DETERMINANTS OF PURCHASE INTENTION OF HALAL SKINCARE PRODUCTS AMONG INDONESIA'S GENERATION Z

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ABSTRACT
The 2014 Halal Products Guarantee Law requires products distributed in Indonesia to be halal certified. Skincare products are included in this law. However, halal skincare brands are still facing challenges in their positioning and are struggling to identify how to encourage customers to buy. Although there is an increasing awareness towards the use of halal skincare among Indonesia's Generation Z, the factors that might stimulus their purchase intention of halal skincare are perceived to be varied. Besides, there is a lack of well-established study regarding the influence of religious beliefs on the purchase intentions of Generation Z consumers in Indonesia. To bridge this gap, this study seeks to propose a model that identifies the unique factors influencing the purchase intention of halal skincare products among Generation Z in Indonesia. The population for this study consists of Generation Z consumers in Indonesia and the respondents are taken based on purposive sampling. A closed-ended questionnaire is employed for data collection from a sample of 250 respondents. The proposed model is tested with regression. This study discovers that halal awareness, halal label, brand awareness, and promotion plays the important role in purchase intention. This study also finds which factor plays the most and the least important. This study recommends cosmetics companies to position their products based on the importance of the factors observed. It also suggests marketers to understand the right promotion strategy to be used in targeting the right market segment.

Keywords: halal awareness; attitudes towards halal products; brand ambassador; promotion; skincare

INTRODUCTION

Statistically, Indonesia is one of the countries with the largest Muslim population. Indonesia has consistently been categorized as the country with the largest Muslim population in the world. It was only in 2024 that Indonesia's position shifted to second place, after Pakistan (TV One News, 2024). According to the latest population census conducted by BPS in 2020, the population of Indonesia reached 270,203,917 people, the Muslim population accounted for 87.2%, and the Generation Z population accounted for 27.94% (Badan Pusat Statistik Indonesia, 2020).

Indonesia has the constitution that facilitates the followers of the religions to do what the religions ask to do as regulated in the laws. One of the laws is Law Number 33/2014 on Halal Product Guarantee. This law requires all the products distributed for muslims in Indonesia should have halal certificates. Skincare products are included in this law. The enactment of the law in Indonesia is to protect muslim consumers from products not in line with the halal standards.

The halal skincare product market has experienced rapid growth in Indonesia, especially among the younger generation. Generation Z, born between 1997 and 2012, represents a highly potential market segment for halal skincare products. As a generation that grew up in the digital era, they have extensive access to information and tend to be more aware of healthy lifestyle choices that align with their religious values.

Indonesia offers significant opportunities for the halal skincare industry. The awareness of the importance of using halal products is not only based on religious aspects but also related to the perception of product quality and safety. Halal products are considered

safer as they undergo strict production processes and are free from ingredients prohibited by Islamic law.

Understanding the factors that influence the purchase intention of halal skincare products among Generation Z is very important for producers and marketers. This understanding will not only help them design effective marketing strategies but also develop products that meet the needs and preferences of these young consumers.

This study aims to identify the main determinants that influence the purchase intention of halal skincare products among Generation Z in Indonesia. The main objective of this study is to explore and analyze the factors influencing the purchase intention of halal skincare products among Generation Z in Indonesia. This research will examine various aspects such as halal awareness, attitudes towards halal products, the use of brand ambassador, and promotion. With a deeper understanding of these factors, it is hoped to provide significant contributions to the development of more effective marketing strategies for halal skincare products.

Halal awareness, halal label, and purchase intention are related to the level of religiosity, which emphasizes the practice of the religion. Previous research shows that religion is a distinctive form of motivation, source of value and significance, contributor to mortality and health, source of copying, and source of distress (Pargament, 2001). Consequently, religion has been examined across various fields, such as psychology, sociology, and other disciplines. It has also started to gain momentum in business fields such as marketing (Mathras et al., 2016) and organizational studies (Tracey et al., 2014), indicating a shift towards incorporating theological perspectives in business research. However, Most of the studies conducted in the areas of entrepreneurship or business and its relationship with religiosity are western countries specific and are primarily focused one Christian societies (Musallam & Kamarudin, 2021). These studies do not focus specifically on a certain generation.

This study explores the influence of halal awareness and attitudes towards halal label among muslims of Generation Z in Indonesia on the purchase decision of skin care products. The previous studies show halal awareness of muslim millennials influences the decision to purchase cosmetics and skincare (Herlina et al., 2020), the *halal* logo is very important predictor for the purchase intention of *halal* cosmetic products among Generation Y consumers in Malaysia (Khan et al., 2020), halal product knowledge among Generation Z in Pakistan influences the intention to buy cosmetics (Bhutto et al., 2024). Some other previous studies denotes the halal aspect in other fields. Halal awareness influences the purchase decision to buy a tea drink (Muizzudin & Kisty, 2020). Halal awareness influences the purchase decision to buy noodle products made in South Korea (Lestari & Supriyanto, 2022), halal awareness has a positive correlation to the purchase of food (Febriandika & Hakim, 2023).

This study also examines the influence of the promotion on the purchase intention of the skincare products. The previous studies indicate that the use of the brand ambassador influences the purchase intention (Ramadhanti & Usman, 2021; Wardani & Nugraha, 2022), sales promotion (Bhatti, 2018; Faryabi et al., 2015).Statistically, Indonesia is one of the countries with the largest Muslim population. Indonesia has consistently been categorized as the country with the largest Muslim population in the world. It was only in 2024 that Indonesia's position shifted to second place, after Pakistan (TV One News, 2024). According to the latest population census conducted by BPS in 2020, the population of Indonesia reached 270,203,917 people, the Muslim population accounted for 87.2%, and the Generation Z population accounted for 27.94% (Badan Pusat Statistik Indonesia, 2020).

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influences the purchase intention (Ramadhanti & Usman, 2021; Wardani & Nugraha, 2022), sales promotion (Bhatti, 2018; Faryabi et al., 2015).

LITERATURE REVIEW

Generation Z

Generation Z belongs to the group of people who were born between the late 1990s and the early 2010s, who are regarded as being very familiar with the internet (Oxford Dictionaries, 2024). In Indonesia, Generation Z or Gen z for short belongs to the group of people who were born between 1997-2012 (Badan Pusat Statistik Indonesia, 2020). In July 2024, Generation Z belongs to the group of people who are at the age of 12-27.

The previous studies show Gen Z has the following typical characteristics: a. being generally more risk-averse than earlier generations; b. having lower expectations; c. Being confident but cautious; d. having fairly modest demands compared to Gen Y (Tulgan, 2013). Gen Z also has other characteristics: a. being digitally naïve and hyper-connected
Junkies (Kouloupoulos & Keldsen, 2016). This generation has access to a wide scale of digital communication technology in the form of the mobile phone, Wi-Fi, and interaction computer games (Bassiouni & Hackley, 2014). This generation can never imagine a world without internet, spends on average 6.5 hours daily in front of an electronic screen (Berkup, 2014). This generation also writes and receives 109.5 texts per day, considers a smart phone as an important part of their life (Özkan & Solmaz, 2015). Gen Z is more self-reliant and do-it-yourself (DIY) group of people (Kouloupoulos & Keldsen, 2016) although it needs extensive feedback, but not micromanagement like Gen Y. Gen Z in Indonesia is socially responsible and willing to donate money and time to charity (Dwidienawati & Gandasari, 2018).

Halal Awareness

The term consists of two words: halal and awareness. Halal is an Arabic word used worldwide. Literally, it means acceptable according to the rules (Almaany Team, 2010); acceptable according to Islamic law (Oxford Dictionary Team, 2024b; *Oxford Essential Arabic Dictionary*, 2010). Awareness means knowledge or understanding of a particular subject or situation (Longman Dictionary Team, 2024); knowledge and understanding that something is happening or exists (Merriam Webster Dictionary Team, 2024), knowing that something exists and is important (Oxford Dictionary Team, 2024a). The literal meaning of halal awareness, then, is knowledge and understanding that a product muslims consume must be acceptable according to Islamic law. In terms of halal food, halal awareness is a cognizant state of a muslim which she/he has adequate sharia knowledge of what halal is, knows the exact slaughtering process, and prioritizes halal food for consumption (Ahmad et al., 2013). Halal awareness in terms of skin care products, then, is a cognizant state of a muslim which she/he has adequate sharia knowledge of what halal is, knows the exact production process, and prioritizes halal skincare products for consumption.

The indicators of halal awareness for skincare products follow the indicators of halal awareness for food as described as follows: aware of "halalness" of halal; aware on halal due to the religious obligation; hygiene and food safety; knowing halal packaged food product being process is very important; concern of international halal packaged food product (Yunus et al., 2014). Halal awareness for skincare products, then, includes five indicators: a. aware of "halalness" of halal; b. aware on halal due to the religious obligation; c. hygiene and food safety; d. knowing halal packaged product being process is very important; e. concern of international halal packaged product.

Halal Label

The word "Halal", as mentioned before, refers to what is considered by Muslims as permissible or acceptable, while its opposite "haram" refers to what is considered by Muslims as prohibited. Literally, A halal label is the inclusion of a halal statement or

inscription on a product's packaging, intended to inform that the product is halal and permissible for consumption by Muslim consumers.

To obtain a halal label, a product must undergo a halal certification process. This certification serves as a guarantee issued by an authorized institution, ensuring that the product does not contain any ingredients considered haram or questionable. In Indonesia, the official body responsible for issuing halal certification is the designated authority (BPJPH) which is under the Ministry of Religious Affairs as stipulated in Law No. 33 of 2014. The study shows that Halal Certification is a reliable indicator of trust, which facilitates the improvement of production, marketing, and sales strategies for businesses by imparting unique aspects to their offerings (Ab Talib et al., 2016). The indicators of halal label in this paper employ several indicators proposed in the previous studies: valuable, attractive, knowledge of halal label, trust in halal label, enhance marketability (Aziz & Chok, 2013; Izzah & Irfany, 2024; Maulida & Hapsari, 2024).

Brand Awareness
Brand awareness is defined as the ability of consumers to recognize or recall a brand, which helps them associate products with that brand (David A. Aaker, 2011). Brand awareness is related to the strength of the brand node or trace in memory as reflected by consumers' ability to recall or recognize the brand under different conditions (Keller, 2009).

There are four stages of brand awareness: unware of brand, brand recognition, brand recall, top of mind (Keller, 2013). The first stage is Unaware of Brand, where consumers are still doubtful and unaware of a particular brand, causing consumers hesitate to purchase a product. The second stage is Brand Recognition, where consumers can identify the brand when given a stimulus first through education or presentations conducted by the company. The third stage is brand recall. At this stage, consumers can recognize a brand without being given a stimulus by the company; only a slight prompt is needed for consumers to identify it. The final stage is Top of Mind, where consumers can easily recognize the brand, and the brand holds a special place in their minds.

Brand awareness has two dimensions: brand recognition and brand recall (Keller, 2009). Brand recognition is consumer's ability to discriminate the brand as having seen or heard before (Keller, 1993). Brand recognition, then, refers to the ability of consumers to recognize a specific brand based on its attributes, such as logos, slogans, and colors. It's a crucial concept in advertising and marketing. Brand recall is consumers' ability to retrieve the brand when given the product category, the needs fulfilled by the category, or some other type of probe as a cue (Keller, 1993). Brand recall is the likelihood of instantly remembering a brand's name when prompted with a product, service, or any other association related to it. In simpler terms, it's a qualitative measure of a consumer's ability to recall a brand's name without any assistance.

Promotion
In a broad meaning, promotion is an effort made to persuade or influence someone to be willing to accept a product, concept, or idea (Walker et al., 1998). Promotion, as a mode of communication intended to inform, persuade, or remind the public about a person or organization's products, services, image, and community involvement, frequently plays a crucial role in attaining the established objectives. Promotion encompasses a variety of marketing strategies and actions designed to enhance sales by capturing the attention and interest of potential customers (Alexandrescu & Milandru, 2018). Promotion involves using communication techniques at points of sale, providing information, building trust, educating customers, and keeping them engaged with both the product and the company.

Purchase intention
Purchase intention refers to desire of one's willingness to purchase something that adds value to them (Monroe, 2002). The previous studyy on halal purchase intention applies

the TPB (theory of planned behavior) as its theoretical foundation which influence human attitude to behave (Azmi et al., 2007). The components are attitude, subjective norms and behavioral control. It provides a guideline for predicting human social behavior.

In the context of the current study, it is anticipated that human behavior in purchasing halal food aligns with the framework proposed by Ajzen (1991). Although the study's proposed framework does not directly translate the Theory of Planned Behavior (TPB), it aids in explaining how individual beliefs or perceptions are influenced by personal desires to engage in a specific behavior. The most pertinent component of the TPB in this context is the attitude towards the behavior. This attitude, stemming from collective behavioral beliefs—such as the belief that a product is halal—can lead to favorable attitudes, like the intention to purchase. Additionally, subjective norms, which reflect perceived social pressure to engage or not engage in a particular behavior, are another important aspect of belief.

HYPOTHESIS

Based on the review of existing literature the proposed variable and the indicators, the hypotheses are developed as follows:
H1 Halal awareness has impact on purchase intention.
H2 Halal label has impact on purchase intention.
H3 Brand awareness has impact on purchase intention.
H4 Promotion has impact on purchase intention.
H5 Halal awareness, halal label, brand awareness, and promotion simultaneously have impact on purchase intention.

METHODS

Population and Sample
The population for this study consists of Generation Z consumers in Indonesia. Generation Z is defined as individuals born between 1997 and 2012. A purposive sampling technique is employed to select respondents who fit the criteria of being part of Generation Z and having an interest or experience in purchasing halal skincare products.

Sampling Technique
Purposive sampling is utilized to ensure that the sample accurately represents the target population. This non-probability sampling method involves selecting individuals based on specific characteristics and criteria relevant to the study's objectives. The sample size for this research comprises 250 respondents. The respondents are the nuclear family or the big family members of the writers' friends of Facebook who are the real friends, colleagues, college friends, school mates throughout Indonesia from almost all provinces in Indonesia.

Data Collection
Data is collected employing google form containing the gender of the respondents, province of origin, an open question about the name of the skincare products, and a structured, closed-ended questionnaire designed to capture the relevant information about the factors influencing purchase intentions. The questionnaire includes items that measure aspects of halal awareness, halal label, brand awareness, promotion, and purchase intention in the context of halal skincare products with the options provided using Likert scales. The data was collected in June 2024.

Table 1 shows out of the 250 respondents, 230 are female, constituting 92% of the sample. Conversely, male respondents account for only 20, which represents a mere 8% of the total sample.

Table 1. Respondent Gender

Gender	Frequency	%
Female	230	92
Male	20	8
	250	100

Source: Processed Data (2024)

Table 2 shows a varied representation across the provinces. East Kalimantan and Bangka Belitung have the highest representation with 14 respondents each (5.6%). West Sumatra follows with 11 respondents (4.4%). East Nusa Tenggara is also significantly represented with 10 respondents (4%). The provinces of Bengkulu and South Papua have the least representation with 1 respondent (0.4%) and 2 respondents (0.8%), respectively. This distribution reflects a broad range of regional participation, contributing to the diversity and comprehensiveness of the research.

Table 2. Distribution of the respondents

	Province	Frequency	%
1	Bali	3	1.2
2	Bangka Belitung	14	5.6
3	Banten	7	2.8
4	Bengkulu	1	0.4
5	Central Java	6	2.4
6	Central Kalimantan	2	0.8
7	Central Papua	3	1.2
8	Central Sulawesi	7	2.8
9	East Java	5	2
10	East Kalimantan	14	5.6
11	East Nusa Tenggara	10	4
12	Gorontalo	9	3.6
13	Highlands Papua	6	2.4
14	Jakarta Special Region	3	1.2
15	Jambi	7	2.8
16	Lampung	7	2.8
17	Maluku	7	2.8
18	Nanggroe Aceh Darussalam	4	1.6
19	North Kalimantan	5	2
20	North Maluku	7	2.8
21	North Sulawesi	9	3.6
22	North Sumatra	7	2.8
23	Papua	7	2.8
24	Riau	9	3.6
25	Riau Islands	7	2.8
26	South Kalimantan	7	2.8
27	South Papua	2	0.8
28	South Sulawesi	3	1.2
29	South Sumatra	8	3.2
30	Southeast Sulawesi	8	3.2
31	Southwest Papua	9	3.6
32	Special Region of Yogyakarta	6	2.4

33	West Java	7	2.8
34	West Kalimantan	5	2
35	West Nusa Tenggara	7	2.8
36	West Papua	6	2.4
37	West Sulawesi	5	2
38	West Sumatra	11	4.4
	Total	250	100

Source: Processed Data (2024)

Skincare Products

When asked an open question about the brand of the products, the respondents mention the following: Avoskin, Bio Beauty Lab, Biore, Citra, Clean & Clear, Elshe Skin, Emina, Everwhite, Garnier, MS Glow, Nivea, Pigeon Teens, Pond's, Scarlett, Somethinc, Viva, Wardah, White Lab etc.

Proposed model of the research

Following the literature review above, the variable and the indicators are proposed as seen in table 3.

Table 3. Proposed Model of the Research

Variables	Indicators
Halal awareness	1. aware of "halalness" of halal; 2. aware on halal due to the religious obligation; 3. hygiene and food safety; 4. knowing halal packaged product being process is very important; 5. concern of international halal packaged product.
Halal label	1. valuable; 2. attractive; 3. knowledge of halal label; 4. trust in halal label; 5. enhance marketability.
Brand awareness	1. brand recognition; 2. brand recall.
Promotion	1. providing information; 2. building trust; 3. educating customers; 4. keeping customers engaged with the product and the company.
Purchase intention	1. attitude; 2. subjective norms; 3. behavioral control.

Source: Processed Data (2024)

RESULTS

Determinants of Purchase Intention of Halal Skincare Products

The determinants here are the factors that drive potential consumers intent to purchase halal skincare products among Generation Z in Indonesia. This study proposes four factors as mentioned independent variables: halal awareness, halal label, brand awareness, and promotion.

The use of the questionnaire to carry out the study needs to be valid and reliable. The data is processed by using IBM SPSS. Based on the result of Pearson Correlation with sig. (2-tailed) taken from SPSS as seen in Table 4, all variables (X1, X2, X3, X4, and Y) demonstrate significant correlations with their respective references (r Count > r Table), indicating that the measures are valid for further analysis in the study.

Table 4. Results of Validity Test

Variabel X1		r Table	r Count	Reference	Remark
	1	0.361	.472**	r Count > r Table	Valid
	2	0.361	.723**	r Count > r Table	Valid
	3	0.361	.690**	r Count > r Table	Valid
	4	0.361	.850**	r Count > r Table	Valid
	5	0.361	.775**	r Count > r Table	Valid
Variabel X2					
	1	0.361	.640**	r Count > r Table	Valid
	2	0.361	.692**	r Count > r Table	Valid
	3	0.361	.704**	r Count > r Table	Valid
	4	0.361	.664**	r Count > r Table	Valid
	5	0.361	.516**	r Count > r Table	Valid
Variable X3					
	1	0.361	.844**	r Count > r Table	Valid
	2	0.361	.873**	r Count > r Table	Valid
Variable X4					
	1	0.361	.796**	r Count > r Table	Valid
	2	0.361	.813**	r Count > r Table	Valid
	3	0.361	.762**	r Count > r Table	Valid
	4	0.361	.685**	r Count > r Table	Valid
Variable Y					
	1	0.361	.798**	r Count > r Table	Valid
	2	0.361	.903**	r Count > r Table	Valid
	3	0.361	.833**	r Count > r Table	Valid

Source: Processed Data (2024)

Following the reference that the variable with score of Cronbach's Alpha of above 0.6 expresses its reliability, the questionnaire is reliable since Cronbach's Alpha of all variables are above 0.6 as seen in table 5.

Table 5. Reliability Test

Variable	Cronbach's Alpha	Reference	Remark
X1	0.741	Cronbach's Alpha > 0.6	Reliable
X2	0.631	Cronbach's Alpha > 0.6	Reliable
X3	0.642	Cronbach's Alpha > 0.6	Reliable
X4	0.76	Cronbach's Alpha > 0.6	Reliable
Y	0.793	Cronbach's Alpha > 0.6	Reliable

Source: Processed Data (2024)

Results of the Classical Assumption Tests
Normality Test Results
The normality test is used to determine whether the data being studied is normally distributed or not. The normality test in this study utilizes the One Sample Kolmogorov-Smirnov Test with a significance level of 5% or 0.05. If the significance value from the test is greater than 0.05, the data is normally distributed. However, if the significance value is less than 0.05, the data is not normally distributed.

The result in table 6 shows that in the Kolmogorov-Smirnov column, the Asymp. Sig. (2-tailed) value is greater than 0.05, specifically 0.990. Thus, it can be concluded that the research data is normally distributed.

Table 6. Tests of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Y	.068	250	.007	.990	250	.088

a. Lilliefors Significance Correction

Source: Processed Data (2024)

Multicollinearity Test

The purpose of the multicollinearity test is to determine whether the independent variables in the regression model are correlated or not. This can be observed from the tolerance values and the variance inflation factor (VIF) values in the coefficients table from the IBM SPSS output, with the condition that if the tolerance value > 0.05 and the VIF value is less than 10.00, then there is no multicollinearity among the independent variables. In Table 7, the tolerance values for variables X1, X2, X3, and X4 are 0.893, 0.640, 0.980, and 0.624, respectively, all of which are greater than 0.10. Furthermore, the VIF values for the independent variables are less than 10. Based on these values, it can be concluded that there is no multicollinearity in the regression model.

Table 7. Multicollinearity Test

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
1 (Constant)	12.824	1.519		8.442	.000		
X1	.152	.063	.158	2.405	.017	.893	1.119
X2	-.167	.077	-.168	-2.161	.032	.640	1.563
X3	.029	.060	.030	.479	.632	.980	1.021
X4	.181	.078	.181	2.304	.022	.624	1.604

Source: Processed Data (2024)

Heteroskedasticity Test

The scatter plot in Graph 1 shows that the points on the diagram do not form a clear pattern. The points are scattered randomly and are well-distributed both above and below zero on the Y-axis. Therefore, it can be concluded that there is no heteroskedasticity issue in the regression model.
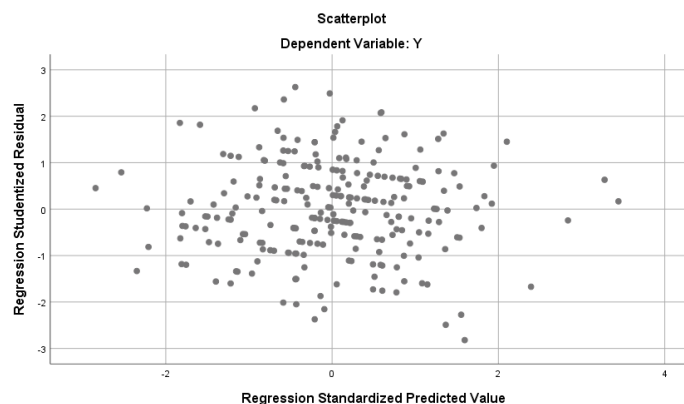

Figure 1. Heteroskedasticity Test
Source: Processed Data (2024)

Hypothesis Testing (Multiple Linear Regression)
T-Test
The t-test is used to test the influence of each independent variable. The results of the t-test can be seen in the table under the significance (sig) column. The criteria for determining whether there is an influence between the independent variables and the dependent variable are as follows:
a. If the significance value (sig) < α = 0.05, it can be concluded that there is a partial influence of the independent variables on the dependent variable.
b. If the significance value (sig) > α = 0.05, it can be concluded that there is no influence of the independent variables on the dependent variable.
The t-test is used to determine whether the following hypotheses are accepted or not.
H1 Halal awareness has impact on purchase intention.
H2 Halal label has impact on purchase intention.
H3 Brand awareness has impact on purchase intention.
H4 Promotion has impact on purchase intention.

Based on t-test as seen in Table 7, halal awareness has 0.017, halal label has 0.032, promotion has 0.022, so each of the variables has the impact on the purchase intention. While brand awareness which has 0.632 doesn't have the impact on purchase intention.

F-test
Testing using the F test is conducted to determine whether the independent variables as a whole have the ability to explain the dependent variable. This F-test is employed to determine whether the hypothesis halal awareness, halal label, brand awareness, and promotion simultaneously have impact on purchase intention. Table 8 shows the signifance is 0.008 indicating that hypothesis is accepted.

Table 8. Result of F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	190.849	4	47.712	3.523	.008[b]
	Residual	3318.235	245	13.544		
	Total	3509.084	249			

Source: Processed Data (2024)

Coefficient of Determination (R²)
The coefficient of determination (R^2) is used to determine how well predictors can explain the dependent variable. This value is obtained from adjusted R square. The result of adjusted R square from regression analysis is used to understand how much variable Y is influenced by the independent variables.

Table 9 shows that the coefficient of determination, indicated by the adjusted R-square value, is 0.0399. This means that only 3.99% of the purchase intention can be explained by the independent variables. Meanwhile, the remaining 96.01% is explained by other variables not included in the regression model.

Table 9. Coefficient of Determination

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.233[a]	.054	.039	3.68019

Source: Processed Data (2024)

CONCLUSION

This result emphasizes the determinants of the purchase intention of halal skincare products. 3.99% of the purchase intention can be explained. The remaining 96.01% is explained by other variables. There four determinants are perceived to play significantly unfortunately out of the four variables observed (halal awareness, halal label, and promotion) have the influence on the purchase intention. While brand awareness is not perceived to play significantly. This study has limitations in terms of the sampling, the current economic conditions of the family, the status of the halal certification of the products, the local values, the coverage area. It is better, then, if there is further research on halal product purchase intention that are connected to aspects of the limitations of this study.

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