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Halal Labeling, Religiosity, and Purchasing Decisions: Evidence from Male Consumers of Kahf Products in Indonesia

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Abstract

Purpose – This study examines the effects of halal labeling and religiosity on purchasing decisions among male consumers of Kahf skincare and grooming products in Kolaka Regency, Indonesia. The study addresses the need to better understand how product-related halal information and consumers' internal religious values shape purchasing behavior in the growing halal personal care market.

Design/method/approach – A quantitative research design was employed using a structured questionnaire administered to 130 male consumers who had purchased or used Kahf products in Kolaka Regency. Respondents were selected using purposive sampling. The measurement model and structural model were assessed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. Hypotheses were evaluated based on path coefficients, t-statistics, and p-values.

Findings – The results demonstrate that halal labeling has a positive and significant effect on purchasing decisions ($\beta = 0.321$, $t = 3.444$, $p = 0.001$), supporting H1. Religiosity also has a positive and significant effect on purchasing decisions ($\beta = 0.545$, $t = 6.185$, $p < 0.001$), supporting H2. The structural model produces an R^2 value of 0.659, indicating that halal labeling and religiosity jointly account for 65.9% of the variance in purchasing decisions. Religiosity exhibits a stronger estimated relationship with purchasing decisions than halal labeling.

Implications – The findings suggest that marketers of halal personal care products should maintain credible halal certification and communicate halal status clearly across packaging and promotional channels. Marketing strategies that resonate with consumers' religious values may further strengthen consumer confidence and purchasing intentions.

Novelty/Originality – This study contributes to the halal consumer behavior literature by focusing specifically on male Muslim consumers of halal grooming products in a regional Indonesian context, an area that remains relatively underexplored. It demonstrates the complementary roles of an external product cue, namely halal labeling, and an internal consumer characteristic, namely religiosity, in explaining purchasing decisions.

Keywords: halal labeling; religiosity; purchasing decision; halal cosmetics.

Paper type: Research paper



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1. Introduction

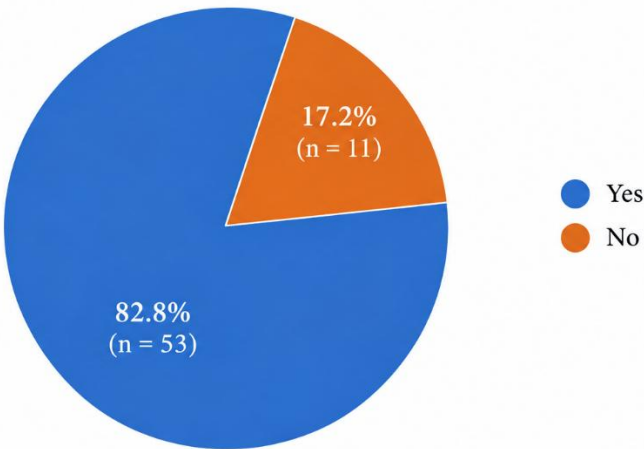
The cosmetics and personal care industry in Indonesia has experienced substantial growth in recent years, accompanied by increasing product diversification and intensifying competition among brands. This expansion is also evident in the men's grooming segment, which has become an increasingly important market as male consumers show greater interest in personal appearance and skincare. Abi et al. (2024) reported that the Indonesian cosmetics market is currently in an expansive phase. Data from Statista.com indicate that total revenue in the Indonesian cosmetics industry increased by approximately 48% between 2021 and 2024, from USD 1.31 billion in 2021 to an estimated USD 1.94 billion in 2024. The industry is also projected to maintain positive growth through 2028, with an average annual growth rate of approximately 5.35%. This sustained expansion has created considerable opportunities for cosmetics companies while simultaneously intensifying competition, as new brands and product variants continue to enter the market and differentiate themselves through product attributes, branding, certification, and marketing strategies.

Within this rapidly developing market, halal cosmetics represent an increasingly important segment, particularly in Indonesia as one of the world's largest Muslim-majority countries. For Muslim consumers, halal status is not merely a product attribute but can also function as an important source of assurance regarding the conformity of a product with Islamic principles. Consequently, halal certification and labeling may become relevant considerations in consumer decision-making. At the same time, religiosity can shape how individuals interpret and respond to consumption-related information because purchasing behavior may be influenced by religious beliefs, values, and commitment. Previous studies have demonstrated that religiosity can play an important role in shaping consumer attitudes and decisions, particularly when products are associated with religious requirements and values (Astuti & Hakim, 2021; Umar & Mustofa, 2021; Rosyada, 2022; Risna, 2020; Nurdin, 2021; Supardin, 2022).

The relevance of halal labeling and religiosity is particularly apparent in the men's grooming market, including the emergence of Kahf as a local male skincare and grooming brand developed by PT Paragon Technology and Innovation. Kahf offers a range of men's grooming products, including facial cleansers, hair and body wash, eau de toilette, beard care products, and deodorants. The brand has established a distinctive market position by integrating contemporary men's grooming needs with halal-oriented product positioning. Statista (2024) reported continued growth in Indonesia's cosmetics industry, while Kahf has been identified among the leading men's skincare brands in Indonesia. The combination of market expansion, the increasing visibility of men's skincare, and the relevance of halal consumption provides an important context for examining the factors underlying consumers' purchasing decisions.

The practical relevance of halal labeling can also be observed from preliminary evidence collected in Kolaka Regency. A questionnaire survey involving 64 respondents was conducted to obtain an initial indication of consumer perceptions regarding halal labeling in Kahf products. As presented in Figure 1, 82.8% of respondents indicated that they were Kahf product buyers who paid attention to the halal label, whereas 17.3% indicated otherwise. This

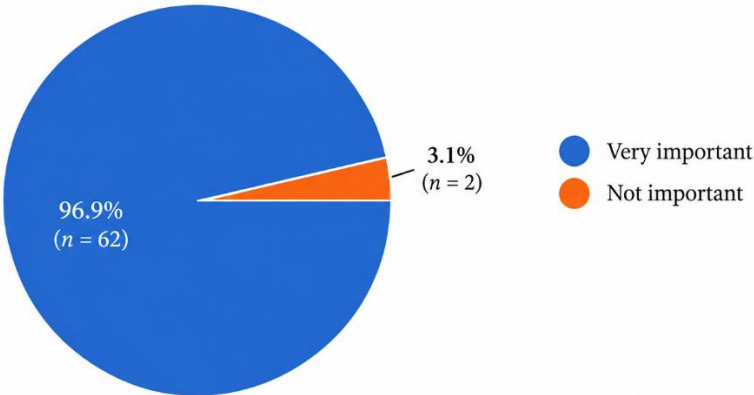
finding suggests that halal labeling is not merely a formal certification attribute but is considered by a substantial proportion of consumers when purchasing Kahf products.



Note. The figure presents responses to the question, “Are you a Kahf product buyer who pays attention to the halal label?” (N = 64).

Figure 1. Respondents' Attention to the Halal Label on Kahf Products

The importance of halal certification is further demonstrated in Figure 2. Of the 64 respondents, 96.9% stated that halal certification was very important in their purchasing decisions, while none of the respondents (0%) considered halal certification unimportant. This preliminary evidence indicates that halal certification may constitute a salient consideration in consumers' evaluation of Kahf products. However, the descriptive nature of these findings also highlights the need for empirical analysis to determine whether halal labeling significantly influences purchasing decisions and whether individual religiosity provides an additional explanation for such decisions.



Note. The figure presents responses to the question, “How important is halal certification in your purchasing decision?” (N = 64).

Figure 2. Importance of Halal Certification in Purchasing Decisions

Despite the apparent importance of halal considerations, previous empirical studies have produced inconsistent findings regarding the relationship between halal labeling and purchasing decisions. Paujiah and Kosim (2020), for example, found that halal labels have a positive influence on consumers' product purchasing decisions. In contrast, Utami (2018) reported that halal labels did not significantly affect purchasing decisions. A similar inconsistency can be identified in the literature concerning religiosity. Wulandari (2021) demonstrated that religiosity positively influences consumers' purchasing decisions for skincare products, whereas Meinawati and Ardyansyah (2023) found that religiosity has no significant influence on product purchasing decisions. These contradictory findings suggest that the effects of halal labeling and religiosity may be context-dependent and warrant further investigation across different consumer groups and product categories.

The inconsistency in previous findings reveals an empirical gap that is particularly relevant in the context of men's halal skincare consumption. Existing studies have generally examined halal labeling or religiosity in broader consumer markets, while empirical evidence focusing specifically on male Muslim consumers and men's grooming products in regional Indonesian markets remains relatively limited. Moreover, the rapid development of men's skincare provides a contemporary consumption context in which religious considerations intersect with personal grooming, brand positioning, and purchasing behavior. Investigating these relationships in Kolaka Regency therefore provides an opportunity to extend existing consumer behavior research beyond predominantly general or mainstream product contexts.

Accordingly, this study examines the effects of halal labeling and religiosity on purchasing decisions among male consumers of Kahf products in Kolaka Regency. The study seeks to contribute to the literature in two ways. First, it addresses the inconsistent findings regarding the effects of halal labeling and religiosity on purchasing decisions by examining both variables within an integrated empirical context. Second, it extends the discussion of religiously informed consumer behavior to male consumers of halal men's grooming products in a regional Indonesian setting. From a practical perspective, the findings may provide insights for cosmetics marketers and halal-product manufacturers in developing more effective positioning and communication strategies that respond to both consumers' religious considerations and purchasing behavior.

2. Literature Review

2.1. Purchasing Decision

Purchasing decisions represent a fundamental component of consumer behavior and describe the process through which consumers determine whether to purchase a particular product or service. Kotler and Keller (2012) conceptualize purchasing decisions as a process in which consumers identify their needs, evaluate available alternatives, and ultimately select the product that best satisfies their preferences. This process generally involves several interconnected stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Ariella, 2018).

The purchasing decision process is not necessarily linear because consumers may enter, skip, or revisit particular stages depending on the characteristics of the product, purchasing situation, and individual consumer characteristics. Kotler and Keller (2009) similarly explain

that consumers typically move from recognizing a need to searching for relevant information, evaluating alternatives, making a purchase decision, and assessing their experience after purchase. Hestanto (2021) further emphasizes that purchasing decisions emerge when consumers recognize a particular need, seek information concerning possible solutions, compare available alternatives, and eventually select a product that is perceived as capable of fulfilling that need.

Ariella (2018) specifically defines a purchasing decision as the stage at which consumers actually determine whether to purchase a product or service. Accordingly, purchasing decisions can be understood not simply as the final act of buying but as the outcome of a broader evaluative process. In the context of halal cosmetics and men's grooming products, this process may involve considerations beyond functional product attributes, including information concerning halal status and the extent to which the product is consistent with consumers' religious values. Therefore, purchasing decisions provide an appropriate dependent variable for examining how halal-related information and religiosity shape consumer behavior.

2.2. Halal Label

A halal label serves as an important source of information that communicates the halal status of a product to consumers. Widyaningrum (2016) defines a halal label as the inclusion of written information or a halal statement on product packaging to indicate that the product has halal status and is therefore considered permissible for use or consumption according to Islamic principles. From a consumer perspective, the halal label can reduce uncertainty by providing an identifiable signal regarding the product's compliance with halal requirements.

The concept of labeling is closely associated with the broader function of product identification and differentiation. Kotler and Armstrong (2010) describe a brand as a name, term, sign, symbol, design, or combination of these elements used to identify products or services and distinguish them from those offered by competitors. In the context of halal products, labeling performs an additional informational function because it communicates a product attribute that is particularly relevant to Muslim consumers. Thus, halal labeling can be regarded as an important informational cue in consumers' evaluation of products, particularly when religious compliance is an important consideration in consumption decisions.

A halal label is generally associated with the acquisition of halal certification. A halal certificate provides formal assurance concerning the halal status of a product and serves as the basis for the use of a halal label on product packaging. In Indonesia, the halal certification system provides consumers with an institutional mechanism for verifying the halal status of products. Consequently, the presence of a halal label may strengthen consumers' confidence that a product has fulfilled the relevant halal requirements.

Utami (2013), referring to Government Regulation No. 69 of 1999, identifies several indicators of product labeling that can be applied to the identification of halal information:

1. Image – a visual representation, symbol, or graphic element displayed on product packaging.

2. Text – written information presented in a form that can be clearly read and understood by consumers.
3. Combination of Image and Text – the integration of visual and textual elements into a single labeling component.
4. Attachment to Packaging – the placement or attachment of the label on the product packaging to provide consumers with accessible information about the product.

These indicators emphasize that halal labeling is not merely a symbolic element but also an information-delivery mechanism through which consumers can recognize and evaluate the halal status of a product. In the context of Kahf products, the halal label may therefore serve as a salient external cue that influences consumers' perceptions and, ultimately, their purchasing decisions.

2.3. Religiosity

Religiosity refers to the extent to which religious beliefs and values are internalized and reflected in an individual's attitudes, perceptions, and behavior. Gibson (2010) conceptualizes religiosity as an individual difference in a person's interest in, commitment to, and involvement in a particular religion. Such differences may be manifested through attitudes, cognition, emotional responses, and behavioral practices associated with religious beliefs. Religiosity can consequently influence how consumers interpret product information and make consumption-related decisions. In particular, religious commitment may affect consumers' preferences for products that are perceived to be consistent with their religious principles. Wulandari (2021) demonstrates that religiosity can influence consumption preferences and purchasing behavior, particularly among Muslim consumers whose purchasing activities may be guided by religious values and obligations. Thus, religiosity represents an important individual-level factor for understanding consumer responses to halal products.

Glock and Stark (2017) and Gibson (2010) conceptualize religiosity as a multidimensional construct consisting of five dimensions: belief, ritual practice, religious experience, religious knowledge, and consequences. The belief dimension reflects an individual's acceptance of religious doctrines and principles. Ritual practice refers to participation in religious practices and observances. Religious experience concerns the individual's personal and emotional experiences associated with religion. Religious knowledge represents the extent to which an individual understands religious teachings and principles, whereas the consequences dimension reflects the extent to which religious beliefs and practices influence everyday attitudes and behavior. These dimensions suggest that religiosity extends beyond the formal observance of religious rituals and encompasses the broader influence of religion on everyday decision-making. In the context of halal cosmetics, highly religious consumers may be more attentive to halal information and more likely to incorporate religious considerations into their purchasing decisions. Therefore, religiosity is theoretically relevant for explaining variations in consumers' responses to halal labeling and their decisions to purchase halal-certified products.

2.4. Relationship Between Halal Label, Religiosity, and Purchasing Decision

The preceding literature indicates that purchasing decisions can be influenced by both external product-related information and internal consumer characteristics. Halal labeling represents an external informational cue that communicates the halal status of a product, whereas religiosity represents an internal characteristic that determines the extent to which religious values are incorporated into consumer decision-making. These two factors are particularly relevant in the context of Muslim consumers because the consumption of products that comply with Islamic principles may involve both informational and value-based considerations.

From an informational perspective, the halal label can provide consumers with assurance regarding a product's compliance with Islamic requirements. Consumers who perceive halal certification as credible and relevant may use the label as an evaluative cue when comparing products. From a value-based perspective, religiosity may determine the importance that consumers attach to halal status and the extent to which religious considerations enter their purchasing decisions. Accordingly, consumers with stronger religious commitment may be more likely to seek and respond to halal information when evaluating products.

However, empirical findings regarding these relationships remain inconsistent. Paujiah and Kosim (2020) found that halal labels positively influence purchasing decisions, whereas Utami (2018) reported that halal labels do not significantly influence purchasing decisions. Similarly, Wulandari (2021) found a positive relationship between religiosity and purchasing decisions for skincare products, while Meinawati and Ardyansyah (2023) reported that religiosity does not significantly affect purchasing decisions. These contrasting findings suggest that the influence of halal labeling and religiosity may vary according to product characteristics, consumer segments, and research contexts.

Drawing on the theoretical arguments and empirical evidence discussed above, halal labeling and religiosity are expected to play important roles in shaping consumers' purchasing decisions. Halal labeling provides consumers with an external informational cue regarding the halal status of a product, whereas religiosity reflects the extent to which religious beliefs and values are incorporated into individual consumption decisions. Given the inconsistent findings reported in previous studies and the limited evidence concerning male consumers of halal grooming products, this study proposes that both factors may positively contribute to purchasing decisions for Kahf products. Accordingly, the following hypotheses are formulated:

H1: Halal labeling has a positive and significant effect on purchasing decisions.

H2: Religiosity has a positive and significant effect on purchasing decisions.

The hypothesized relationships among halal labeling, religiosity, and purchasing decisions are summarized in the conceptual framework presented in Figure 3.

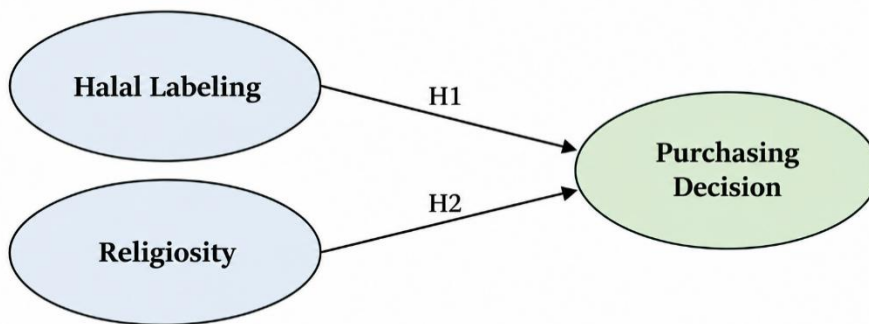


Figure 3. Conceptual framework

3. Methods

This study employed a quantitative research design to empirically examine the relationships among halal labeling, religiosity, and purchasing decisions. A quantitative approach enables the systematic measurement of research variables and the statistical examination of hypothesized relationships using numerical data. In accordance with Wonua et al. (2021), quantitative research generates empirical findings through statistical procedures and other forms of quantification within a positivist research paradigm. The study population comprised male consumers who had purchased or used Kahf skincare products in Kolaka Regency, Indonesia. Because the population size could not be determined precisely, respondents were selected using purposive sampling based on predetermined eligibility criteria, namely male consumers who had experience purchasing or using Kahf skincare products. A total of 130 valid respondents participated in the study. The sample size was determined using the rule of thumb of ten times the number of research indicators, which was considered adequate for estimating the proposed PLS-SEM model.

Data were collected using a structured questionnaire designed to measure three latent constructs: halal labeling, religiosity, and purchasing decisions. Each construct was operationalized through multiple measurement indicators adapted from relevant previous studies and assessed using a Likert-type scale. The measurement model was specified as reflective, whereby the observed indicators were assumed to reflect their respective underlying latent constructs. Prior to hypothesis testing, the measurement instruments were assessed for validity and reliability. Preliminary reliability testing was performed using SPSS 25.0, with Cronbach's alpha values exceeding the commonly accepted threshold of 0.70 for all constructs, indicating satisfactory internal consistency.

The data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The analysis consisted of two main stages. First, the outer model was evaluated to assess the quality of the reflective measurement model through indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. Second, the inner model was evaluated to examine the structural relationships among the constructs and test the proposed hypotheses. The structural model assessment focused on the estimated path coefficients and their statistical significance to determine whether halal labeling and religiosity have positive and significant effects on

purchasing decisions. This analytical procedure enabled the study to evaluate both the adequacy of the measurement instruments and the hypothesized structural relationships within a single PLS-SEM framework.

4. Result and Discussion

The hypothesized relationships among halal labeling, religiosity, and purchasing decisions were examined using Partial Least Squares Structural Equation Modeling (PLS-SEM). The analysis was conducted using SmartPLS 3.0 to assess both the measurement model and the structural model. PLS-SEM was selected because it enables the simultaneous estimation of relationships among latent constructs and their respective indicators, thereby providing an integrated assessment of the proposed research model. The resulting PLS-SEM path model, including the hypothesized relationships between the constructs, is presented in Figure 4.

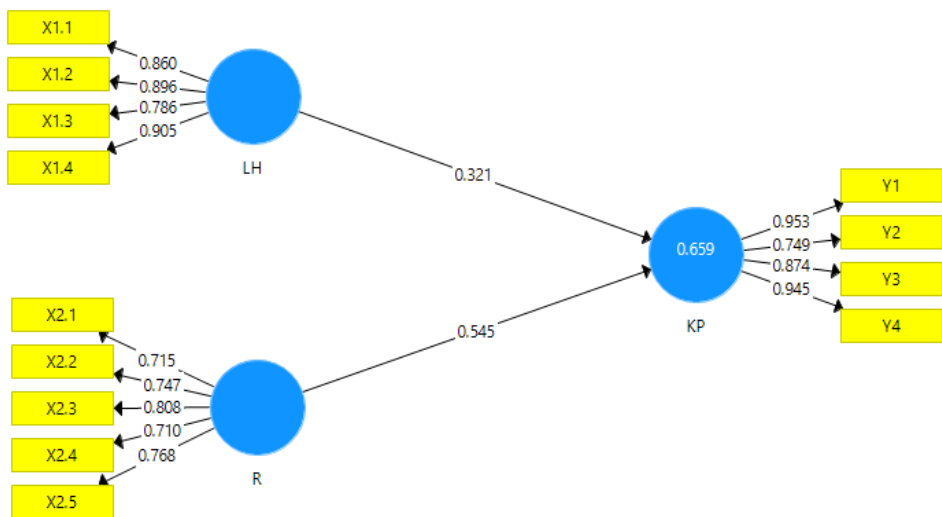


Figure 4. PLS-SEM Path Model
Source: SmartPLS 3.0 output.

The assessment of the measurement model was conducted before interpreting the structural relationships. Because all constructs in this study were specified as reflective, the evaluation focused on indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. For reflective constructs, outer loadings of approximately 0.70 or higher are generally considered desirable because they indicate that the indicator shares a substantial proportion of its variance with the underlying construct.

As reported in Table 1, all indicators demonstrated outer loading values above 0.70. These results indicate satisfactory indicator reliability and provide initial evidence that the indicators adequately represent their respective latent constructs. Therefore, all measurement indicators were retained for subsequent evaluation of the measurement model and structural model.

Table 1. Outer Loading

Item	Halal Labeling	Religiosity	Purchasing decision
X1.1	0.860		
X1.2	0.896		
X1.3	0.786		
X1.4	0.905		
X2.1		0.715	
X2.2		0.747	
X2.3		0.808	
X2.4		0.710	
X2.5		0.768	
Y1			0.953
Y2			0.749
Y3			0.874
Y4			0.945

Sources: Output SmartPLS 3.0

Following the assessment of indicator reliability presented in Table 1, the measurement model was further evaluated for discriminant validity. One of the approaches used to assess discriminant validity is the examination of cross-loadings. As presented in Table 2, each indicator exhibits a higher loading on its associated construct than on the other constructs. This finding provides initial evidence that the indicators adequately distinguish their respective constructs from one another.

Table 2. Cross Loading

Item	Halal Labeling	Religiosity	Purchasing decision
X1.1	0.860	0.594	0.661
X1.2	0.896	0.660	0.619
X1.3	0.786	0.693	0.569
X1.4	0.905	0.612	0.643
X2.1	0.449	0.715	0.449
X2.2	0.421	0.747	0.421
X2.3	0.632	0.808	0.632
X2.4	0.431	0.710	0.383
X2.5	0.536	0.768	0.653
Y1	0.691	0.684	0.953
Y2	0.569	0.635	0.749
Y3	0.590	0.734	0.874
Y4	0.699	0.707	0.945

Sources: Output SmartPLS 3.0

Following the assessment of discriminant validity through the cross-loading criteria presented in Table 2, the measurement model was further evaluated for convergent validity using the Average Variance Extracted (AVE). As reported in Table 3, the AVE values for all

constructs exceed the recommended threshold of 0.50, indicating that each construct explains more than half of the variance in its respective indicators and, therefore, demonstrates satisfactory convergent validity.

Table 3. Average Variance Extracted (AVE)

Construct	Religiosity	Halal Labeling	Purchasing decision
Purchasing decision	0.884		
Halal Labeling	0.723	0.863	
Religiosity	0.782	0.738	0.751

Sources: Output SmartPLS 3.0

In addition to convergent validity, the internal consistency reliability of the constructs was assessed using Composite Reliability and Cronbach’s Alpha. As presented in Table 4, all constructs exhibit Composite Reliability and Cronbach’s Alpha values above the recommended threshold of 0.70, indicating satisfactory internal consistency and confirming the reliability of the measurement instruments.

Table 4. Composite Reliability

Construct	Composite Reliability	Cronbach’s Alpha
Purchase Decision	0.934	0.903
Religiosity	0.865	0.815
Halal Labeling	0.921	0.885

Sources: Output SmartPLS 3.0

Once the measurement model had been established, the structural model was evaluated to assess the explanatory power of the endogenous construct and the significance of the hypothesized relationships. In PLS-SEM, the structural model is commonly assessed using the coefficient of determination (R^2) for endogenous constructs and the significance of the structural path coefficients based on bootstrapping results. The estimated structural model and the hypothesized relationships among the constructs are presented in Figure 5.

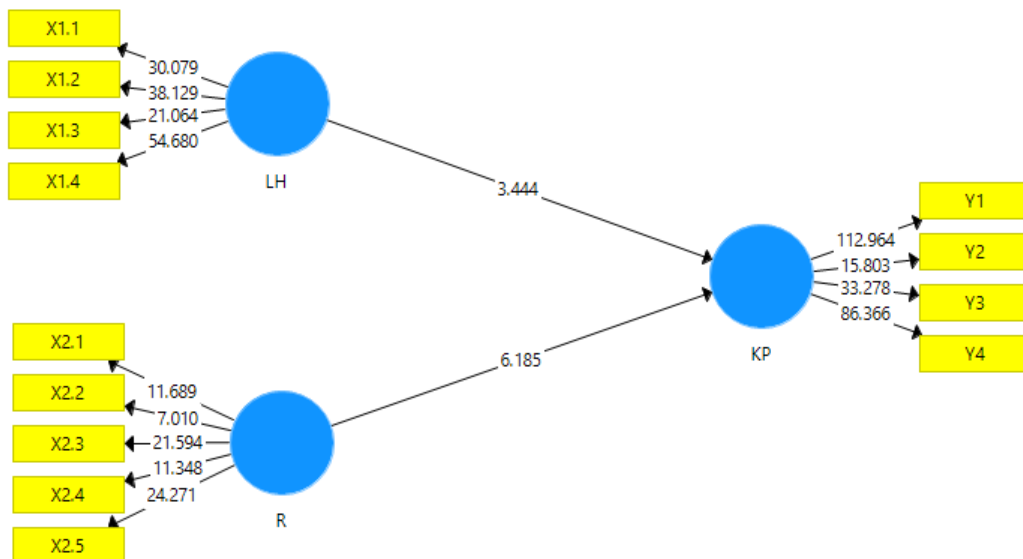


Figure 5 Path Diagram (Inner Model)

Sources: Output SmartPLS 3.0

The explanatory power of the model was assessed using the coefficient of determination (R^2) for the endogenous construct. The resulting R^2 value for Purchasing Decision is presented in Table 5.

Table 5. R-Square

Variable	R Square
Purchase Decision	0.659

Sources: Output SmartPLS 3.0

As reported in Table 5, the R^2 value for Purchasing Decision is 0.659, indicating that halal labeling and religiosity jointly account for 65.9% of the variance in purchasing decisions among male consumers of Kahf products in Kolaka Regency. The remaining 34.1% represents variance attributable to factors not included in the proposed model, such as product quality, price, promotional activities, peer influence, lifestyle, and other consumer-related factors. Thus, the model demonstrates substantial explanatory power in accounting for variations in consumers' purchasing decisions.

Furthermore, the Path Coefficient value describes the relationship between constructs in each hypothesis. Path Coefficient testing is performed using Bootstrapping analysis in SmartPLS to determine the direction of influence between variables (path), the magnitude of influence (Original Sample Estimate), and the level of significance of the influence between variables. The level of significance can be seen through the P-Value or probability value $<5\%$ (0.05). The results of the Path Coefficient are:

Table 6. Path Coefficient

Hip.	Original Sample Estimate (O)	Mean of Sub Sample (M)	Stand ard Deviation (STDEV)	T-Statistic (O/STDEV)	P Value
LH->KP	0.321	0.317	0.093	3.444	0.000
R->KP	0.545	0.552	0.088	6.185	0.000

Sources: Output SmartPLS 3.0

The structural model results presented in Table 6 provide empirical evidence regarding the hypothesized relationships between halal labeling, religiosity, and purchasing decisions. Halal labeling has a positive and statistically significant effect on purchasing decisions ($\beta = 0.321$, $t = 3.444$, $p = 0.001$), thereby supporting H1. Likewise, religiosity has a positive and statistically significant effect on purchasing decisions ($\beta = 0.545$, $t = 6.185$, $p < 0.001$), supporting H2. The relatively larger path coefficient for religiosity suggests that religiosity has a stronger estimated relationship with purchasing decisions than halal labeling within the proposed model. These findings indicate that both external product-related cues and consumers' internal religious values play important roles in shaping purchasing decisions for Kahf products among male consumers in Kolaka Regency.

The significant effect of halal labeling suggests that the presence of a clearly identifiable halal label provides consumers with greater assurance regarding the religious compliance and acceptability of the product. For personal care products such as Kahf, which are applied directly to the body, such assurance may be particularly relevant to Muslim consumers who seek to ensure that the products they use conform to Islamic principles. The respondents' strong awareness of halal labeling further suggests that halal certification functions not merely as informational content on product packaging but also as a source of perceived assurance and confidence in product selection. In this regard, the visibility and clarity of the halal logo may strengthen consumers' perceptions of product credibility and reduce uncertainty concerning its halal status.

From a consumer behavior perspective, this finding can be understood by considering the role of product attributes in shaping consumers' evaluations and purchasing decisions. Halal labeling represents a symbolic and functional product attribute that communicates information about compliance with religious requirements while simultaneously carrying personal and emotional meaning for Muslim consumers. Thus, the halal label extends beyond its informational function and may serve as a symbolic representation of religious identity and consumption values. This interpretation is consistent with Fitriani (2016), who distinguishes between religion as a general belief system and religiosity as the extent to which religious values are personally internalized and reflected in everyday behavior, including consumption decisions.

The significant relationship between religiosity and purchasing decisions further indicates that consumers' religious commitment constitutes an important internal determinant of consumption behavior. Highly religious consumers may be more attentive to the moral and spiritual implications of their consumption choices and, consequently, more selective in evaluating products that are associated with religious requirements. In the context of halal

personal care products, this may encourage consumers to prefer products with clearly established halal status and to avoid products whose halal status is uncertain. The selection of halal-certified Kahf products can therefore be interpreted as a behavioral manifestation of religious values in everyday consumption.

This finding can also be interpreted through the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), which posits that behavioral intentions are shaped by attitudes, subjective norms, and perceived behavioral control. In the present context, religiosity may contribute to more favorable attitudes toward halal products, reinforce social and normative expectations concerning compliance with Islamic consumption principles, and strengthen consumers' intentions to choose products consistent with their religious beliefs. The significant effect of religiosity observed in this study is consistent with the findings of Fitria (2016) and Wulandari (2021), which indicate that religiosity can influence consumers' purchasing behavior. However, it contrasts with Astogini et al. (2011), who reported no significant relationship between religiosity and purchasing behavior. The divergence may reflect differences in consumer characteristics, product categories, and sociocultural settings. In the present study, the regional context of Kolaka Regency may provide a setting in which religious values and awareness of halal consumption are particularly relevant to product evaluation and purchasing decisions.

Taken together, the findings demonstrate that halal labeling and religiosity are both significant predictors of purchasing decisions, with religiosity exhibiting the stronger estimated path coefficient. The results therefore highlight the importance of integrating both product-based assurances and consumers' underlying value systems when explaining purchasing behavior in the halal personal care market. For marketers of halal grooming products, maintaining credible halal certification, communicating halal status clearly, and developing marketing strategies that resonate with consumers' religious values may strengthen consumer confidence and support purchasing decisions.

5. Conclusion

This study demonstrates that both halal labeling and religiosity have significant and positive effects on purchasing decisions among male consumers of Kahf products in Kolaka Regency. The findings indicate that halal labeling serves as an important product-related cue that provides assurance regarding halal compliance, while religiosity represents an internal value that shapes consumers' preferences and purchasing behavior. Notably, religiosity exhibits a stronger estimated relationship with purchasing decisions than halal labeling, highlighting the relevance of religious values in understanding halal consumption behavior.

These findings contribute to the literature on halal consumer behavior by demonstrating that purchasing decisions are shaped by the interplay between product-related information and consumers' internal religious values. From a managerial perspective, marketers of halal personal care products should maintain credible halal certification and communicate halal status clearly and consistently across product packaging and promotional channels. Marketing strategies should also reflect the values and expectations of Muslim consumers to strengthen consumer trust, product relevance, and market positioning. Future research could extend this model by incorporating other determinants of purchasing decisions, such as

perceived product quality, price, brand image, social influence, and lifestyle, as well as examining different consumer groups and geographical contexts to enhance the generalizability of the findings.

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