
The Influence of Attitude and Perceived Behavioral Control on Halal Skincare Purchase Preferences: The Moderating Role of Digital Halal Literacy and Religiosity

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Abstract

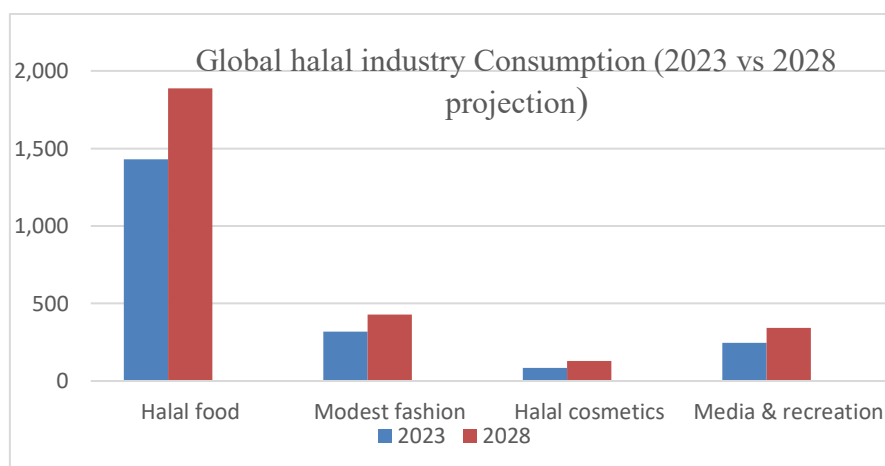
This study aims to determine and analyze the influence of attitude and perceived behavioral control on halal skincare purchase preferences, with digital halal literacy and religiosity as moderating variables among Muslim Generation Z consumers in Mataram City. This research employed a quantitative approach with an associative research design. The sampling technique used was non-probability sampling with a purposive sampling method. The sample consisted of 443 Muslim Generation Z consumers in Mataram City. Data were collected through questionnaires using a Likert scale and analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software.

The results showed that the attitude variable had a T-statistics value of 2.661 and a P-values value of 0.004, indicating a positive and significant effect on halal skincare purchase preferences. The perceived behavioral control variable had a T-statistics value of 2.816 and a P-values value of 0.002, also indicating a positive and significant effect on halal skincare purchase preferences. Furthermore, the digital halal literacy variable had a T-statistics value of 3.293 and a P-values value of 0.000, while the religiosity variable had a T-statistics value of 2.280 and a P-values value of 0.011, both showing positive and significant effects on halal skincare purchase preferences. In addition, digital halal literacy and religiosity were found to moderate the influence of attitude and perceived behavioral control on halal skincare purchase preferences.

Keywords: Attitude, Perceived Behavioral Control, Digital Halal Literacy, Religiosity, Halal Skincare Purchase Preferences.

1. INTRODUCTION

The development of the halal industry has experienced significant growth in recent years, including in the non-food sector such as halal skincare products. Indonesia, as the country with the largest Muslim population in the world, has great potential in the halal industry market. (Conrad Hackett, 2025) The increasing awareness of Muslim consumers regarding halal products has encouraged the growth of halal-based industries, including cosmetics and skincare products. Halal is no longer limited to food and beverages, but has expanded into various sectors related to lifestyle and personal care products. as shown in Figure 1.1 below.



Source: Dinar Standard, *State of the Global Islamic Economy Report 2024/2025*

Figure 1.1 Global Halal Industry Consumption by Sector

In the digital era, consumer behavior in purchasing products has also changed significantly. Generation Z consumers tend to actively seek information through social media, marketplaces, and digital platforms before deciding to purchase a product. This phenomenon encourages consumers to become more selective, especially in choosing halal skincare products. Consumers not only consider product quality and benefits, but also pay attention to halal certification, product safety, and conformity with Islamic values.

According to the Theory of Planned Behavior (TPB) proposed by Ajzen (1991), individual behavior is influenced by several important factors, including attitude and perceived behavioral control. Attitude reflects an individual's positive or negative evaluation toward a particular behavior, while perceived behavioral control refers to an individual's perception regarding the ease or difficulty of performing a certain behavior. In the context of halal skincare products, consumers who have positive attitudes toward halal products and feel capable of obtaining halal skincare products are more likely to show stronger purchase preferences.

In addition, the rapid development of digital technology has increased the importance of digital halal literacy among consumers. Digital halal literacy refers to the ability of individuals to access, understand, evaluate, and verify halal-related information through digital media. Consumers with good digital halal literacy tend to be more critical in evaluating halal claims, checking halal certification, and understanding product ingredients before making purchasing decisions. Furthermore, religiosity also plays an important role in shaping consumer behavior, particularly among Muslim consumers. Individuals with higher religiosity are generally more concerned about halal values and tend to prioritize halal products in their consumption activities.

Several previous studies have discussed consumer behavior toward halal products. Romizah Rofifah (2020) found that perceived behavioral control had a positive and significant effect on consumers' purchase intention toward halal cosmetic products. Meanwhile, Syifa Aulya Rahmaningrum et al. (2023) revealed that attitude toward halal products positively influenced halal skincare purchasing decisions. However, previous studies mainly focused on purchase intention and purchasing decisions, while studies examining halal skincare purchase preferences using digital halal literacy and religiosity as moderating variables remain limited.

Therefore, this study aims to analyze the influence of attitude and perceived behavioral control on halal skincare purchase preferences, with digital halal literacy and religiosity as

moderating variables among Muslim Generation Z consumers in Mataram City. This study is expected to contribute to the development of consumer behavior studies, particularly in the context of halal skincare consumption among Muslim Generation Z consumers in the digital era.

2. METHODOLOGY

This study employed a quantitative approach with an associative research design to analyze the influence of attitude and perceived behavioral control on halal skincare purchase preferences, as well as the moderating role of digital halal literacy and religiosity among Muslim Generation Z consumers in Mataram City. Quantitative research was selected because this study aims to empirically examine the relationships among variables using statistical analysis (Sugiyono, 2019).

The population of this study consisted of Muslim Generation Z consumers living in Mataram City. Generation Z in this study refers to individuals born between 1997 and 2012. The sampling technique used was non-probability sampling with a purposive sampling method. According to Sugiyono (2019), purposive sampling is a sampling technique based on specific considerations determined by the researcher.

The sample size was determined using the Lemeshow formula because the exact population size was unknown. This study collected data from 443 respondents. Data were collected using a closed-ended questionnaire distributed to respondents. The questionnaire employed a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). Likert scale was used because it is effective for measuring attitudes, perceptions, and opinions toward social phenomena (Sugiyono, 2019). The variables used in this study consisted of attitude (X1) and perceived behavioral control (X2) as independent variables, halal skincare purchase preference (Y) as the dependent variable, and digital halal literacy (Z1) and religiosity (Z2) as moderating variables.

The data analysis technique used in this study was Partial Least Square Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. According to Hair et al. (2021), PLS-SEM is suitable for analyzing complex relationships among latent variables and testing moderating effects. The analysis included outer model evaluation and inner model evaluation. The outer model evaluation consisted of convergent validity, discriminant validity, and reliability tests using Composite Reliability and Cronbach's Alpha. Meanwhile, the inner model evaluation included path coefficient analysis, R-Square (R^2), effect size (f^2), predictive relevance (Q^2), multicollinearity test (VIF), bootstrapping, and moderation analysis. A variable relationship was considered significant if the T-statistics value was greater than 1.96 and the P-values value was less than 0.05 (Hair et al., 2021)

3. RESULT AND DISCUSSION

a. Result

1) Responden Characteristic

This study involved 443 respondents consisting of Muslim Generation Z consumers living in Mataram City. Based on gender characteristics, the majority of respondents were male, with 317 respondents (72%), while female respondents accounted for 126 respondents (28%). Based on age, most respondents were between 17–20 years old, totaling 209 respondents (47%), followed by respondents aged 21–23 years with 184 respondents (42%), and respondents aged 24–26 years with 50 respondents (11%). Furthermore, based on occupational status, most respondents were

students, totaling 367 respondents (83%), while 62 respondents (14%) were employed, and 14 respondents (3%) had other occupations.

2) Outer Model Analysis

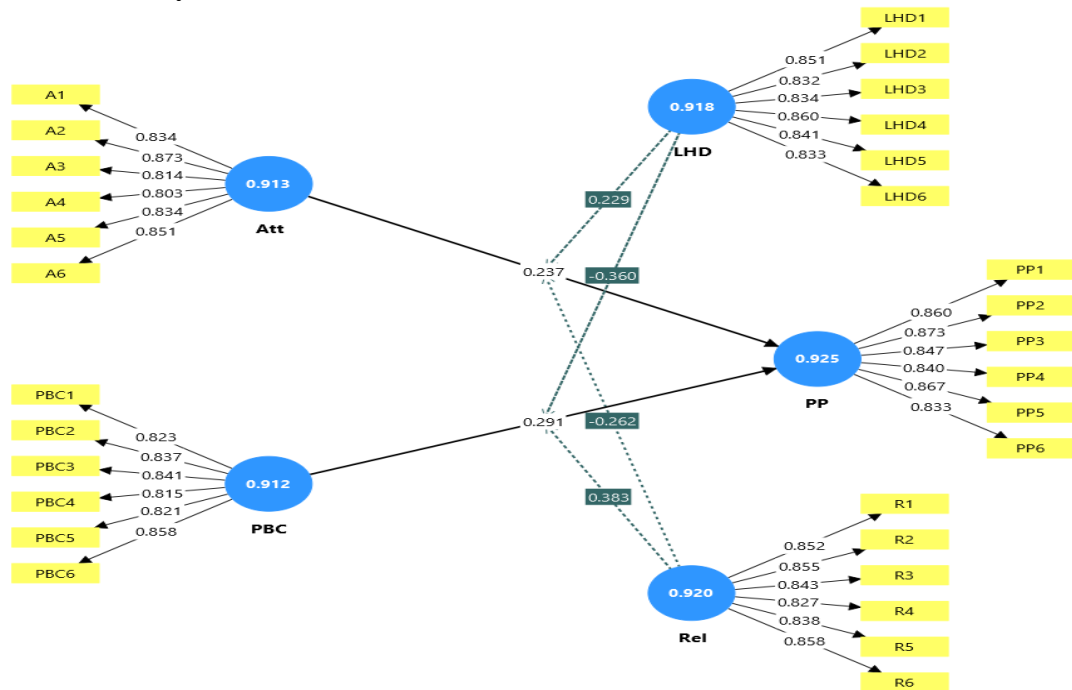


Figure 1 Outer Structural Model

The outer model evaluation was conducted to assess the validity and reliability of the research indicators. Convergent validity was evaluated using outer loading and Average Variance Extracted (AVE). The results showed that all indicators had outer loading values above 0.70. (Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M., 2022).

Tabel 1. Average Variance Extracted (AVE) Result

Variable	AVE
Attitude	0,697
Perceived behavioral control	0,694
Litrasi halal digital	0,709
Religiusitas	0,715
Preferensi pembelian	0,729

Source: Data Processing Results (2026)

Indicating that all indicators were valid in measuring their respective constructs. In addition, all variables had AVE values above 0.50 (Syahbana, M. Y., & Sartika, 2022), namely attitude (0.697), perceived behavioral control (0.694), digital halal literacy (0.709), religiosity (0.715), and purchase preference (0.729). These results indicate that all constructs fulfilled the convergent validity criteria

Tabel 2. Reliability Test Result

Variabel	Croanbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)
Att	0,913	0,915	0,933
PBC	0,912	0,912	0,931
LHD	0,918	0,918	0,936
Rel	0,920	0,921	0,938
PP	0,925	0,926	0,942

Source: Data Processing Results (2026)

Reliability testing using Cronbach's Alpha and Composite Reliability demonstrated that all variables had values above 0.70. This result confirms that all variables were reliable and capable of consistently measuring the constructs in this study.

3) Inner Model Evaluation

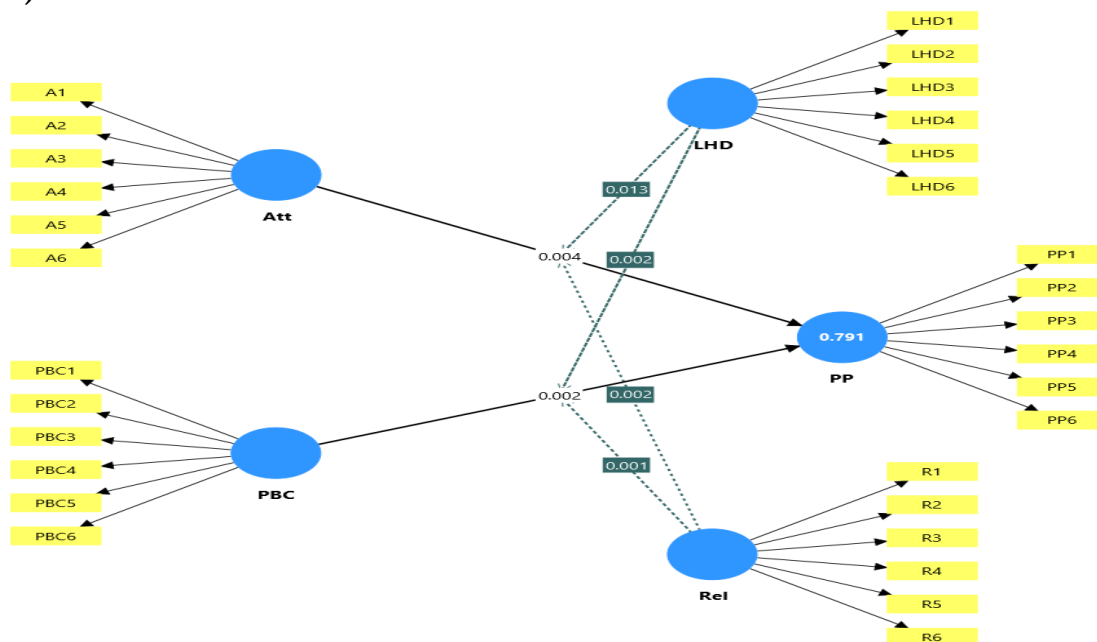


Figure 2 Inner Model Evaluation

Tabel 3. R-Square Value (R2)

	R-square	R-square adjusted
Preferensi pembelian	0,791	0,787

Source: Data Processing Results (2026)

The inner model evaluation was conducted to determine the structural relationship among variables. The R-Square (R^2) value for halal skincare purchase preference was 0.791, indicating that 79.1% of the variation in halal skincare purchase preference could be explained by attitude, perceived behavioral control, digital halal literacy, religiosity, and moderating variables. Meanwhile, the remaining 20.9% was influenced by other variables outside this study.

Tabel 5 Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
Att -> PP	0,237	0,233	0,089	2,661	0,004
LHD -> PP	0,205	0,200	0,062	3,293	0,000
PBC -> PP	0,291	0,300	0,103	2,816	0,002
Rel -> PP	0,219	0,212	0,096	2,280	0,011

Source: Data Processing Results (2026)

Hypothesis testing was conducted using the bootstrapping method by examining the T-statistics and P-values. A hypothesis was considered accepted if the T-statistics value was greater than 1.96 and the P-values value was less than 0.05 (Joseph F. Hair et al, 2017).

The results indicated that attitude had a positive and significant effect on halal skincare purchase preference (T-statistics = 2.661; P-values = 0.004). Perceived behavioral control also had a positive and significant effect on halal skincare purchase preference (T-statistics = 2.816; P-values = 0.002).

Furthermore, digital halal literacy had a positive and significant effect on halal skincare purchase preference (T-statistics = 3.293; P-values = 0.000), while religiosity also showed a positive and significant effect on halal skincare purchase preference (T-statistics = 2.280; P-values = 0.011). The moderating effect analysis revealed that digital halal literacy significantly moderated the relationship between attitude and halal skincare purchase preference (T-statistics = 2.241; P-values = 0.013), as well as the relationship between perceived behavioral control and halal skincare purchase preference (T-statistics = 2.834; P-values = 0.002). Religiosity also significantly moderated the influence of attitude (T-statistics = 2.966; P-values = 0.002) and perceived behavioral control (T-statistics = 3.017; P-values = 0.001) on halal skincare purchase preference.

Tabel 6 Moderator Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
LHD x Att -> PP	0,229	0,212	0,102	2,241	0,013
LHD x PBC -> PP	-0,360	-0,333	0,127	2,834	0,002
Rel x Att -> PP	-0,262	-0,242	0,088	2,966	0,002
Rel x PBC -> PP	0,383	0,349	0,127	3,017	0,001

Source: Data Processing Results (2026)

Based on the moderation test results in, all moderating variables had T-statistics values above 1.96 and P-values below 0.05. These results indicate that digital halal literacy and religiosity significantly moderate the relationship between attitude and perceived behavioral control on halal skincare purchase preferences. Furthermore, positive original sample values indicate a strengthening effect, while negative values indicate a weakening effect on the relationships among variables.

b. Discussion

The results indicated that attitude has a positive and significant effect on halal skincare purchase preference. This finding suggests that consumers who possess positive perceptions

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regarding the safety, quality, and halal compliance of skincare products tend to demonstrate stronger purchasing preferences toward halal skincare products. This result supports the Theory of Planned Behavior (TPB), which explains that attitude is one of the primary determinants influencing individual behavioral decisions (Ajzen, 1991). Positive attitudes encourage consumers to perceive halal skincare products as beneficial not only from a functional perspective but also from religious and emotional perspectives. This finding is consistent with the study conducted by Rahmaningrum et al. (2023), which found that attitude toward halal products significantly influences purchasing decisions for halal skincare products. Similarly, Adiba (2019) concluded that positive consumer attitudes toward halal cosmetics increase the likelihood of purchasing halal products.

The findings revealed that perceived behavioral control positively and significantly affects halal skincare purchase preference. This result indicates that consumers who perceive halal skincare products as accessible, affordable, and easy to obtain are more likely to develop stronger purchase preferences. According to the Theory of Planned Behavior, perceived behavioral control reflects an individual's perception of their ability and opportunity to perform a specific behavior (Ajzen, 1991). The increasing availability of halal skincare products through digital marketplaces and online platforms has enhanced consumers' perceptions of control over purchasing halal products. This finding supports previous studies conducted by Fauzi (2023) and Salsabila and Hidayat (2022), which reported that ease of access and consumer control positively influence halal product purchasing behavior.

The results demonstrated that digital halal literacy has a positive and significant effect on halal skincare purchase preference. This finding indicates that consumers who are capable of accessing, understanding, evaluating, and utilizing halal-related information through digital media tend to exhibit stronger preferences toward halal skincare products. In the digital era, consumers, particularly Generation Z, rely heavily on online information before making purchasing decisions. Access to information regarding halal certification, product ingredients, and consumer reviews enables individuals to make more informed purchasing choices. This finding is in line with Fauzi (2023) reported that consumers' ability to understand halal information through digital platforms significantly enhances their preference for halal products.

The findings showed that religiosity positively and significantly affects halal skincare purchase preference. This result suggests that consumers with higher levels of religiosity tend to prioritize halal considerations when selecting skincare products. Religious values encourage Muslim consumers to ensure that the products they use comply with Islamic principles and halal standards. Consequently, religiosity serves as an important factor influencing consumer behavior in the halal market. This finding is consistent with the studies conducted by Hidayah and Fatimah (2022) and Hidayat (2022), both of which concluded that religiosity positively affects consumers' purchasing decisions and preferences toward halal products.

The moderation analysis revealed that digital halal literacy significantly strengthens the relationship between attitude and halal skincare purchase preference. The positive moderation effect indicates that consumers with higher levels of digital halal literacy are more capable of translating their positive attitudes toward halal skincare into actual purchase preferences. Digital platforms provide consumers with extensive information regarding halal certification, product ingredients, and product quality, thereby reinforcing positive perceptions toward halal skincare products. This finding is consistent with Azizah (2023) and Fauzi (2023), who emphasized that

digital halal literacy enhances consumers' confidence and trust in halal products, ultimately strengthening halal consumption behavior.

The findings indicated that digital halal literacy significantly moderates the relationship between perceived behavioral control and halal skincare purchase preference with a negative direction. This result suggests that consumers with high levels of digital halal literacy tend to rely less on convenience and accessibility factors when making purchasing decisions. Instead, they become more critical in evaluating halal information, product ingredients, certification, and product safety before purchasing halal skincare products. Consequently, the influence of perceived behavioral control becomes weaker as consumers possess greater digital halal literacy. Although previous studies have generally reported a positive role of digital literacy in influencing purchasing decisions, the present study extends these findings by demonstrating its weakening moderating effect on the relationship between perceived behavioral control and halal skincare purchase preference. This finding complements the study of Fitri, which highlighted the importance of digital literacy in shaping skincare purchasing decisions among Generation Z consumers, and the study of Rofifah (2020), which found that perceived behavioral control significantly influences consumers' intention to purchase halal cosmetics..

The results showed that religiosity significantly moderates the relationship between attitude and halal skincare purchase preference with a negative effect. This finding implies that highly religious consumers tend to prioritize halal values and religious obligations over personal attitudes toward skincare products. As a result, even when consumers possess neutral or less favorable attitudes, they may still choose halal skincare products because of their commitment to Islamic principles. Therefore, religiosity weakens the influence of attitude on purchasing preference. This finding is in line with Mukhtar and Butt (2012), who reported that religiosity plays a dominant role in shaping halal purchasing behavior among Muslim consumers.

The findings revealed that religiosity positively moderates the relationship between perceived behavioral control and halal skincare purchase preference. This result indicates that religiosity strengthens consumers' purchasing preferences when halal skincare products are perceived as easy to access and obtain. Consumers with strong religious commitments are more motivated to purchase halal products when they have sufficient resources, opportunities, and access to those products. This finding supports the Theory of Planned Behavior (Ajzen, 1991), which suggests that behavioral control influences behavior when individuals perceive themselves as capable of performing the behavior. Furthermore, this finding is consistent with Alam and Sayuti (2011), who found that religiosity positively influences halal purchasing behavior among Muslim consumers.

4. CONCLUSION

This study concludes that attitude and perceived behavioral control have a positive and significant effect on halal skincare purchase preferences among Muslim Generation Z consumers in Mataram City. In addition, digital halal literacy and religiosity also positively and significantly influence halal skincare purchase preferences. The findings indicate that consumers' positive attitudes, perceived ease of obtaining halal skincare products, digital halal literacy, and religiosity play important roles in shaping halal skincare purchase preferences.

Furthermore, the moderation analysis shows that digital halal literacy strengthens the relationship between attitude and halal skincare purchase preference, but weakens the relationship

between perceived behavioral control and halal skincare purchase preference. Meanwhile, religiosity weakens the relationship between attitude and halal skincare purchase preference, but strengthens the relationship between perceived behavioral control and halal skincare purchase preference. Therefore, digital halal literacy and religiosity are important moderating variables in understanding Muslim consumers' purchasing preferences toward halal skincare products in the digital era.

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