{Y1} + \gamma_3\xi_{X1} + \gamma_4\xi_{X2} + \gamma_5\xi_{X3} + \zeta$$

$$\eta_{Y2} = \beta_{Y2}\eta_{Y2} + \gamma_6\xi_{Y1} + \gamma_7\xi_{X1} + \gamma_8\xi_{X2} + \gamma_9\xi_{X3} + \zeta$$

Descriptions: η_{Y2} = adoption of halal cosmetics, η_{Y1} = intention to adopt halal cosmetics (endogenous variable), $\beta_{Y2}\eta_{Y2}$ = coefficient matrix of adoption of halal cosmetics, $\beta_{Y1}\eta_{Y1}$ = coefficient matrix of intention to adopt halal cosmetics, ξ_{Y1} = intention to adopt halal cosmetics (exogenous variable), ξ_{X1} = halal literacy, ξ_{X2} = attitude, ξ_{X3} = subjective norms, γ_{1-9} = coefficient matrix of exogenous variables 1 to 9.

The population of this study is the millennial Muslim females that are studying at Bone State Islamic Institute of Bone who are adopting cosmetics. The present study used the Simple Random Sampling technique. It means that every student has the same opportunity to be selected as a sample.

The criteria for the number of samples taken are adjusted to the criteria for the number of samples in the analysis of the Structural Equation Modeling (SEM) model. The criterion is, if the parameter estimator uses the maximum likelihood estimation method, the recommended sample size is 200 samples, which means that this study requires 200 respondents. The number of respondents met the criteria for the number of samples to analyze by using the SEM model (Anggryani L, 2022).

The data that has been collected is classified into two parts, They are the data for respondents' demographic profile and data for respondents' answers. Respondents' demographic profile is described as presented in table 2, while the respondents' answers are first analyzed before being presented, through three stages, they are (1) Exploratory Factor Analysis (EFA), this stage used the IBM SPSS application Statistics 25 to state the significant correlation between indicators and variables by using the values of Bartlett's Test of Sphericity (BTS) (≤ 0.05) and the certainty of sufficient sample support through the KMO values ($KMO \geq 0.5$), (2) Confirmatory Factor Analysis (CFA), this stage used the Lisrel 8.70 application to state that the proposed model is fit to use to test the model proposed through the values of Chi Square (\leq value [df; Sig 5%]), Probability (≥ 0.05), CMIN/DF (≤ 2.00), RMSEA (≤ 0.05), and GFI (≥ 0.90), and also to state that the indicators used are valid (≥ 0.05) and reliable (≥ 0.05), and (3) Structural Equation Modeling (SEM) by using the Lisrel 8.70 application with the Maximum Likelihood (ML) estimation method to state the R-Square values and the significance of the direct (1.96) and indirect (≥ 1.96) effects of exogenous variables on endogenous variables to prove the hypothesis proposed.

3. Results

3.1. Respondents' Demographic Profile

Table 2 shows that the majority of respondents are in the category of 17-20 years old, about 67%. They are dominated by the students of Islamic Economics and Business Faculty about 54.4%. Almost all of them adopt halal cosmetics. The

majority of their monthly pocket money is in the category of < IDR. 150,000, about 48.5%.

Table 2: Respondents' Demographic Profile

Profile	Category	Frequency	Percentage
Age	17 – 20	138	67%
	21 – 27	68	33%
Faculty	Islamic Economics and Business Faculty	112	54.4%
	Sharia and Islamic Law Faculty	35	17%
	Tarbiyah Faculty	33	16%
	Usuluddin and Da'wah Faculty	26	12.6%
Adoption of Halal Cosmetics	Yes	202	98.1%
	No	4	1.9%
Monthly Pocket Money	< IDR. 150,000	100	48.5%
	IDR. 150,000 – 500,000	83	40.3%
	IDR. 500,000 – 1,000,000	20	9.7%
	IDR. 1,000,000 – 2,000,000	3	1.5%
	> IDR. 2,000,000	0	0%

Source: Primary data (questionnaire) processed, 2022

3.2. Assessment of Exploratory Factor Analysis (EFA)

Table 3: KMO and BTS Assessment

Variable	KMO (≥ 0.5)	BTS (≤ 0.05)	Description
X1	0.822	0.000	Significant
X2	0.763	0.000	Significant
X3	0.813	0.000	Significant
Y1	0.793	0.000	Significant
Y2	0.810	0.000	Significant

Source: Primary data (questionnaire) processed, 2022

Table 3 shows that the KMO values for all variables are > 0.5 , it means that the sample is sufficient and the Bartlett's Test of Sphericity (BTS) values for all variables are < 0.05 , it means that factor analysis can be continued to Confirmatory Factor Analysis (CFA) test.

3.3. Assessment of Confirmatory Factor Analysis (CFA)

3.3.1 Goodness of Fit Test

Table 4: Goodness of Fit Test

Indeces	Cut off Value	Output	Description
Chi Square	≤ 303.969 (df=265; Taraf Sig 5%)	94,40	Fit
Probability	≥ 0.05	0,129	Fit
CMIN/DF	≤ 2.00	1,18	Fit
RMSEA	≤ 0.05	0.030	Fit
GFI	≥ 0.90	0,94	Fit

Source: Primary data (questionnaire) processed, 2022

Table 4 shows the results of Goodness of Fit Test after modification for the model proposed that all indices have met the criteria and got fitting

tests. The values of Chi-Square is 94.40, probability is 0.129, CMIN/DF is 1.18, RMSEA is 0.030, and GFI is 0.94. So the model proposed has met the requirements and has fitted.

3.3.2 Validity and Reliability Test

Table 5 shows Loading Factors and R-Square values after modification of model proposed that all its indicators got > 0.05 , which means that they can be declared valid and reliable and CFA can be continued to SEM test.

Table 5: Loading Factor dan R-Square values

Variable	Indicator	Loading Factor	R-Square
Halal literacy (X1)	X12	0,78	0,61
	X13	0,62	0,38
	X14	0,79	0,62
	X15	0,81	0,65
Attitude (X2)	X21	0,64	0,41
	X22	0,96	0,91
	X23	0,77	0,59
Subjective norms (X3)	X32	0,84	0,70
	X33	0,90	0,82
	X34	0,80	0,64
	X35	0,48	0,23
Intention (Y1)	Y11	0,35	0,12
	Y14	0,80	0,63
Adoption of halal cosmetics (Y2)	Y23	0,90	0,81
	Y25	0,96	0,90

Source: Primary data (questionnaire) processed, 2022

3.4. Assessment of Structural Equation Modelling (SEM)

3.4.1 Nilai R-Square

The R-Square value obtained for the endogenous variable, Intention, is 0.15 (15%), which indicates that the mediation of intentions formed by halal literacy, attitude and subjective norms is 15% and the remaining of 85% is formed by other variables that are not present in the model proposed. While the R-Square obtained for the endogenous variable, adoption of halal cosmetics is 0.64 (64%), which indicates that the adoption of halal cosmetics among millennial Muslim female, is formed by halal literacy, attitude and subjective norms about 64%. and the remaining of 36% is formed by other variables that are not present in the model proposed. This means that 64% of intention, halal literacy, attitudes and subjective norms are able to form a model for the adoption of halal cosmetics among millennial Muslim females, while 36% is formed by other variables.

3.4.2 Hypothesis Testing

Table 6 shows that there are seven direct effects for hypothesis testing through SEM test. They are (1) X1 has no significant effect on Y1, (2) X2 has no significant effect on Y1, (3) has a significant effect on Y1, (4) Y1 has a significant effect on Y2, (5) X1 has no significant effect on Y2,

(6) X2 has no significant effect on Y2, and (7) X3 has a significant effect on Y2. Meanwhile, there are three indirect effects. They are (1) X1 does not significantly effect Y2 through Y1, (2) X2 does not significantly effect Y2 through Y1, and (3) X3does not significantly effect Y2 through Y1.

Table 6: Hypothesis Testing

No	Causality Relationship	Cut off Value	T-Stat.	Description
A Direct effect (Y1)				
1	Halal literacy (X1) -> Intention (Y1)	≥ 1.96	1.16	Not Sig.
2	Attitude (X2) -> Intention (Y1)	≥ 1.96	0.78	Not Sig.
3	Subjektive Norms (X3) -> Intention (Y1)	≥ 1.96	2.06	Sig.
B Direct effect (Y2)				
1	Intention (Y1) -> Adoption of halal cosmetics (Y2)	≥ 1.96	3.49	Sig.
2	Halal literacy (X1) -> Adoption of halal cosmetics (Y2)	≥ 1.96	0.45	Not Sig.
3	Attitude (X2) -> Adoption of halal cosmetics (Y2)	≥ 1.96	1.88	Not Sig.
4	Subjektive Norms (X3) -> Adoption of halal cosmetics (Y2)	≥ 1.96	4.36	Sig.
C Mediating effect				
1	Halal literacy (X1) -> Intention (Y1) -> Adoption of halal cosmetics (Y2)	≥ 1.96	1.14	Marginal Mediation
2	Attitude (X2) -> Intention (Y1) -> Adoption of halal cosmetics (Y2)	≥ 1.96	0.77	Marginal Mediation
3	Subjektive Norms (X3) -> Intention (Y1) -> Adoption of halal cosmetics (Y2)	≥ 1.96	1.98	Full Mediation

Source: Primary data (questionnaire) processed, 2022

4. Finding and Discussion

The hophthesis test results as presented in table 6 can only prove four positive and significant hypotheses. They are: First, T-statistic value obtained from the direct relationship between subjective norm (X3) and intention to adopt halal cosmetics (Y1) is 2.06 (> 1.96), which states that there is a positive and significant effect between subjective norms and intention to adopt halal cosmetics for the females students of IAIN Bone. The positive value on the T-statistic shows that if they are motivated by other people, they will definitely have the intention to adopt halal cosmetics, and vice versa.

The significant and positive effect shows that the females students of IAIN Bone have been motivated by others so that they have an intention to adopt halal cosmetics. Therefore, subjective norms can form the intention of females students of IAIN Bone to adopt halal cosmetics.

Second, T-statistic value obtained from the direct relationship between intention (Y1) and adoption of halal cosmetics (Y2) is 3.49 (> 1.96), which states that there is a positive and significant effect between intention and adoption of halal cosmetics for the females students of IAIN bones. The positive value on the T-statistic shows that if they have the intention to adopt halal cosmetics, they will definitely adopt halal cosmetics in the next few years, and vice versa. The positive and significant effect shows that the females students of IAIN Bone have the intention to adopt halal cosmetics so that they will definitely adopt halal cosmetics in the coming years. That is, the intention to form the adoption of halal cosmetics for the next few years for females students of IAIN Bone.

Third, T-statistic value obtained from the direct relationship between subjective norms (X3) and adoption of halal cosmetics (Y2) is 4.36 (> 1.96), which states that there is a significant effect between subjective norms and the adoption of halal cosmetics for females students of IAIN Bone. The positive value of T-statistic shows that if they are motivated by other people, they will definitely adopt halal cosmetics, and vice versa. The significant and positive effect shows that the females students of IAIN Bone have been motivated by others so that they adopt halal cosmetics in the future. So, subjective norms can form the adoption of halal cosmetics for females students of IAIN Bone.

Fourth, T-statistic value obtained from the mediating effect of intention (Y1) in the relationship between subjective norm variable (X3) and adoption of halal cosmetics is 1.98 (> 1.96), which states that there is a positive and significant indirect effect between subjective norms and adoption of halal cosmetics through the mediation of intention. The positive value of T-Statistics shows that if the female students of IAIN Bone have a good social supports so that they have will adopt and buy halal cosmetics. The indirect positive and significant effect shows that the intention of female students of IAIN Bone can mediate social supports around them to adopt halal cosmetics

It seems that the students of IAIN Bone have not made halal literacy as a supporting factor to adopt halal cosmetics. This is because they do not have a fixed income, so people's support around them is needed to adopt halal cosmetics. This can be proven from the results of the hypothesis test done. There were only four that were proven significantly and positively from the results of the hypothesis testing, they are: (1) Subjective Norms (X3) \rightarrow Intention (Y1), (2) Intention (Y1) \rightarrow Adoption of halal cosmetics (Y2), (3) Subjective Norms (X3) \rightarrow Adoption of halal cosmetics (Y2), and (4) Subjective Norms (X3) \rightarrow Intention (Y1) \rightarrow Adoption of halal cosmetics (Y2). These results indicate that the nomination of subjective norms make their intention and behavior to adopt halal cosmetics. Therefore, the Theory of Planned Behavior (TPB) cannot be extended by adding halal literacy among female students of IAIN Bone because most of them do not have a fixed income. This does not mean that they have not been able to distinguish between halal and non-halal cosmetics. Actually they are able to tell the difference, but they need a financial assistance from the people around them.

5. Conclusion

It turns out that the female students of IAIN Bone have not been able to measure their behavior in adopting halal cosmetics within the framework of Planned Behavior Theory by adding halal literacy. However, the framework of Theory of Planned

Behavior can still be used in measuring their behavior in adopting halal cosmetics, but the results are not perfect, only the variable of subjective norms can work well. On this basis it can be concluded that in general the female students of IAIN Bone still need support from the people around them in adopting halal cosmetics, it does not mean that they ignore halal literacy. Actually, they have been able to differentiate between halal and non-halal cosmetics, but if there is no funding support from the people around them, they cannot buy them.

Therefore, the extension of Theory of Planned Behavior by adding halal literacy in the context of adopting halal cosmetics among female students cannot work optimally. On this basis, for further research, it is recommended to take into consideration the respondents who have had a fixed income as a sample, so that the theory of Planned Behavior can work optimally.

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