

THE EFFECT OF LIFESTYLE, HALAL LABELING AND RELIGIOSITY ON STUDENTS' COSMETIC BUYING INTEREST IN MALANG CITY

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ABSTRACT

This study aims to examine the influence of lifestyle, halal labeling, and religiosity on the purchase intention of cosmetics among university students in Malang City. This research uses a quantitative approach with an explanatory method. Data was collected through questionnaires distributed to 154 student respondents who use cosmetics. The analysis techniques used include validity, reliability, normality, multicollinearity, heteroscedasticity, multiple linear regression, t-test, F-test, and coefficient determination. The results show that simultaneously, lifestyle halal labeling, and religiosity have a positive and significant effect on purchase intentions. Partially, each of the three variables also has a positive and significant influence. The adjusted R square value of 49.5% indicates that purchase intention can be explained by these three variables, while the remaining percentage is influenced by other factors outside the model.

Keywords: Lifestyle, Halal Labeling, Religiosity, Purchase Intention

INTRODUCTION

With Indonesia's growing youth population and increasing public awareness of the importance of maintaining appearance and skin health, the national beauty industry is growing, giving birth to numerous local cosmetic brands. The trend of using local products also indicates increasing product quality, enabling them to compete with various international brands. This growth is marked by a 21.9% increase in the number of cosmetics companies in Indonesia, from 913 in 2022 to 1,010 in 2023.mid-2023(Gewati, 2024). Cosmetics are substances that come into contact with various parts of the human body, such as skin, hair, nails, lips, teeth, and mucous membranes. Cosmetics help enhance or change the appearance of certain body parts and are also used to mask body odor. Cosmetics are now a basic human need. Examples include soap and toothbrushes. Both products are considered cosmetics. Cosmetics are not only used by women; nowadays, with the increasing demands for appearance, men also use cosmetics to enhance their appearance.to increase self-confidence (Mubarak, 2021).

The concept of halal cosmetics is not only seen in the ingredients used, but also in the preparation, manufacturing, storage, and transportation of halal cosmetic products, as well as maintaining cleanliness and pristine conditions. Therefore, halal cosmetic products bearing the halal logo must be recognized as an indicator of cleanliness, safety, purity, and quality. (Sara et al., 2022). Apriyanto & Heruwasto (2019) states that halal products are basic necessities regulated by Islamic religious norms. When a Muslim chooses to consume only halal products, it demonstrates Muslim behavior shaped by belief and knowledge of the truths within Islamic teachings. This demonstrates a person's effort to comply with Islamic rules.

As of 2024, BPJPH issued 1,830,445 halal certificates, with a total of 4,556,892 halal-certified products. Most products from China have received halal certification from BPJPH, with the remainder from other countries. The increasing number of halal certificates issued by BPJPH indicates a growing consumer awareness of the importance of halal product certification, which aligns with research on the influence of religiosity on Muslim consumer behavior. This awareness is not only reflected in a preference for halal-certified products but is also driven by a level of religiosity that encourages consumers to be more selective in choosing products in accordance with Islamic sharia principles. (Yasika et al., 2023).

LITERATURE REVIEW

Purchase interest

Interest is a feeling of preference and attraction for something or an activity, without being told to do so. Interest is essentially the acceptance of a relationship between oneself and something outside of oneself. (Slameto, 2020). Purchase interest is a consumer behavior where consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. (Kotler & Keller, 2016). According to Wardhana (2024) Purchase interest is defined as a consumer's tendency to purchase a product. The higher the purchase interest, the greater the consumer's desire to purchase the product. Purchase interest arises when someone has obtained sufficient information about the desired product and is inclined to act before a purchase decision is actually made.

Lifestyle

Lifestyle is a person's pattern of living as expressed in activities, interests, and opinions. It describes the whole person interacting with their environment. The book "Consumer Behavior" states that lifestyle reflects how people live, how they spend their money, and how they utilize their time. (Mowen & Minor, 2020) Lifestyle reflects a person's character and how they live their life. It reflects how they interact with their environment. Social influences can influence lifestyle demands to achieve a desired positive image, but fulfilling this lifestyle can be challenging, particularly in economic terms, particularly when it comes to meeting the need for recognition from others. (Lahagu et al., 2023).

Halal Labeling

According to Kotler & Keller (2016) A label is a simple display on a product or an intricately designed image that integrates with the packaging. Labels can simply include a brand or other information. Labels serve not only as a means of conveying information but also as advertising and branding for the product. The word "halal" is an Arabic term in Islam meaning "permitted" or "allowed." Etymologically, "halal" refers to things that are permitted and can be done, because they are free from or not bound by regulations that prohibit them. (Sutardi, 2020) A halal label is the inclusion of a halal statement or text on product packaging to indicate that the product is halal. Halal labeling also serves as a means of conveying information from producers to consumers about the product's safety for consumption and use (Susilawati & Joharudin, 2023).

Religiosity

Religiosity is a person's interest in and adherence to religious teachings. religion and Actualized through behavior in one's life according to the dictates of one's religion. A religious individual not only knows all the commands and prohibitions of his religion, but also obeys and carries out all religious commands and abandons all prohibitions. Religiosity is an appreciation of the values of religious teachings that are internalized within a person and actualized through behavior in his life. (Alwi, 2014) Religiosity is a comprehensive set of elements that defines a person as religious, not simply as someone claiming to have a religion. Religiosity encompasses religious knowledge and socio-religious attitudes. (Suryowati & Nurhasanah, 2020)

HYPOTHESIS

The following is the research hypothesis, which is based on the theoretical basis and findings: H1 : That lifestyle, halal labeling and religiosity have a simultaneous influence on purchasing interest. H2: That lifestyle has a partial influence on purchasing interest. H3: Halal labeling has a partial effect on purchasing interest. H4: That religiosity has a partial influence on purchasing interest.

METHODS

The type of research used in this study is quantitative with a quantitative explanatory research approach according to Sugiyono (2020). This research aims to explain the position of the variables studied and the relationships between them.

RESULTS

Descriptive Statistical Test

Descriptive analysis testing is a test used to visualize and assess each research variable being studied. The variables examined in this study are lifestyle, halal labeling, and religiosity as independent variables, while purchasing intention is the dependent variable. Based on the table above, the variables lifestyle has a minimum value of 1, a maximum of 5, and a mean of 4.28 with a standard deviation of 0.688. The halal labeling variable has a minimum value of 2, a maximum of 5, and a mean of 3.99 with a standard deviation of 0.585. The religiosity variable has a minimum value of 1, a maximum of 5, and a mean of 3.85 with a standard deviation of 0.688. Purchase interest variable with a value minimum 1, maximum 5 and mean 3.69 with a standard deviation of 0.683.

Table 1. Descriptive Statistical Test

	N	Minimum	Maximal	Mean	Std. Deviation
Lifestyle (X1)	154	1	5	4.28	.688
Halal Labeling (X2)	154	2	5	3.99	.585
Religiosity (X3)	154	1	5	3.85	.898
Purchase Interest (Y)	154	1	5	3.69	.683
Valid N (listwise)	154				

Source: Output Results (2025)

Validity Test

Validity tests (Table 2) are used to see whether it is valid or not at each instrument's lifestyle variables, halal labeling, and religiosity on purchasing interest. Test results. From the above, it is known that the r-table is 0.2172 obtained from a total sample of 154 respondents and the variables X1, X2, and X3, the Y variable has a calculated $r > r$ table, indicating that the question item regarding purchasing interest is valid.

Reliability Test

Reliability testing is used to measure whether the data being tested is reliable or not. In this case, if the Cronbach's Alpha value for Item Deleted is > 0.7 , then it can be said to be reliable. Based on table 3, the reliability test explains that the Lifestyle variable has a Cronbach's alpha value of $0.86 > 0.6$. So, it can be concluded that the Lifestyle variable is reliable. The halal labeling variable has a Cronbach's alpha value of $0.70 > 0.6$. So, it can be concluded that the halal labeling variable is reliable. The religiosity variable has a Cronbach's alpha value of $0.85 > 0.6$. So, it can be concluded that the religiosity variable is reliable. The purchase intention variable has a Cronbach's alpha value of $0.85 > 0.6$. So, it can be concluded that the purchase intention variable is reliable.

Normality Test

The normality test is used to determine whether the regression model of the confounding or residual variables has a normal distribution or not. Based on the table above, the results of the normality test using the One-Sample Kolmogorov-Smirnov on the residuals generated from multiple linear regression show an Asymp.Sig value of 0.142, which is greater than 0.05, which is considered normal.

Table 2. Validity Test Results

Variables	Question Items	r Count	R Table	Information
Lifestyle	1	.831	.132	VALID
(X1)	2	.884	.132	VALID
	3	.895	.132	VALID
	4	.803	.132	VALID
Halal Labeling	1	.766	.132	VALID
(X2)	2	.645	.132	VALID
	3	.799	.132	VALID
	4	.693	.132	VALID
Religiosity	1	.944	.132	VALID
(X3)	2	.943	.132	VALID
	3	.759	.132	VALID
Purchase Interest	1	.836	.132	VALID
(Y)	2	.842	.132	VALID
	3	.826	.132	VALID
	4	.828	.132	VALID

Source: Output Results (2025)**Table 3. Reliability Test Results**

Variables	Cronbach's Alpha	Criteria Value	Information
Lifestyle (X1)	.86	.60	Reliable
Halal Labeling (X2)	.70	.60	Reliable
Religiosity (X3)	.85	.60	Reliable
Purchase Interest (Y)	.85	.60	Reliable

Source: Output Results (2025)**Table 4. Normality Test Results**

		Lifestyle	Halal Labeling	Religiousness	Buying Interest
Normal Parameters	Mean	14.56	14.62	14.98	14.65
	Standard Deviation	2,639	2,704	2,673	2,596
Kolmogorov-Smirnov Z		1,249	1,237	1,334	1,15
Asymp. Sig. (2-tailed)		.088	.094	.057	.142

Source: Output Results (2025)**Multicollinearity Test**

Syafia (2021) stated that the multicollinearity test (Table 5) is part of the classical assumption to determine whether a variable is good or not and to test whether there is a correlation between the independent variables used. The multicollinearity test results show a Tolerance value > 0.10 and a VIF < 10 for the independent variables. This indicates that multicollinearity does not occur.

Heteroscedasticity Test

Test heteroscedasticity (Table 6) is used for showing whether there is inequality in the variance of the residuals in one observation with another observation another. The results of the heteroscedasticity test show that the significance value of each variable is > 0.05 , so heteroscedasticity does not occur.

Multiple Linear Regression Test

Multiple Linear Regression Analysis (Table 7) is the relationship between more than one independent variable and one dependent variable to determine the effect of the independent variable on the dependent variable.

Simultaneous Test

The F test was conducted with the aim of finding out whether the independent variables together can explain the dependent variable. To find out the F value, the significance level used is 5% (0.05). The value of $f = 51.072$ with a significance of $0.000 < 0.05$ shows that in general simultaneous Lifestyle variables, halal labeling and religiosity have a significant influence on purchasing interest.

Table 5. Multicollinearity Test Results

Variables	Tolerance	VIF	Information
Lifestyle (X1)	.967	1,034	no multicollinearity
Halal labeling (X2)	.261	3,828	no multicollinearity
Religiosity (X3)	.261	3,833	no multicollinearity

Source: Output Results (2025)

Table 6. Heteroscedasticity Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	1,18	.807	1,462	.146
	Lifestyle	.032	.033	.079	.963
	Halal Labeling	-.055	.072	-.122	.443
	Religiosity	.057	.063	.145	.912

Source: Output Results (2025)

Table 7. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1	(Constant)	.074	1,44	.051	.959
	Lifestyle	.348	.059	.344	5,892
	Halal Labeling	.346	.128	.303	2,695
	Religiosity	.279	.112	.281	2,496

Source: Output Results (2025)

Table 8. Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	522,251	4	174,084	51,072
	Residual	511,288	150	3,409	.000b
	Total	1033,539	154		

Source: Output Results (2025)

Partial Test

The partial test is as follows analysis for comparative testing between research sample results with design experimental and after. Based on the test results table above, it

explains that the lifestyle variable $t = 5.892$, $\text{sig} = 0.000$. The halal labeling variable $t = 2.695$, $\text{sig} = 0.008$. The religiosity variable $t = 2.496$, $\text{sig} = 0.014$. Therefore, it can be concluded that the three independent variables have a positive and significant influence on purchasing interest.

Table 9. Partial Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.074	1,44		.051	.959
	Lifestyle	.348	.059	.344	5,892	.000
	Halal Labeling	.346	.128	.303	2,695	.008
	Religiosity	.279	.112	.281	2,496	.014

Source: Output Results (2025)

Coefficient of Determination Test

This test is used to determine the size of the contribution of the independent variable to the dependent variable using the R value.², the R² value is as in the following table 10. Table placement uses center alignment, with the title above the table head and the source below the table. Title writing uses Arial Bold 10 pt font. Writing the contents of the table using Arial 10 pt, single spacing. Table lines only use horizontal lines (no vertical lines) (Antonio, 2013). Each table must be referenced in the article manuscript. Example. The Adjusted R Square value is 0.495, which means that 49.5% of the purchase intention variable can be explained by lifestyle, halal labeling, and religiosity variables. The remaining 50.5% is explained by other factors that are not investigated.

Table 10. Results of the Determination Coefficient Test

Model	R	R Square	Adjusted Square	R	Standard Error of the Estimate
1	.711a	.505	.495		1,846

Source: Output Results (2025)

CONCLUSION

Based on the findings from the analysis and discussion reported in the previous chapter regarding the Influence of Lifestyle, Halal Labeling and Religiosity on the Interest in Purchasing Cosmetics of Students in Malang City, the following conclusions can be drawn. That Lifestyle, Halal Labeling and Religiosity and simultaneously influence the variable of purchase interest. That lifestyle partially has a significant influence on purchasing interest. That LabelingHalal partially has no significant influence on purchasing interest. That religiosity partially does not have a significant influence on purchasing interest

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