

Halal Literacy and Halal Cosmetic Purchase Decisions among Nurul Jadid University Students: Evidence from Shopee Users

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Abstract

The rapid growth of digital marketplaces has transformed consumer purchasing behavior, including the consumption of halal cosmetic products. In online shopping environments, halal literacy has become an important factor as consumers are required to evaluate product information independently. This study aims to examine the influence of halal literacy on cosmetic purchase decisions among Nurul Jadid University students who use the Shopee platform. A quantitative associative approach was employed, involving 60 respondents selected through purposive sampling. Data were collected using structured questionnaires and analyzed through simple linear regression with SPSS version 25. The findings indicate that halal literacy has a positive and significant effect on purchase decisions, with a correlation coefficient (R) of 0.724 and a coefficient of determination (R^2) of 0.525. The t -test results ($t = 8.004$; $p < 0.001$) further confirm this relationship. These findings highlight the important role of halal literacy in promoting responsible purchasing decisions and contribute to the growing literature on halal consumer behavior in digital marketplace environments.

Keywords: *Halal Literacy; Purchase Decision; Halal Cosmetics; Digital Marketplace; Shopee.*

Abstrak

Pertumbuhan pesat marketplace digital telah mengubah perilaku pembelian konsumen, termasuk dalam konsumsi kosmetik halal. Dalam lingkungan belanja daring, literasi halal menjadi faktor penting karena konsumen harus mengevaluasi informasi produk secara mandiri. Penelitian ini bertujuan menganalisis pengaruh literasi halal terhadap keputusan pembelian kosmetik pada mahasiswa Universitas Nurul Jadid pengguna Shopee. Penelitian menggunakan pendekatan kuantitatif asosiatif dengan melibatkan 60 responden yang dipilih melalui purposive sampling. Data dikumpulkan menggunakan kuesioner terstruktur dan dianalisis melalui regresi linier sederhana dengan SPSS versi 25. Hasil penelitian menunjukkan bahwa literasi halal berpengaruh positif dan signifikan terhadap keputusan pembelian, dengan koefisien korelasi (R) sebesar 0,724 dan koefisien determinasi (R^2) sebesar 0,525. Hasil uji t ($t = 8,004$; $p < 0,001$) turut mengonfirmasi hubungan tersebut. Temuan ini menegaskan bahwa literasi halal berperan penting dalam mendorong keputusan pembelian yang lebih bertanggung jawab serta memperkaya literatur mengenai perilaku konsumen halal dalam konteks marketplace digital.

Kata Kunci: Literasi Halal; Keputusan Pembelian; Kosmetik Halal; Marketplace Digital; Shopee.

A. Introduction

The rapid advancement of digital technology has fundamentally transformed the way businesses communicate, interact, and establish relationships with consumers. The integration of digital innovation into business operations has become a critical factor in enhancing competitiveness, market expansion, and long-term sustainability across various sectors ¹. The emergence of digital platforms has transformed marketing practices, enabling businesses to reach wider audiences and enhance consumer purchasing behavior more efficiently than conventional channels.

The rapid development of digital technology has transformed various aspects of human life, including consumption patterns and purchasing behavior. The integration of internet technology into commercial activities has significantly changed the way consumers search for information, evaluate products, and make purchasing decisions. In recent years, digital marketplaces have become increasingly important in facilitating economic transactions by providing consumers with easier access to products and services ². Platforms such as Shopee, Tokopedia, and Lazada have emerged as dominant actors within Indonesia's digital economy, enabling consumers to compare prices, access product reviews, and complete transactions efficiently without geographical constraints ³. This transformation has encouraged a shift from conventional purchasing behavior toward technology-driven consumption practices.

The expansion of digital commerce has also contributed significantly to the growth of Indonesia's cosmetic industry. Indonesia is recognized as one of the largest cosmetic markets in Southeast Asia and is frequently cited among the most influential halal cosmetic consumer markets globally due to its large Muslim population ⁴. The beauty and personal care sector has experienced substantial growth over the past decade, supported by increasing consumer awareness regarding personal appearance, lifestyle changes, and rising purchasing power. The value of the Indonesian cosmetic market has been estimated to exceed IDR 140 trillion in recent years, indicating the strategic position of this industry within both national and international markets. The growing success of domestic brands such as Wardah, Scarlett, and MS Glow

¹ Mujahidin Mujahidin, 'The Potential Of Halal Industry In Indonesia To Support Economic Growth', *Al-Kharaj: Journal of Islamic Economic and Business* 2, no. 1 (2020): 77–90, <https://doi.org/10.24256/kharaj.v2i1.1433>.

² Taufik Abd Hakim et al., 'Impact of Direct and Indirect Taxes on Economic Development: A Comparison between Developed and Developing Countries', *Cogent Economics & Finance* 10, no. 1 (2022): 1, <https://doi.org/10.1080/23322039.2022.2141423>.

³ Muhammad Ilman Abidin, 'Legal Analysis of Buy Now Pay Later (BNPL) Services and the Urgency of Consumer Protection in Indonesia's Digital Financial Sector', *Brazilian Journal of Development* 11, no. 6 (2025): e80334–e80334, <https://doi.org/10.34117/bjdv11n6-035>.

⁴ Taghreed Beheri, 'Consumer Trust in Digital Payment Systems', *Journal of Information Systems Engineering and Management* 10 (May 2025): 721–30, <https://doi.org/10.52783/jisem.v10i42s.8179>.

further demonstrates the increasing competitiveness of Indonesian cosmetic products within the broader beauty industry ⁵.

Although the cosmetic market continues to expand rapidly, consumers face new challenges associated with the increasing complexity of product information available through digital platforms. Online marketplaces offer consumers access to a vast number of cosmetic products, yet information regarding product composition, manufacturing processes, and certification status is not always presented comprehensively ⁶. As a result, consumers are required to possess sufficient knowledge and critical awareness to evaluate product information before making purchasing decisions. This challenge is particularly relevant for Muslim consumers because purchasing decisions are often influenced not only by economic considerations but also by religious values and ethical principles ⁷.

In Islamic consumer behavior, halal considerations constitute an important element influencing product selection and consumption patterns. Halal principles regulate not only food consumption but also the use of cosmetics, pharmaceuticals, financial services, and various other products. Consequently, Muslim consumers are expected to ensure that the products they purchase and use comply with Islamic teachings. However, compliance with halal principles requires consumers to possess adequate knowledge regarding product ingredients, production processes, and certification mechanisms ⁸. This knowledge is commonly referred to as **halal literacy**.

Halal literacy reflects an individual's understanding and awareness of halal concepts and their ability to evaluate whether products comply with Islamic requirements ⁹. The concept extends beyond the recognition of halal labels and encompasses a broader understanding of ingredients, manufacturing procedures, supply chain processes, and certification systems. Consumers with higher levels of halal literacy are generally more capable of distinguishing between halal and non-halal products and are more likely to consider halal attributes during purchasing decisions ¹⁰. Therefore, halal literacy functions as an important cognitive factor that shapes consumer attitudes and behaviors.

⁵ Sabiqah Insani Alrusjdah et al., 'THE INFLUENCE OF HALAL LOGO COSMETIC PRODUCTS ON PURCHASING DECISIONS FROM AN ISLAMIC ECONOMIC PERSPECTIVE', *Jurnal Al-Iqtishad* 19, no. 2 (2023): 287–302, <https://doi.org/10.24014/jiq.v19i2.25228>.

⁶ Lailatul Qadariyah et al., 'Pesantrens as a Growing Market for Halal Cosmetics: Exploring Consumer Potential and Ecosystem Development in Indonesia', *Journal of Islamic Accounting and Business Research*, 22 December 2025, 1–22, <https://doi.org/10.1108/JIABR-03-2025-0194>.

⁷ Akbar Dimas Satria and Indra Indra, 'The Influence of Attitudes, Safety, and Quality on Interest in Subscribing Halal Cosmetic Products', *AL-FALAH: Journal of Islamic Economics* 9, no. 1 (2024): 19–38, <https://doi.org/10.29240/alfalah.v9i1.9690>.

⁸ Mujahidin, 'The Potential Of Halal Industry In Indonesia To Support Economic Growth'.

⁹ Adi Rizky Alfarih et al., 'Meningkatkan Pertumbuhan Ekonomi Kreatif Dan Inovatif Dengan Pemasaran Produk UMKM Menggunakan Digital Marketing Di Desa Kecitran', *Kampelmas* 3, no. 1 (2024): 113–25.

¹⁰ Mujahidin, 'The Potential Of Halal Industry In Indonesia To Support Economic Growth'.

The importance of halal literacy becomes increasingly evident within the cosmetic sector. Cosmetic products often contain complex ingredients that may not be easily understood by ordinary consumers. Unlike food products, where halal status is often more visible and widely discussed, the halal status of cosmetics frequently requires deeper understanding regarding ingredient composition and manufacturing processes. Consequently, consumers who possess limited halal knowledge may face difficulties in evaluating whether cosmetic products comply with Islamic requirements. In contrast, consumers with adequate halal literacy are more likely to seek information actively and prioritize halal-certified products during purchasing processes¹¹

The growing popularity of halal cosmetics reflects increasing consumer awareness regarding religious compliance in personal care products. Halal cosmetics are manufactured using permissible ingredients and production processes that comply with Islamic law while avoiding prohibited substances. As part of the fast-moving consumer goods (FMCG) category, cosmetics represent products that are purchased and consumed regularly, making them an important component of everyday consumer behavior. Previous studies have reported a significant increase in consumer demand for halal cosmetic products, indicating that halal considerations have become increasingly influential in shaping purchasing decisions¹².

University students represent a particularly relevant population for examining halal consumption behavior within digital environments. As members of Generation Z, students are highly familiar with digital technology and frequently engage in online shopping activities. Their extensive use of smartphones, social media, and e-commerce applications enables them to access various products efficiently and compare multiple alternatives before making purchasing decisions. However, high levels of digital literacy do not necessarily correspond to high levels of halal literacy. While students may possess advanced technological competencies, their understanding of halal principles may vary considerably. Consequently, the relationship between halal literacy and purchasing decisions among university students deserves further scholarly attention.

Several previous studies have investigated the relationship between halal literacy and consumer purchasing behavior. Research conducted by Indah Purwaning Yuwana and Hasanah (2021) demonstrated that halal literacy contributes significantly to consumer awareness and

¹¹ Nidaul Hasanah Mirfaqo et al., 'Pemberdayaan UMKM Masyarakat Melalui Digital Marketing Di Desa Jajar, Kecamatan Wates, Kabupaten Kediri', *MITRA: Jurnal Pemberdayaan Masyarakat* 8, no. 1 (2024): 52–60, <https://doi.org/10.25170/mitra.v8i1.4693>.

¹² Nurhayati Nurhayati et al., *EKONOMI DESA: Strategi Pemberdayaan untuk Pembangunan Berkelanjutan* (PT. Star Digital Publishing, Yogyakarta-Indonesia, 2025).

influences preferences toward halal products ¹³. Similarly, Intan (2024) emphasized that halal literacy involves consumers' understanding of product ingredients and production processes rather than merely recognizing halal labels. Other studies have found that halal awareness and halal knowledge positively influence consumer attitudes, purchase intentions, and purchasing behavior toward halal products ¹⁴. These findings suggest that halal literacy is a significant determinant of consumer purchasing decisions, particularly in digital marketplace environments where consumers must independently evaluate halal-related information.

Nevertheless, several research gaps remain apparent within the existing literature. First, much of the previous research focuses primarily on halal food products, whereas studies concerning halal cosmetics remain relatively limited. Second, previous investigations frequently emphasize purchase intention rather than actual purchasing decisions. Third, limited attention has been devoted to understanding how halal literacy operates within digital marketplace environments characterized by information asymmetry and varying levels of product transparency. Fourth, studies involving university students as active users of digital marketplaces remain relatively scarce, particularly within Islamic higher education institutions. These limitations suggest the need for further empirical investigation regarding the role of halal literacy in shaping consumer decision-making within contemporary digital commerce settings.

This study employed a quantitative associative research design to examine the influence of halal literacy on cosmetic purchase decisions among university students. The research was conducted at Nurul Jadid University, Probolinggo, East Java, Indonesia, from March to May 2026. The population comprised active undergraduate students who had experience purchasing halal cosmetic products through the Shopee platform. Respondents were selected using purposive sampling based on the following criteria: (1) active students of Nurul Jadid University, (2) having purchased halal cosmetic products via Shopee within the previous six months, and (3) being willing to participate voluntarily in the study. A total of 60 respondents met these criteria and were included in the analysis.

The study involved two variables: halal literacy as the independent variable and cosmetic purchase decision as the dependent variable. Halal literacy was operationalized as consumers' knowledge and understanding of halal concepts, certification, product ingredients, and production processes, while purchase decision referred to consumers' actual decisions to purchase halal cosmetic products through Shopee. The indicators for halal literacy were adapted

¹³ Siti Indah Purwaning Yuwana and Hikmatul Hasanah, 'Literasi Produk Bersertifikasi Halal Dalam Rangka Meningkatkan Penjualan Pada UMKM', *Jurnal Pengabdian Masyarakat Madani (JPMM)* 1, no. 2 (2021): 104–12, <https://doi.org/10.51805/jpmm.v1i2.44>.

¹⁴ Dian Retno Intan et al., 'PENGARUH KUALITAS LAYANAN, KUALITAS PRODUK DAN ATMOSFIR TOKO TERHADAP KEPUASAN DAN LOYALITAS KONSUMEN', *Jurnal Bisnis dan Kewirausahaan* 20, no. 1 (2024): 7–15, <https://doi.org/10.31940/jbk.v20i1.7-15>.

from previous studies on halal literacy, whereas purchase decision indicators were derived from established consumer behavior literature. All questionnaire items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Data were collected through structured questionnaires distributed directly to eligible respondents. Prior to hypothesis testing, the instrument was evaluated using validity and reliability tests. Item validity was assessed using Pearson product-moment correlation, while reliability was examined using Cronbach's Alpha, with a minimum acceptable value of 0.60. Classical assumption tests, including normality, linearity, and heteroscedasticity, were conducted to ensure that the regression model met the required assumptions. Data analysis consisted of descriptive statistics, simple linear regression, coefficient of determination (R^2), F-test, and t-test using SPSS version 25, with a significance level of 0.05.

B. Discussion

1. The Influence of Halal Literacy on Cosmetic Purchase Decisions in Digital Marketplaces

Negotiation skill is the key for getting on in the workplace setup and it further aids in resolving conflicts. In the lieu of maintaining relationships, it is highly essential to resolve conflict¹⁵. Understanding the factors that influence purchasing decisions has become increasingly important in the context of digital marketplaces. The rapid expansion of e-commerce platforms has transformed the way consumers evaluate products and make purchasing choices. For Muslim consumers, purchasing decisions are not solely determined by economic considerations such as price, quality, and convenience, but are also influenced by religious values and awareness regarding halal compliance¹⁶. In this context, halal literacy functions as an important cognitive factor that enables consumers to assess whether a product aligns with Islamic principles before making a purchase decision.

Prior to testing the research hypothesis, the quality of the research instrument was evaluated through validity and reliability testing. The results indicate that all indicators used to measure halal literacy and purchase decisions met the required validity criteria. Each item obtained a correlation coefficient exceeding the minimum threshold ($r_{\text{table}} = 0.254$), indicating that all statements successfully measured the intended constructs. Furthermore, reliability testing showed that the halal literacy variable achieved a Cronbach's Alpha value of 0.617, while the purchase decision variable obtained a value

¹⁵ Mujahidin, 'The Potential Of Halal Industry In Indonesia To Support Economic Growth'.

¹⁶ Pauzi Muhammad et al., 'The Digital Revolution of Islamic Entrepreneurship: A Study on Upholding the Principles of E-Commerce Legitimacy in Marketplaces', *Al-Mustashfa: Jurnal Penelitian Hukum Ekonomi Syariah* 9, no. 2 (2024): 321–37, <https://doi.org/10.24235/jm.v9i2.18179>.

of 0.731. Since both values exceeded the minimum acceptable threshold of 0.60, the research instrument can be considered reliable and suitable for further statistical analysis.

The relationship between halal literacy and cosmetic purchase decisions was subsequently examined using simple linear regression analysis. The results demonstrate a strong positive relationship between the two variables. As presented in Table 1, the correlation coefficient (R) reached 0.724, indicating a strong association between halal literacy and purchasing decisions among students purchasing cosmetic products through the Shopee platform.

Table 1. Model Summary

<i>Model</i>	<i>R</i>	<i>R Square</i>	<i>Adjusted R Square</i>	<i>Std. Error of Estimate</i>
1	0.724	0.525	0.517	1.72447

The coefficient of determination (R^2) obtained a value of 0.525, suggesting that halal literacy explains approximately 52.5% of the variation in cosmetic purchase decisions. This finding indicates that more than half of the purchasing decision process can be explained by consumers' knowledge and understanding of halal principles. Meanwhile, the remaining 47.5% is likely influenced by other factors that were not examined in this study, such as product quality, brand image, price perception, social influence, promotional activities, and electronic word-of-mouth. The relatively high explanatory power of halal literacy demonstrates that religiously informed knowledge remains a crucial determinant of consumer behavior, even within highly digitalized purchasing environments.

The significance of the regression model was further evaluated through the F-test. The results presented in Table 2 indicate that the model is statistically significant and suitable for explaining the relationship between halal literacy and purchase decisions.

Table 2. Analysis of Variance (ANOVA)

<i>Source</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
<i>Regression</i>	190.504	1	190.504	64.061	0.000
<i>Residual</i>	172.479	58	2.974		
<i>Total</i>	362.983	59			

The F-statistic value of 64.061 with a significance level of 0.000 indicates that the regression model is highly significant. Since the significance value is below the threshold of 0.05, the model effectively explains the influence of halal literacy on cosmetic purchasing decisions. This result confirms that halal literacy constitutes an important explanatory variable in understanding consumer decision-making among Muslim students within digital marketplace environments.

To determine the magnitude and direction of the relationship, simple linear regression analysis was conducted. The findings are presented in Table 3.

Table 3. *Regression Coefficients*

Variable	B	Std. Error	Beta	t	Sig.
Constant	4.856	2.031	-	2.391	0.020
Halal Literacy	0.777	0.097	0.724	8.004	0.000

Based on the regression output, the resulting equation is: $Y = 4.856 + 0.777X$

The positive regression coefficient (0.777) indicates that an increase in halal literacy is associated with a corresponding increase in purchase decision scores. In practical terms, consumers who possess higher levels of halal knowledge, awareness, and understanding are more likely to make purchasing decisions favoring halal cosmetic products. This finding supports the argument that halal literacy serves not only as a source of information but also as a mechanism through which consumers align purchasing behavior with religious values.

The significance of this relationship was further confirmed through the t-test. The statistical results revealed a t-value of 8.004, which is substantially higher than the critical t-value of 2.000. In addition, the significance level of 0.000 is considerably below the threshold of 0.05. These findings indicate that halal literacy exerts a positive and statistically significant influence on cosmetic purchase decisions. Therefore, the research hypothesis proposing that halal literacy affects purchase decisions is accepted.

These findings are consistent with previous studies emphasizing the importance of halal knowledge in shaping consumer behavior¹⁷. Consumers with higher levels of halal literacy tend to demonstrate stronger awareness regarding product compliance, greater trust in halal-certified products, and a stronger commitment to aligning consumption activities with religious values. In the context of digital marketplaces, where consumers often rely on limited product information, halal literacy becomes even more important because it enables individuals to critically evaluate product claims and certification status before making purchasing decisions.

Overall, the results indicate that halal literacy constitutes a significant determinant of cosmetic purchasing decisions among students of Nurul Jadid University. The strong relationship observed in this study highlights the importance of enhancing halal literacy through educational programs, public awareness campaigns, and transparent information disclosure by marketplace providers and cosmetic manufacturers. Strengthening halal literacy may contribute not only to informed consumer decision-making but also to the

¹⁷ Amir Reza Ashraf et al., 'Search Engines and Generative Artificial Intelligence Integration: Public Health Risks and Recommendations to Safeguard Consumers Online', *JMIR Public Health and Surveillance* 10, no. 1 (2024): e53086, <https://doi.org/10.2196/53086>; Muhammad et al., 'The Digital Revolution of Islamic Entrepreneurship'.

broader development of a sustainable halal consumer ecosystem within Indonesia's rapidly expanding digital economy.

2. Halal Literacy as a Driver of Muslim Consumer Behavior in the Digital Marketplace

The findings of this study reveal that halal literacy has a positive and significant influence on cosmetic purchase decisions among students of Nurul Jadid University who utilize the Shopee platform. This finding confirms that consumers' understanding of halal principles plays a crucial role in shaping purchasing behavior within digital marketplace environments¹⁸. As online shopping increasingly becomes an integral part of daily life, consumers are required to evaluate various product attributes independently, including the halal status of products¹⁹. Consequently, halal literacy serves as an important cognitive resource that enables consumers to make informed purchasing decisions consistent with their religious values. This finding is consistent with previous studies, including Siti Indah Purwaning Yuwana and Hikmatul Hasanah (2021), which reported that halal literacy positively influences consumer awareness and purchasing preferences toward halal products²⁰. Similarly, Ira and Novitasari (2023) reported that consumers with higher levels of halal knowledge tend to exhibit more selective purchasing behavior and demonstrate greater concern regarding product compliance with Islamic principles²¹. The consistency between the findings of the present study and previous research strengthens the argument that halal literacy represents a fundamental determinant of consumer decision-making within Muslim markets. In this regard, knowledge regarding halal concepts not only enhances consumer awareness but also shapes behavioral intentions and actual purchasing decisions.

Despite these similarities, the present study offers a distinct contribution by situating halal literacy within the context of digital marketplaces, particularly Shopee. Previous studies have generally examined halal literacy in conventional consumption environments or broader consumer settings without specifically addressing the unique characteristics of online marketplaces²². In digital commerce environments, consumers frequently encounter information asymmetry, where product descriptions, certification

¹⁸ Muhammad et al., 'The Digital Revolution of Islamic Entrepreneurship'.

¹⁹ Joko Widodo, 'Pesantren Literature: Products and Creators of Literatcy Culture in Indonesia Education', *International Journal of Educational Narratives* 1, no. 3 (2023): 141–48, <https://doi.org/10.55849/ijen.v1i3.372>.

²⁰ Yuwana and Hasanah, 'Literasi Produk Bersertifikasi Halal Dalam Rangka Meningkatkan Penjualan Pada UMKM'.

²¹ Sylvia Ira Dwi Novitasari and Khusnul Fikriyah, 'Pengaruh Literasi Halal Terhadap Keputusan Pembelian Produk Kosmetik Halal Mahasiswa Ekonomi Islam Se Jawa Timur', *Ad-Deenar: Jurnal Ekonomi dan Bisnis Islam* 7, no. 01 (2023), <https://doi.org/10.30868/ad.v7i01.3963>.

²² Nasywa Salma Saidah et al., 'Analisis Fiqih Muamalah Terhadap Penerapan Sistem Pembayaran Cicilan (PayLater) Pada Marketplace Shopee', *Jurnal Kajian Islam Dan Sosial Keagamaan* 2, no. 3 (2025): 410–21.

details, and ingredient information may be incomplete or inconsistently presented. Under such conditions, consumers cannot rely solely on direct product inspection and must instead depend on their own knowledge and ability to evaluate available information²³. Therefore, halal literacy becomes increasingly important because it enables consumers to assess product credibility and determine whether products comply with halal standards before making purchasing decisions.

From a theoretical perspective, these findings support consumer behavior theory, which emphasizes knowledge as a key determinant of purchasing decisions. In the context of halal cosmetics, halal literacy enables consumers to evaluate product information, halal certification, and ingredient transparency, thereby encouraging more informed purchasing decisions that align with Islamic principles²⁴.

The findings also align with the concept of halal awareness, which suggests that awareness of halal issues originates from knowledge and understanding of halal principles. Halal literacy serves as the foundation upon which halal awareness is developed. Consumers with strong halal literacy do not merely recognize halal labels; they also understand the significance of certification procedures, ingredient composition, production processes, and regulatory compliance. Such understanding encourages consumers to become more cautious and selective when evaluating cosmetic products. As a result, halal literacy contributes directly to the formation of responsible purchasing behavior and reinforces consumers' commitment to consuming products that comply with Islamic values²⁵.

Another important finding of this study is the relatively substantial explanatory power of halal literacy in influencing purchase decisions. The coefficient of determination indicates that halal literacy explains a considerable proportion of the variance in purchasing decisions. This result suggests that halal literacy is not merely a complementary factor but rather a significant determinant influencing consumer choices. Nevertheless, purchasing decisions remain multidimensional and cannot be explained solely by halal literacy²⁶. Consumer behavior literature consistently highlights the

²³ Suwanto Suwanto and Indra Gunawan, 'Ekosistem Pesantren Dalam Mewujudkan Manajemen Halal Supply Chain Menuju Madani Society 5.0', *Mabny: Journal of Sharia Management and Business* 1, no. 02 (2021): 116–28.

²⁴ Safaah Restuning Hayati and Syah Amelia Manggala Putri, 'Analisis Literasi Halal, Label Halal, Islamic Branding, Dan Religious Commitment Pada Pembelian Makanan Di Tsabita Halal Bakery', *SHAHIH: Journal of Islamicate Multidisciplinary* 6, no. 2 (2021): 164–76, <https://doi.org/10.22515/shahih.v6i2.3895>.

²⁵ Rosninawati Hussin et al., 'Guest Editors: Islamic Education as The Core for The Formation of Barakah Campus', *Abqari Journal* 20, no. 1 (2019): 1–5, <https://doi.org/10.33102/abqari.vol20no2.199>.

²⁶ Anis Setyowati and Moch Khoirul Anwar, 'PENGARUH LITERASI HALAL DAN RELIGIUSITAS TERHADAP MINAT KONSUMSI PRODUK HALAL MASYARAKAT KABUPATEN MADIUN', *LISAN AL-*

influence of additional factors such as product quality, price perception, brand image, promotional activities, social influence, lifestyle preferences, and religiosity. Therefore, while halal literacy constitutes an important predictor, it operates alongside other variables that collectively shape purchasing behavior.

The significant influence of halal literacy observed in this study may also be attributed to the characteristics of the respondents. The participants were university students who generally possess relatively high educational backgrounds and extensive access to information. Higher education levels often enhance individuals' ability to evaluate information critically and engage in more rational decision-making processes²⁷. Moreover, students are typically exposed to diverse sources of information through academic activities, social media, and digital platforms, which may contribute to greater awareness regarding halal issues. Consequently, students are more likely to consider halal attributes when evaluating cosmetic products and making purchasing decisions.

The digital marketplace environment represented by Shopee further strengthens the importance of halal literacy. Unlike traditional retail environments, online marketplaces offer consumers access to a vast number of products from multiple sellers, each providing varying levels of information quality and transparency²⁸. Consumers are frequently required to compare products independently, assess seller credibility, and verify certification claims before making purchasing decisions. Under these circumstances, halal literacy functions as a decision-making tool that assists consumers in navigating complex information environments. Consumers with stronger halal literacy are more capable of identifying trustworthy information, evaluating product claims, and minimizing the risk of purchasing products that fail to comply with halal standards.

Interestingly, the findings of this study differ from those reported by Khodijah Sara et al. (2022), who suggested that public awareness regarding halal cosmetic products remains relatively low. The discrepancy may be explained by differences in respondent characteristics and research contexts²⁹. While previous studies often involved broader community populations, the present research focuses specifically on university students who possess higher educational attainment and greater exposure to information. These

HAL: *Jurnal Pengembangan Pemikiran Dan Kebudayaan* 16, no. 1 (2022): 108–24, <https://doi.org/10.35316/lisanalhal.v16i1.108-124>.

²⁷ Setyowati and Anwar, 'PENGARUH LITERASI HALAL DAN RELIGIUSITAS TERHADAP MINAT KONSUMSI PRODUK HALAL MASYARAKAT KABUPATEN MADIUN'.

²⁸ Muhammad et al., 'The Digital Revolution of Islamic Entrepreneurship'.

²⁹ Siti Khodijah Sara et al., 'PENGARUH KESADARAN HALAL TERHADAP MINAT BELI KOSMETIK HALAL', *Jurnal Asy-Syarikah: Jurnal Lembaga Keuangan, Ekonomi Dan Bisnis Islam* 4, no. 1 (2022): 21–37, <https://doi.org/10.47435/asy-syarikah.v4i1.820>.

characteristics may contribute to higher levels of halal literacy and consequently strengthen the relationship between halal literacy and purchasing decisions.

The findings carry important practical implications for multiple stakeholders. For higher education institutions, the results highlight the importance of strengthening halal literacy through educational programs, seminars, and consumer awareness initiatives. For cosmetic manufacturers, the findings emphasize the need to provide transparent and accessible halal-related information to support informed consumer decision-making³⁰. Meanwhile, digital marketplace providers should enhance information disclosure mechanisms and improve the visibility of halal certification within product listings. Such efforts may contribute to greater consumer confidence and support the development of a more transparent halal ecosystem within digital commerce.

Overall, the findings demonstrate that halal literacy has evolved into a strategic factor shaping consumer behavior in the digital economy. As consumers increasingly rely on online marketplaces for their purchasing activities, the ability to understand and evaluate halal information becomes increasingly essential. The present study not only reinforces previous evidence regarding the importance of halal literacy but also highlights its growing relevance within digital marketplace environments. Consequently, enhancing halal literacy among consumers may contribute to more informed purchasing decisions, stronger consumer protection, and the sustainable development of the halal industry in Indonesia.

C. Conclusion

This study examined the influence of halal literacy on cosmetic purchase decisions among students of Nurul Jadid University who utilize the Shopee platform as a digital marketplace. The findings indicate that halal literacy has a positive and statistically significant effect on purchasing decisions. Consumers with higher levels of halal literacy tend to be more selective and are more likely to prioritize halal-compliant cosmetic products when making purchasing decisions. The regression results further show that halal literacy explains 52.5% of the variation in cosmetic purchase decisions, indicating that it is an important factor influencing consumer behavior.

The findings also highlight the increasing importance of halal literacy in digital marketplace environments, where consumers often face limited and unequal access to product information. In such situations, halal literacy enables consumers to evaluate product credibility

³⁰ Purnomo M. Antara et al., 'Bridging Islamic Financial Literacy and Halal Literacy: The Way Forward in Halal Ecosystem', *Procedia Economics and Finance*, The Fifth International Conference on Marketing and Retailing (5th INCOMaR) 2015, vol. 37 (January 2016): 196–202, [https://doi.org/10.1016/S2212-5671\(16\)30113-7](https://doi.org/10.1016/S2212-5671(16)30113-7).

and halal compliance more effectively, leading to more informed and responsible purchasing decisions. This study therefore confirms that halal literacy remains a significant determinant of consumer behavior within highly digitalized consumption settings.

From a practical perspective, the results suggest the need to strengthen halal literacy among consumers, particularly university students as active users of digital marketplaces. Educational institutions, policymakers, cosmetic manufacturers, and e-commerce platforms should collaborate to improve halal education, provide transparent product information, and enhance access to halal certification. Future studies are encouraged to incorporate additional variables such as halal awareness, religiosity, product quality, brand trust, and electronic word-of-mouth to develop a more comprehensive understanding of halal consumer behavior in the digital economy.

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