

# CULTURAL, SOCIAL, PERSONAL AND PSYCHOLOGICAL INFLUENCE ON COSMETIC PURCHASING DECISIONS WITH HALAL AWARENESS AS MODERATING VARIABLES

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## Article Info

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## Abstract

This research aims to examine cultural, social, personal and psychological influences on purchasing decisions with awareness as a moderating variable. This research is quantitative research, the population of this research is the Muslim community of Jambi City with a sample of 100 respondents. Sampling was carried out using the Non-Probability Sampling technique, the sampling technique in this research was accidental sampling. Data analysis in this research uses the SmartPLS method. The results of this research are (1) Cultural, Social, Personal, Psychological and Halal Awareness have a significant effect on Purchasing Decisions (2) Halal Awareness plays a good role or strengthens the moderating effect between Cultural variables on Purchasing Decisions (3) Halal Awareness does not play a good role or weakens its moderating effect between Social, Personal and Psychological variables on Purchasing Decisions. The conclusion of this research is that regarding halal cosmetics, the safety of a product's contents is the main indicator of the use of cosmetics, but this does not mean that the people of Jambi City who are Muslim are aware of halal.

## 1. INTRODUCTION

### Background issues

Halal awareness is known from whether a Muslim understands how halal it is, knows the production process, correct packaging and the ingredients contained therein (Saputra and Jaharuddin 2022). Halal is a main priority in choosing a product, however, some consumers only look at the quality, the ingredients used, there are consumers who do not know or know that there is a halal label but they still decide to buy the cosmetic product (Saputra and Jaharuddin 2022). Cosmetic products are preparations that are used externally to cleanse, increase attractiveness, and control body odor but do not treat disease. Therefore cosmetics are associated with sacred and unclean issues. Cosmetic products are said to be haram if they contain unclean ingredients such as animal derivatives, or parts of the human body, for example the placenta (Dewi 2019). This is proven by *Sigman Research* Indonesia which has conducted research on 1200 women aged 15-55 years. *Sigma Research* research on factors to consider when buying cosmetic products or beauty products. The results of this research show the percentages below:

**Diagram. 1**  
**Factors Considered by Women in Choosing Cosmetics**



Source: Sigma Research

From the above it shows that the highest consideration factor for women in purchasing cosmetic products is the suitability of the formula on the face, namely 79.4%, while halal is only 50% even though halal awareness reflects the first step in purchasing decisions, where consumers are truly experienced with the product or services (Muttaqin 2022). The large number of cosmetic products on the market influences a person's attitude towards purchasing and using goods (Rumawung, Tumbel, and Panuindoong 2021). Not a few products circulating in the community do not include labels, and some Muslim communities pay less attention to knowing the ingredients. -Ingredients for making products, whether in the form of food or beauty products, result in individuals deliberately mixing halal ingredients with non-halal ingredients (Amarul and Supriatna 2023).

Data from the Alleged Indonesian Cosmetic Collection and Association (PPAK) in 2022, there are 85% of illegal products circulating in the domestic market. There are 2 types of illegal cosmetic products in question, namely not having a distribution permit or counterfeiting other manufacturers' products. Based on POM data, throughout 2021 there will be permits for new cosmetic publishers for 215 products. Meanwhile, the number of cosmetic products netted reached 8,788 products. This means that there are more than 8 thousand cosmetics that do not have distribution permits which are feared to harm consumers, for example those that use basic ingredients such as bithionol, chlorine, benzene and hydroxyanisole (Ira, Novitasari, and Fikriyah 2023). Meanwhile, data from the Jambi Food and Drug Monitoring Agency (BPOM) found the circulation of cosmetics in distribution facilities, namely in 2020 they found 219 items containing prohibited ingredients, 4,665 without distribution permits (TIE), in 2021 there were 39 samples (not meeting the requirements), and 18 commodities without distribution permits, while in 2022 BPOM found 128 cosmetics without distribution permits and 18 did not meet the provisions.

Beauty products have dominated the cosmetics market in Asia and even the world. Likewise in the city of Jambi, there are many brands of halal branded cosmetic products that are consumed and used daily, among the many halal brands that exist, there are still many brands of cosmetic products that have not received halal permits, and are dangerous to consume. and many people in Jambi don't know it. The population of Jambi city is a predominantly Muslim area, so it is obligatory as a Muslim to consume products that are guaranteed to be halal. As a Muslim, you must consider all aspects before deciding to shop, if seen from an Islamic perspective, aspects that reflect consumer behavior in making purchasing decisions. (Mauludin et al. 2022) . Consumer behavior is closely related to buying and selling goods and services. Of course, as a consumer, you don't want to buy the wrong product or service, therefore consumer behavior is needed to choose and ultimately buy goods (Firmansyah 2018) .

Consumer behavior is the actions of those directly involved in obtaining, consuming and disposing of products and services, including the decision process that precedes and follows these actions, consumer behavior is closely related to purchasing decisions (Setiadi 2019) . Purchasing decisions are part of consumer behavior, namely the study of how individuals, groups and organizations choose, purchase, use and how goods, services, ideas or experiences satisfy their needs and desires (Amstrong 2016) . To make a purchasing decision, there are several factors that influence the purchasing decision, namely cultural, social, personal and psychological ( Zusrony 2021) .

### **Formulation of the problem**

Based on the background shown above, the formulation of this research problem is as follows

1. Is there a cultural influence on cosmetic purchasing decisions among the people of Jambi City?
2. Is there a social influence on cosmetic purchasing decisions among the people of Jambi City?
3. Is there a personal influence on the decision to purchase cosmetics among the people of Jambi City?
4. Is there a psychological influence on the decision to purchase cosmetics among the people of Jambi City?
5. Is there an influence of halal awareness on cosmetic purchasing decisions among the people of Jambi City?
6. Can the halal awareness variable moderate cultural, social, personal and psychological variables on cosmetic purchasing decisions among the people of Jambi City?

### **Research purposes**

The aims of this researcher are as follows:

1. To determine the influence of culture on cosmetic purchasing decisions among city residents.
2. To determine the social influence on cosmetic purchasing decisions among the people of Jambi City.
3. To determine the personal influence on cosmetic purchasing decisions among the people of Jambi City.
4. To determine the psychological influence on cosmetic purchasing decisions among the people of Jambi City.
5. To determine the influence of halal awareness on cosmetic purchasing decisions among the people of Jambi City.
6. To determine the magnitude of the strength of the halal awareness variable in moderating the relationship between culture, social, personal and psychological on cosmetic purchasing decisions in the people of Jambi City.

## **2. LITERATURE REVIEW**

### **Marketing Management**

Marketing management is the activity of analyzing, planning, implementing and controlling various programs which are structured in the form of building and maintaining profits from transactions or exchanges through target markets to achieve company goals in the long term. According to George

R. Terry, management is defined as a typical process consisting of planning, organizing, activating and controlling actions carried out to determine and achieve predetermined targets through the use of human resources and other resources. Meanwhile, according to Philip Kotler and Keller, marketing management is the art and science of choosing targets and achieving, retaining and growing customers by creating, delivering and communicating superior customer value (Indrasari 2019) .

### **Consumer Behavior**

Schiffman and Kanuk stated that consumer behavior is the study of the processes that occur when individuals or groups select, buy, use, or stop using products, services, ideas or experiences in order to satisfy certain wants and desires. Engel et. al, stated that consumer behavior is the actions directly involved in obtaining, consuming and consuming products and services, including the decision processes that precede and follow these actions (Razak 2016) .

### **Culture**

Culture is the desires and behavior that are reflected in the way of life, habits and traditions in the demand for various goods and services (Zusrony 2021) .

Geert Hofstede's developed theory of culture, known as Hofstede's Cultural Dimensions, explains how cultural values influence consumer behavior. Hofstede identified six cultural dimensions that can affect how individuals make decisions, including in the context of purchasing products (Abdelrahim, 2021). These dimensions include:

1. **Power Distance:** Describes the extent of inequality accepted in a society. In cultures with high power distance, consumers may show more respect for authority and brands with strong reputations.
2. **Individualism vs. Collectivism:** Indicates whether individuals prioritize themselves or the group. Consumers in individualistic cultures tend to choose products based on personal preferences, while in collectivist cultures, decisions can be influenced by group norms.
3. **Masculinity vs. Femininity:** Reflects the division of gender roles in a culture. In masculine cultures, competition and achievement are prioritized, which can influence the types of products consumers seek.
4. **Uncertainty Avoidance:** Measures how much a society avoids uncertainty. In cultures with high uncertainty avoidance, consumers may be more conservative in choosing new products.
5. **Long-Term vs. Short-Term Orientation:** Shows whether a culture prioritizes long-term or short-term values. This can influence consumer preferences for products seen as sustainable or innovative.
6. **Indulgence vs. Restraint:** Describes the extent to which a society allows gratification of needs and desires. In indulgent cultures, consumers may be more open to trying new products compared to more restrictive cultures.

Understanding these dimensions can help marketers design more effective strategies to attract consumers based on existing cultural values.

### **Social**

Social is a group of people who both closely consider equality in status or community esteem who continuously socialize among themselves, both formally and informally. Consumer behavior is also influenced by social factors such as references, family and social roles and status (Galih Aprilian Susanti 2017) .

Conformity Theory elucidates the impact of social interactions and group norms on the decision-making process of purchasing cosmetics. It entails individuals adhering to group behaviors or attitudes to seek approval or avoid exclusion. Within the realm of cosmetics consumption, consumers frequently succumb to the suggestions put forth by acquaintances, family members, and various social platforms (Selvaraj, 2022).

The prevailing group norms can exert pressure on individuals to opt for specific products deemed trendy or socially embraced. To exemplify, if a substantial number of group members favor a particular cosmetics brand, an individual might feel compelled to acquire the same brand to fit in. Moreover, the sway of celebrities and influencers on social media significantly contributes to molding consumer inclinations, as they are commonly perceived as trendsetters in product selections (Suryani & Apriani, 2022).

Research indicates a propensity for individuals to favor products endorsed by their immediate circles, particularly in product categories with abundant choices like cosmetics. Consequently, a profound comprehension of conformity theory is imperative for marketers when formulating efficacious marketing campaigns (Yang & Seo, 2017).

### **Personal**

Personality is a way of collecting and grouping the consistency of an individual's reactions to current situations. A person's behavior in buying something is also influenced by the personality factors of the consumer concerned. Personal factors combine psychological and environmental influences. Including character, the basis of a person. Personal factors are a condition where a person has the characteristics to be able to make decisions according to his wishes without any coercion from other parties (Hudani 2020) .

The Big Five Theory, also known as the Big Five Personality Traits, offers a framework elucidating five primary dimensions of personality that impact an individual's conduct, particularly in relation to selecting products (Bafetis & Galanski, 2023).

These dimensions encompass (Ksinan et al., 2015):

1. Openness to Experience, where individuals displaying high levels of openness exhibit a preference for novel and pioneering products, showing receptiveness to fresh encounters and a propensity towards brands offering distinctiveness.
2. Conscientiousness is manifested in individuals characterized by vigilance, reflecting a propensity towards conscientiousness and methodicalness. Such individuals may lean towards dependable and superior products while shunning those perceived as risky.
3. Extraversion pertains to individuals inclined towards social interaction, opting for products that enhance their social standing, often swayed by prevalent brands and social trends.
4. Agreeableness is observed in individuals demonstrating altruism, gravitating towards products deemed environmentally sustainable or ethical, and showing receptivity towards peer recommendations.
5. Neuroticism is associated with individuals sensitive to stress, favoring products offering assurance and solace, often seeking external reviews or opinions prior to purchase.

### **Psychological**

Psychological is a person's impulse that influences the choice of something based on flexibility in the product used, greater desire and ease of use of the product compared to others (Irwan 2019) .

Maslow's theory of motivation, identified as Maslow's Hierarchy of Needs, delineates five tiers of human needs that can impact consumer behavior (Rojas et al., 2023). This hierarchical framework encompasses:

1. Physiological Needs, encompassing fundamental requirements for existence like nourishment, hydration, and habitation. Commodities catering to these needs typically take precedence in consumer transactions.
2. Safety Needs emerge subsequent to the fulfillment of physiological needs, as individuals pursue a sentiment of stability and safeguarding. Offerings providing security, such as insurance or residential security systems, assume significance at this stage.

3. Social Needs represent the necessity for interpersonal bonds and acceptance from others. The acquisition of products deemed fashionable or popular is frequently swayed by the aspiration for social assimilation.
4. Esteem Needs encapsulate the yearning for acknowledgment and esteem. Selections of luxury goods or upscale labels are frequently favored to augment self-perception and societal standing.
5. Self-Actualization Needs epitomize the pinnacle of the hierarchy, wherein individuals aspire to realize their complete capabilities. Purchases of items that bolster personal growth, like literature or educational programs, are frequently pursued to satisfy this exigency.

### **Buying decision**

Purchasing decisions are the actions of consumers whether they want to buy or not a product. Of the various factors that influence consumers in purchasing a product or service, consumers usually always consider quality, price, and whether the product is already known to the public. Meanwhile, Schiffman and Kanuk, a purchasing decision is a choice of action from two or more alternative choices. A consumer who wants to choose must have alternative choices (Damiati et al. 2021) .

### **Halal Awareness**

Halal awareness is the ability to understand, feel, and become aware of an event and object. According to Shaari and Mohd. Arifin halal awareness is the level of knowledge possessed by Muslim consumers to search for and use halal products in accordance with Islamic sharia (Saputra and Jaharuddin 2022) .

Halal awareness is a crucial factor that pertains to religious values and consumer beliefs, particularly within Muslim communities. This awareness encompasses comprehension of items that adhere to halal standards, encompassing food, cosmetics, and various consumer products (Yaacob et al., 2023).

Halal goods not only signify freedom from ingredients forbidden in Islam but also adherence to the principles and morals outlined in sharia law. Consumers who are mindful of halal tend to favor products certified as halal, viewing them as purer, safer, and in alignment with their religious doctrines. The significance of halal awareness is further underscored by the increasing demand for halal items in the global marketplace (Bahrudin & Hilal, 2023).

Studies indicate that Muslim consumers are more inclined to buy a product if they are certain it meets halal requirements. Consequently, marketers must grasp and incorporate halal components into their marketing strategies to attract this consumer demographic (Yunus & Ariyono, 2021).

### **Research Hypothesis**

The research hypothesis is as follows:

#### **First Hypothesis**

It is suspected that cultural variables influence the decision to purchase halal cosmetics among the people of Jambi City.

#### **Second Hypothesis**

It is suspected that social variables influence the decision to purchase halal cosmetics among the people of Jambi City.

#### **Third Hypothesis**

It is suspected that personal variables influence the decision to purchase halal cosmetics among the people of Jambi City.

#### **Fourth hypothesis**

It is suspected that psychological variables influence the decision to purchase halal cosmetics among the people of Jambi City.

#### **Fifth Hypothesis**

It is suspected that the halal awareness variable influences the decision to purchase halal cosmetics among the people of Jambi City.

#### Sixth Hypothesis

It is suspected that cultural variables, moderated by halal awareness, influence the decision to purchase halal cosmetics among the people of Jambi City.

#### Seventh hypothesis

It is suspected that social variables, moderated by halal awareness, can moderate the decision to purchase halal cosmetics among the people of Jambi City.

#### Eighth hypothesis

It is suspected that personal variables, moderated by halal awareness, influence the decision to purchase halal cosmetics among the people of Jambi City.

#### Ninth hypothesis

It is suspected that psychological variables can moderate the influence on the decision to purchase halal cosmetics among the people of Jambi City.

### 3. RESEARCH METHODS

This research uses a quantitative approach (Sahir 2021) . This research uses *Non-Probability Sampling research* because this research does not have a list of people in Jambi City who purchase cosmetics. This research used a sample of 100 respondents. The data collection technique in this research uses questionnaire distribution. Meanwhile, data analysis uses the Partial Least Square (PLS) method with SmartPLS software.

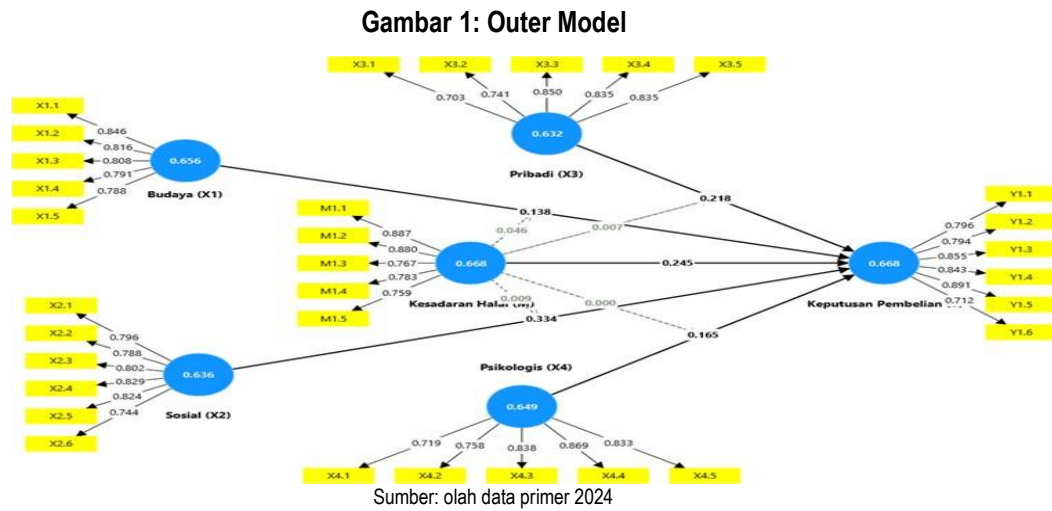
### 4. RESULTS AND DISCUSSION

#### Result

Some empirical research, especially in the business sector, has used complex research models, consisting of variables and indicators. One of the appropriate analysis techniques to answer this problem is to use the *Structural Equation Modeling* (SEM) equation model. (Suhardi 2019) . SEM is a second generation multivariate analysis technique that allows researchers to test relationships between complex variables, both recursive and non-recursive, to obtain a comprehensive picture of the entire model. SEM can test together (Haryono 2016) . According to Jogiyanto, in PLS-SEM, there are two stages of evaluating the measurement model used, namely the measurement model ( *outer model* ) and the structural model ( *inner model* ). The aim of the two stages of measuring model evaluation is to assess *the validity and reliability* of a model. A research concept and model cannot be tested in a prediction model of relational and causal relationships if it has not passed purification in the measurement model (Suhardi 2019) .

The first stage in model evaluation is evaluation of the measurement model (outer model). In PLS-SEM, this stage is known as the construct validity test. Testing *the validity of the PLS SEM construct* consists of convergent validity and discriminant validity, while the second stage is based on the path coefficient value to see how big the influence is between the latent variables and *bootstrapping calculations*. *The evaluation stage is carried out by looking at the R-Square* value criteria and significant values. The R- *Square* value is used to measure the level of variation in changes in the independent variable towards the dependent variable. R- *Square values* of 0.75, 0.50 and 0.25 respectively indicate that the model is strong, *moderate* and weak. The significant value used ( *two-tiled* ) *t-value* is 1.65 (significance level = 10%), 1.96 ( *significance level* = 5%) , and 2.58 ( *significance level* = 1%), the coefficient value is said to have a significant effect if the p value *is* <0.05 and vice versa, and is indicated by a statistical T value greater than (t-table), (Suhardi 2019) .

**Hasil Model Structural (Outer Model)**



**Convergent Validity Test**

**Table 1. Loading Factor**

Construct	Culture (X1)	Social (X2)	Private (X3)	Psychological (X4)	Purchase Decision (Y)	Halal Awareness (M)
X1.1	0.846					
X1.2	0.816					
X1.3	0.808					
X1.4	0.791					
X1.5	0.788					
X2.1		0.796				
X2.2		0.788				
X2.3		0.802				
X2.4		0.829				
X2.5		0.824				
X2.6		0.744				
X3.1			0.703			
X3.2			0.741			
X3.3			0.850			
X3.4			0.835			
X3.5			0.835			
X4.1				0.719		

Source : processed primary data, 2024

Based on Figure 1 and Table 2 above, it can be concluded that the highest loading factor value is 0.891 (Y1.5) and the lowest loading factor value is 0.703 (X3.1 indicator). Because all indicators have



a loading factor value higher than 0.7, it can be concluded that all indicators from cultural (X1), social (X2), personal (X3), psychological (X4), Purchasing Decision (Y) and Halal Awareness variables (M) is valid .

**Table 2. Average Variance Extracted (AVE)**

Construct	Average variance extracted (AVE)	Critical Point	Conclusion
Culture (X1)	0.656	0.5	Good
Social (X2)	0.636	0.5	Good
Private (X3)	0.636	0.5	Good
Psychological (X4)	0.649	0.5	Good
Purchase Decision (Y)	0.668	0.5	Good
Halal Awareness (M)	0.668	0.5	Good

Data source: 2024 primary data processing

Based on table 4.9 above, it can be concluded that all constructs each have an AVE value higher than 0.5, so it can be concluded that all constructs have good convergent validity .

### Validity of Dispatch

**Table 3. Cross Loading**

Construct	Culture (X1)	Social (X2)	Private (X3)	Psychological (X4)	Purchase Decision (Y)	Halal Awareness (M)
X1.1	0.846	0.700	0.669	0.670	0.552	0.614
X1.2	0.816	0.699	0.570	0.619	0.471	0.519
X1.3	0.808	0.744	0.583	0.570	0.531	0.585
X1.4	0.791	0.743	0.726	0.662	0.633	0.653
X1.5	0.788	0.651	0.602	0.646	0.512	0.591
X2.1	0.781	0.796	0.558	0.559	0.600	0.562
X2.2	0.769	0.788	0.559	0.544	0.599	0.578
X2.3	0.623	0.802	0.764	0.732	0.724	0.737
X2.4	0.651	0.829	0.813	0.767	0.781	0.673
X2.5	0.641	0.824	0.789	0.748	0.716	0.711
X2.6	0.776	0.744	0.707	0.633	0.630	0.649

Construct	Culture (X1)	Social (X2)	Private (X3)	Psychological (X4)	Purchase Decision (Y)	Halal Awareness (M)
X3.1	0.679	0.650	0.703	0.576	0.573	0.568
X3.2	0.536	0.667	0.741	0.675	0.638	0.655
X3.3	0.639	0.766	0.850	0.734	0.735	0.625
X3.4	0.591	0.713	0.835	0.759	0.703	0.705
X3.5	0.688	0.721	0.835	0.652	0.693	0.641
X4.1	0.690	0.582	0.543	0.719	0.400	0.536
X4.2	0.549	0.592	0.613	0.758	0.466	0.584
X4.3	0.656	0.723	0.746	0.838	0.640	0.630
X4.4	0.617	0.719	0.759	0.869	0.600	0.648
X4.5	0.671	0.745	0.748	0.833	0.609	0.624
Y1.1	0.478	0.641	0.635	0.485	0.796	0.618
Y1.2	0.610	0.706	0.666	0.509	0.794	0.641
Y1.3	0.535	0.727	0.736	0.607	0.855	0.762
Y1.4	0.591	0.762	0.728	0.635	0.843	0.622
Y1.5	0.571	0.767	0.779	0.664	0.891	0.786
Y1.6	0.524	0.559	0.571	0.441	0.712	0.607
M1.1	0.583	0.644	0.583	0.559	0.671	0.887
M1.2	0.564	0.620	0.574	0.529	0.671	0.880
M1.3	0.585	0.697	0.683	0.632	0.628	0.767
M1.4	0.585	0.682	0.714	0.694	0.744	0.783
M1.5	0.691	0.707	0.719	0.645	0.646	0.759

Source: primary data, 2024

Based on table 4 above, it can be concluded that all cross loading values listed in the green pool are greater than 0.70, so it can be concluded that all indicators have good delivery validity.

### Reliability Test

**Table 4. Composite reliability and Cronbach's alpha results**

Construct	Composite reliability (rho_a)	Cronbach's alpha
Culture (X1)	0.874	0.807

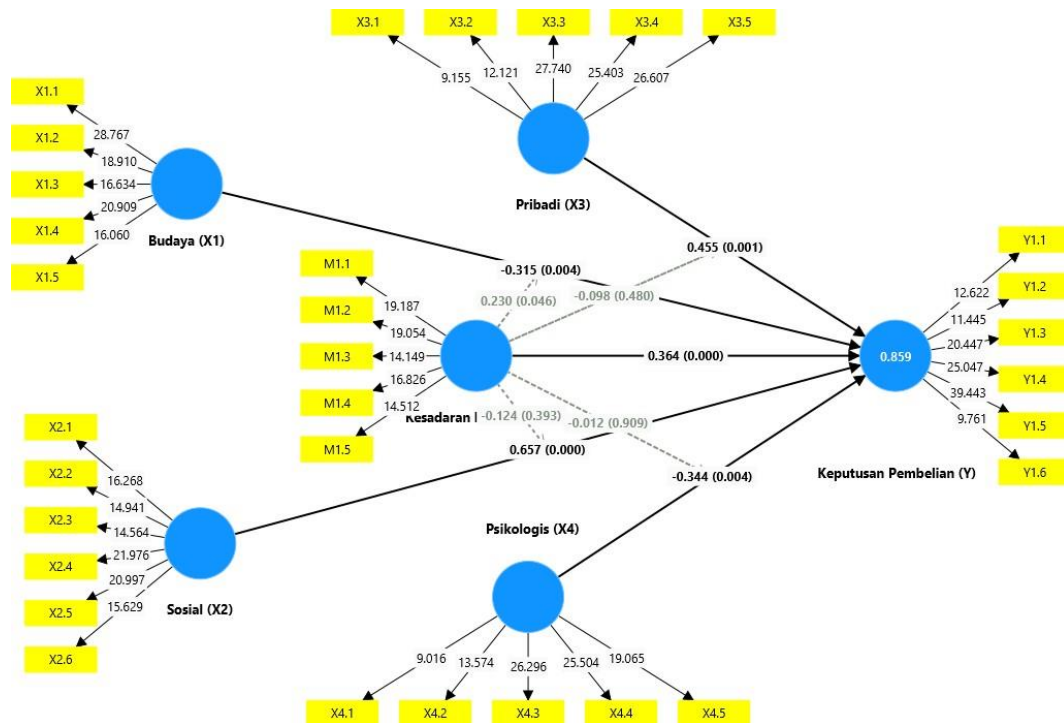
Social (X2)	0.891	0.886
Personal (X3)	0.860	0.853
Psychological (X4)	0.883	0.865
Decision Purchase(Y)	0.907	0.899
Halal Awareness(M)	0.876	0.874

Data source: 2024 primary data processing

Based on table 4 above, it can be concluded that each construct has a composite reliability greater than 0.70, meaning that each construct and dimension is reliable.

### Structural Model Results (Inner Model) Test results Path Coefficient

**Figure 2. Test results Path Coefficients**



Data source: primary data processing, 2024

#### First Hypothesis Testing (H1)

The influence of culture on the decision to purchase halal cosmetics among the people of Jambi City. H1 (accepted), namely culture has a significant negative influence on purchasing decisions, with a path coefficient of -0.315 and p-value ( $0.004 < 0.05$ ).

#### Second Hypothesis Testing (H2)

Social influence on the decision to purchase halal cosmetics among the people of Jambi City. H2 (accepted), namely social (X2) has a significant positive influence on purchasing decisions, with a path coefficient of 0.657 and p-value ( $0.000 < 0.05$ ).

#### Third Hypothesis Testing (H3)

Personal influence on the decision to purchase halal cosmetics among the people of Jambi City. H3 (accepted), namely personal (X3) has a significant positive influence on purchasing decisions, with a path coefficient of 0.455 and p value ( $0.001 < 0.05$ ).

**Fourth Hypothesis Testing (H4)**

Psychological influence on the decision to purchase halal cosmetics among the people of Jambi City. H4 (accepted), namely psychology has a significant negative influence on purchasing decisions with a path coefficient of  $-0.344$  and p-value ( $0.004 < 0.05$ ). Meanwhile, the f-square value is 0.165 (has a big influence).

**Fifth Hypothesis Testing (H5)**

The influence of halal awareness on the decision to purchase halal cosmetics among the people of Jambi City. H5 (accepted), namely halal awareness has a significant positive influence on purchasing decisions, with a coefficient of 0.364 and p-value ( $0.000 > 0.005$ ).

**Testing the Sixth Hypothesis (H6)**

The sixth hypothesis (H6) states that halal awareness moderates the positive influence of cultural variables on purchasing decisions of the people of Jambi City. Test results using SmartPLS show a path coefficient of 0.230 and p-value ( $0.046 < 0.05$ ). This means that the halal awareness variable is a moderating variable or it is said that halal awareness plays a good role or strengthens the moderating effect between cultural variables on purchasing decisions.

**Seventh Hypothesis Testing (H7)**

The seventh hypothesis (H7) states that awareness does not moderate social variables on the decision to purchase halal cosmetics in the people of Jambi City. Test results using SmartPLS show a path coefficient of  $-0.124$  and p-value ( $0.393 > 0.05$ ). This means that the halal awareness variable is not a moderating variable or it is said that halal awareness does not play a good role or weakens the social variables on purchasing decisions.

**Eighth Hypothesis Testing**

The eighth hypothesis (H8) states that halal awareness does not moderate personal variables on the decision to purchase halal cosmetics in the people of Jambi City. Test results using SmartPLS show a path coefficient of  $-0.098$  and p-value ( $0.480 > 0.05$ ). This means that the halal awareness variable is not a moderating variable or it is said that halal awareness does not play a good role or weakens the personal variables on purchasing decisions.

**Ninth Hypothesis Testing**

The ninth hypothesis (H9) states that halal awareness does not moderate psychological variables on purchasing decisions in the people of Jambi City. Test results using SmartPLS show a path coefficient of  $-0.012$  and p-value ( $0.909 > 0.05$ ). This means that the halal awareness variable is not a moderating variable or it is said that halal awareness does not play a good role or weakens the psychological variables on purchasing decisions.

**R-Square Test**

Evaluate the measurement model or *inner model* with the following R- square value criteria :

**Table 5. R-square test**

	R-square	R-square adjusted
Purchase Decision (Y)	0.859	0.845

Data source: Primary data processed, 2024

Based on table 4.13, the results using the *bootstrapping method* show that the decision to purchase halal cosmetics has an R -square of 0.859, which means that cultural, social, personal, psychological and halal awareness variables are able to explain each variable's influence on purchasing decisions by 85.9% and 14.1%. % influenced by other aspects not included in this study. The R-square of the purchasing decision construct shows that the model is in the strong model category.

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## **Discussion**

The results of this study show that cultural, social, personal, and psychological influences on cosmetics purchasing decisions in Jambi people are significant. This is in line with the theory that states that such factors play an important role in consumer behavior.

### **The influence of culture**

Budget as a variable that influences purchasing decisions suggests that Jambi people strongly consider cultural values in choosing cosmetic products. This reflects the importance of halal labels and the way in which those products are produced. In this context, understanding and acceptance of halal products needs to be improved so that people are more aware of the importance of choosing cosmetics that comply with Sharia principles.

### **Social influences of social**

Factors also contribute greatly in purchasing decisions. The involvement of friends, family, and influencers in promoting cosmetic products can influence consumer preferences. The study shows that people are more likely to buy products recommended by those around them, reflecting the predominance of social norms in purchasing decisions.

### **Personal influences**

Personal factors, which include personality and individual preferences, also play a role. The study indicates that consumers with a certain character are more likely to choose products based on personal experience and beliefs. This suggests that an understanding of consumer personality can help manufacturers in designing products that fit market preferences.

### **Psychological influences**

From a psychological point of view, consumers' motivation and perception of products strongly influence purchasing decisions. Consumers prefer products that provide a sense of security and comfort. This suggests that cosmetic manufacturers need to focus on the safety and effectiveness aspects of products in order to attract consumers' attention.

### **The Role of Halal Consciousness**

Halal awareness serves as a moderating variable that reinforces cultural influences on purchasing decisions. However, kosher awareness showed no significant influence on social, personal, and psychological variables. This signifies that although consumers are aware of the importance of halal, other factors such as social and personality recommendations may be more dominant in influencing their decisions.

## **5. CONCLUSION**

The conclusion of this research is that Cultural, Social, Personal, Psychological and Halal Awareness have a significant influence on the decision to purchase halal cosmetics among the people of Jambi City. The halal awareness variable plays a good role or strengthens (moderates) the culture variable on purchasing decisions. Meanwhile, the Halal Awareness variable does not play a good role or weakens the Social, Personal and Psychological variables on Purchasing Decisions.

## **6. SUGGESTION**

For future research, researchers can develop this research by increasing the number of other variables that can be used to predict behavior consumers in making purchases. Apart from that, halal awareness is still an interesting issue in the future future, for this reason researchers can raise this topic is under research and can see it in a different perspective.

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