



Halal Korean cosmetics: Factors shaping female students' consumption intention in private Islamic universities

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Abstract

Purpose – This study aimed to test and analyze the role of Country of Origin, Halal Literacy, Attitude, Subjective Norms, and Perceived Behavioral Control on Intention Behavior and User Behavior in the context of Korean halal cosmetics consumption among female students.

Methodology – This study used a quantitative approach with partial least squares-based Structural Equation Modeling (SEM) method (PLS-SEM). Data were collected through an online questionnaire with a 5-point Likert Scale from 223 female respondents across seven private Islamic universities. Data analysis involved evaluating the measurement and structural models to test the validity, reliability, and significance of the hypotheses.

Findings – Country of origin is the strongest predictor of attitude and positively affects both intention and user behavior. Intention strongly predicts user behavior, confirming that strong intentions lead to actions. Interestingly, halal literacy positively affects attitude, but negatively influences intention, indicating that deeper knowledge makes consumers more critical.

Implications – Korean halal cosmetics manufacturers need to highlight their reputation for innovation and product quality. Marketing strategies should focus on building trust and a positive brand image to form strong behavioral intentions rather than relying solely on halal education.

Originality – This study offers novelty by integrating country of origin and halal literacy variables into one extended model, as well as testing the intention and actual usage behavior of a homogeneous consumer segment, namely female students at Islamic universities.

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Introduction

The phenomenon of halal cosmetics from South Korea, or halal K-beauty, has emerged from the convergence of two significant global trends: the growing popularity of the Korean beauty industry and the growing global demand for halal products (Augusta et al., 2019; Khan et al., 2021; Nasution et al., 2023). Korean cosmetics have gained international reputation for their innovation, quality, and aggressive marketing strategies (Melisa et al., 2023; Zhang et al., 2020; Sang-Hyeon et al., 2020). On the other hand, halal cosmetics are not only seen as fulfilling religious law but also as a guarantee of safety, hygiene, and ethical aspects in their production (Wilson, 2014). The combination of the appeal of K-beauty and the guarantee of halal creates a dynamic and potential market niche, especially among the younger generation of Muslims (Koswara, & Herlina, 2025; Setiani et al., 2022; Sudarsono et al., 2025). Therefore, this study specifically positions female students as the main subjects for observing the complex interaction between global beauty trends and religious values in everyday consumption practices.

The urgency of this research lies in Indonesia's strategic position as a market with the largest Muslim population in the world, where awareness and demand for halal products are rapidly increasing (Riswandi et al., 2023). In this context, female students at Islamic universities are crucial consumer segments of study. This group represents young, educated, tech-savvy consumers with extensive access to information, including international beauty trends (Handriana et al., 2021; Sudarsono et al., 2025). However, at the same time, they are also raised in an environment that instills strong religious values, so their consumption decisions often become a balance between a modern lifestyle and Islamic identity (Ishak et al., 2019). Their behavior is influenced not only by conventional factors, such as social media and peer influence, but also by a deep understanding of the halal concept (Anubha, 2023; Genoveva & Utami, 2020). Understanding the dynamics in this segment is important for industry players to reach this growing market using the right strategy.

Several previous studies have addressed various aspects of halal cosmetics and consumer behavior. For example, some studies have identified general factors influencing purchase intention for halal products (Abd Rahman et al., 2015; Mohezar et al., 2016), whereas others have explored the general appeal of Korean cosmetic products without addressing their halal aspects in depth. However, a significant gap in the literature remains when these two aspects are combined. Research specifically examining the factors driving the adoption of Korean halal cosmetics among homogeneous and religious consumer segments remains limited (Aufi & Aji, 2021; Adiba, 2019; Ngah et al., 2021). Several researchers, such as Briliana and Mursito (2017) and Irfany et al. (2024), have called for further research that focuses on specific variables unique to young Muslim consumers. Sudarsono et al. (2025) examined the intention of students from a private Islamic university towards Korean halal cosmetics, but did not include attitude, subjective norms, and perceived behavioral control as important components influencing their intention. This research aims to fill this gap by not only looking at halal products in general but also specifically highlighting the intersection between the image of the country of origin (Korea) and halal literacy.

This study offers several novelties that distinguish it from previous research. First, it explicitly integrates the constructs of Country of Origin and Halal Literacy into one comprehensive research model. This approach is unique because these two variables are often studied separately, whereas, in the context of halal K-beauty cosmetics, they interact dynamically. Second, this research specifically targets a homogeneous sample, namely female students from private Islamic universities, which allows for a more in-depth exploration of how embedded religious values moderate the acceptance of global trends. Third, this research does not stop at the intention stage (Intention Behavior), but also attempts to measure User Behavior or actual usage behavior. By examining the relationship between intention and actual behavior, this study is expected to provide a more complete and valid picture of the entire consumption decision process.

Based on the background and gap identification above, the main objective of this study was to examine and analyze the influence of Country of Origin, Halal Literacy, Attitude, Subjective Norms, and Perceived Behavioral Control variables on Intention Behavior and User Behavior in the context of Korean halal cosmetics use among female students. Methodologically, this study will use a quantitative approach by distributing questionnaires to collect primary data, which will then

be analyzed using statistical analysis techniques, such as Structural Equation Modeling (SEM). The results of this study make two main contributions. Theoretically, this study is expected to enrich the literature on marketing and consumer behavior, especially with an extended model that combines the dimensions of religiosity and globalization. Practically, the findings of this study are expected to provide a valuable guide for cosmetic brands, both locally and internationally, to formulate marketing, communication, and product development strategies that are effective, relevant, and resonant with the values of young Indonesian Muslim consumers.

Literature Review

Theoretical Framework

This study is based on the Theory of Planned Behavior (TPB) developed by [Ajzen \(1991\)](#), which is a leading theoretical model for predicting individual intentions and behavior. According to the TPB, a person's intention to perform a behavior (intention behavior) is directly influenced by three key factors: attitude (positive or negative attitude towards the behavior), subjective norms (perception of social pressure from those closest to them), and perceived behavioral control (belief in the ease or difficulty of performing the behavior) ([Ajzen, 2020](#)). This theory is highly relevant to studying female students' purchase intentions towards Korean halal cosmetics, as their consumption decisions are likely the result of rational considerations (attitudes), the influence of their social environment (peers and campus environment), and supporting factors, such as product availability and financial capability. Thus, the TPB provides a strong foundation for analyzing the psychological and social mechanisms underlying consumer behavior in this segment ([Nadila & Windasari, 2022](#)).

To provide a more comprehensive and contextual analysis, the basic TPB model was expanded by incorporating two external variables deemed crucial in this study: the Country of Origin and Halal Literacy. The country of origin refers to consumers' image and perception of a product's country of origin. In this context, South Korea's reputation as a global hub for beauty innovation ("K-beauty") is believed to significantly shape perceptions of product quality and value, ultimately influencing attitudes and purchase intentions ([Augusta et al., 2019](#); [Mahri et al., 2024](#)). Halal Literacy—defined as in-depth knowledge and understanding of the concept, certification, and importance of halal products—was chosen as a key variable because the products studied have a strong religious dimension. This understanding is expected to strengthen positive attitudes and guide consumption decision-making ([Bhutto et al., 2023](#); [Khan et al., 2022](#)). The integration of these two variables into the TPB model allows the study to capture the complexity of consumer behavior, which is influenced not only by general behavioral factors but also by global brand image and religious values.

Overall, the developed theoretical framework aims to test a model that explains how Country of Origin and Halal Literacy influence Attitude, Subjective Norms, and Perceived Behavioral Control, which in turn shape the three TPB factors into Intentional Behavior to purchase Korean halal cosmetics. Furthermore, this study also examined the relationship between intention and User Behavior or actual usage behavior as a form of validation of the predictive power of the TPB. By combining these variables in one model, this study not only applies the TPB in a new context but also develops it by examining the role of external variables as antecedents of the core constructs of the TPB. This empirical test is expected to provide theoretical contributions by validating the TPB in the specific context of the halal cosmetics market, while offering new insights into how cognitive factors (literacy) and external perceptions (country of origin) interact with psychosocial factors in shaping final consumer behavior.

Hypothesis Development

Country of origin and attitude

The concept of country of origin refers to the influence of a country's image and reputation on consumers' evaluations of products originating from there ([Agrawal & Kamakura, 1999](#); [Rezvani et al., 2012](#); [Hien et al., 2020](#)). In the context of cosmetics, South Korea has built a strong global reputation as a hub of innovation and quality in the beauty industry, known as "K-beauty." Consumers often use a country's reputation as a heuristic or mental "shortcut" to evaluate a

product, especially when other information is limited. Therefore, when consumers view Korea as a superior, innovative, and high-quality cosmetic producer (Nasution et al., 2023; Supanvanij & Amine, 2000; Ramadhani et al., 2023), this positive perception forms favorable beliefs about halal cosmetic products originating from that country, which ultimately crystallizes into an overall positive attitude. Empirical support for this logic comes from research by Augusta et al. (2019) who found that Korea's reputation positively influences Indonesian consumers' purchasing behavior, as well as studies by Kalicharan (2014) and Sudarsono et al. (2025) emphasized that the country of origin effect remains a critical indicator even for products with complex attributes such as halal. Based on this explanation, the following hypothesis can be formulated:

H₁: Country of origin has a positive and significant influence on attitude.

Halal literacy and attitude

Halal Literacy is defined as an individual's level of knowledge and understanding of the concepts, principles, and provisions of halal in Islam, including aspects of raw materials, production processes, certification, and its significance in everyday life (Bhutto et al., 2023; Aslan, 2023). The theoretical rationale connecting halal literacy to attitudes stems from cognitive theory, in which a person's knowledge shapes beliefs, which ultimately shapes their attitudes. A consumer with high halal literacy will have critical awareness of the importance of ensuring a product's halal status, including the ingredients used and the integrity of the production process (Divianjella et al., 2020). This deep-seated belief then creates the perception that halal-certified products not only fulfill religious obligations, but are also safer, more hygienic, and ethical, thus fostering a more positive and favorable attitude toward the product. Empirical support for this relationship is strong, as demonstrated by Abd Rahman et al. (2015), who found that a good understanding of halal significantly shapes positive consumer attitudes. A study by Wajdi et al. (2020) confirmed that halal literacy strengthens consumers' beliefs and emotional attachment to products that align with their religious values. Based on this conceptual explanation and empirical support, the following hypothesis was formulated:

H₂: Halal literacy has a positive and significant influence on attitude.

Attitude and behavioral intention

Attitude is defined as a person's degree of positive or negative evaluation of a particular behavior, which includes beliefs about the consequences of that behavior and assessments of those consequences (Ajzen, 1991). The conceptual basis connecting attitude to behavioral intention is straightforward and fundamental: individuals are rationally inclined to form a strong intention to perform an action when they have a positive belief that the action will lead to a favorable or desirable outcome. Thus, if a female student has a favorable attitude toward Korean halal cosmetics, such as believing that the product is high quality, safe, in accordance with religious values, and able to enhance appearance, then this positive belief will be the main psychological driver that gives rise to the intention to purchase it. This causal relationship is at the heart of TPB and has been validated extensively in various halal product research contexts. Briliana and Mursito (2017) empirically show that consumer attitudes are a significant determinant of purchase intention toward halal products. Similar findings were reported by Ngah et al (2021) who confirmed that a favorable attitude characterized by feelings of confidence and satisfaction directly strengthens the intention to adopt a product continuously. Based on this consistent theoretical logic and empirical support, the following hypotheses can be formulated:

H₃: Attitude has a positive and significant influence on intention behavior.

Subjective norms and behavioral intentions

Subjective Norms are defined as an individual's perception of social pressure from significant others in their life (such as family, close friends, or community) to perform a particular behavior (Ajzen, 1991). The underlying reasoning connecting it to behavioral intention is based on the human need for conformity and social acceptance, where individuals tend to adjust their behavior to the normative expectations of their social environment to gain approval or avoid social sanctions. In the context of this study, if a female student perceives that people around her, such as peers on campus or family at

home, support and recommend the use of Korean halal cosmetics, this perceived social pressure will significantly strengthen her intention to purchase the product. Empirical support for this mechanism is strong, as shown by [Haque et al. \(2015\)](#), who found that social influence is a major driver of halal product purchase intentions among Muslims. Similar findings were revealed by [Sudarsono et al. \(2024\)](#), who confirmed that recommendations from close social circles positively and significantly increased a person's likelihood of forming an intention to purchase Sharia-compliant products. Based on this explanation, the following hypothesis can be formulated:

H₄: Norma subjective has a positive and significant influence on intention behavior.

Perceived behavioral control and behavioral intentions

Perceived behavioral control refers to an individual's perception of the ease or difficulty of performing a behavior based on their beliefs about the availability of resources, opportunities, and obstacles ([Ajzen, 1991](#); [Fiandari et al., 2024](#)). The logical argument linking PBC to Behavioral Intention is that a person's intention depends not only on their desire (attitude) and social pressure (subjective norms) but also on a realistic assessment of their ability to carry out the behavior. In the context of this study, if a female student perceives that she has high control, such as easy access to stores selling Korean halal cosmetics, clear information about their certification, financial ability to purchase them, and confidence in being able to distinguish authentic products, then this belief in ease will significantly strengthen her intention to purchase. Conversely, if she perceives that there are many obstacles, her intention tends to weaken. This positive relationship has been empirically supported in various contexts, including research by [Sudarsono et al \(2024\)](#) who found that ease of access to information and product availability are components of PBC that significantly influence purchase intentions for sharia-compliant products. By reducing psychological and practical barriers, strong PBC empower consumers to translate their intentions into concrete action plans. Based on this logical framework and empirical evidence, the following hypothesis was formulated:

H₅: Perceived behavioral control has a positive and significant influence on intention behavior.

Country of origin and behavioral intentions

Country of origin is a construct that refers to consumers' perceptions of a product's producing country, encompassing beliefs about the country's technological capabilities, quality standards, and cultural values, which collectively shape the product's image in consumers' minds ([Rezvani et al., 2012](#)). The logic of the argument that directly links the Country of Origin to Behavioral Intention is based on its heuristic function, where a country's reputation acts as a powerful "extrinsic cue" that can directly influence consumer decisions without the need for in-depth attitudinal consideration. This means that consumers who already have a positive perception of Korea's prominence in the beauty industry ("K-beauty") can directly form an intention to purchase halal cosmetic products, as they perceive products from that country as inherently guaranteed in terms of quality, innovation, and value, making them a safe and reliable choice. Empirical support for this direct pathway of influence is strong, as demonstrated by [Sudarsono et al. \(2025\)](#), who asserted that the country-of-origin effect is often a key determinant in purchasing decisions, with consumers relying on the country's reputation as a proxy for quality and reliability. More specifically, the findings of [Widayat et al. \(2023\)](#) confirm that positive perceptions of Korea as a leading cosmetic producer directly motivate and strengthen consumers' purchase intentions. Based on this heuristic logic and empirical support, the following hypothesis was formulated:

H₆: Country of origin has a positive and significant influence on intention behavior.

Country of origin and user behavior

The country of origin is a construct that represents consumers' perceptions of a country's image, reputation, and expertise in producing a particular product category, which serves as a cognitive heuristic in decision-making ([Hien et al. 2020](#)). The argument that links the country of origin directly to user behavior (actual usage behavior) is based on its capacity to motivate direct action by leveraging the country's established brand equity, thereby bypassing the more deliberative intention-consideration process. South Korea's very strong reputation in the global beauty industry creates a high level of brand trust high, which, in certain consumer segments, especially the younger

generation exposed to trends, can directly encourage impulse purchases or first-time attempts without going through a long evaluation stage. This phenomenon is supported by research by [Van Solt \(2019\)](#) which shows that perceptions of the country of origin can function as a trust heuristic that shortens the cognitive process, thus directly triggering purchasing actions. Further empirical support comes from the study by [Supanvanij and Amine \(2000\)](#) which confirmed a significant relationship between perceptions of country of origin and actual product purchasing behavior. Thus, Korea's positive image as a hub of cosmetic innovation not only shapes intentions but also has a direct driving force for actual usage behavior. Based on these heuristic mechanisms and empirical support, the following hypothesis was formulated:

H₇: Country of origin has a positive and significant influence on user behavior.

Halal literacy and behavioral intention

Halal literacy is a construct that reflects the depth of an individual's knowledge and understanding of halal principles, provisions, and implementation, including aspects such as ingredients, production processes, certification, and religious significance ([Ahmad et al., 2015](#)). The conceptual basis connecting halal literacy to behavioral intention in the context of Korean halal cosmetics is complex and not always linear, as in-depth knowledge can encourage consumers to be more critical and selective rather than impulsive. A consumer with high halal literacy is not only satisfied with the presence of a halal label alone but will be encouraged to conduct a more comprehensive evaluation of other factors, such as product quality, brand integrity, and the consistency of the certification process ([Ahmad et al., 2015](#); [Divianjella et al., 2020](#)). This multidimensional evaluation process can moderate or even slow down the formation of purchase intentions, as consumers no longer rely on simple heuristics and demand more concrete evidence of compliance and quality before making a decision. The findings of [Haque et al. \(2015\)](#) reinforce this logic by showing that, while halal literacy is important, other factors such as perceived quality and personal value alignment are often the ultimate determinants of purchase intention. In other words, high halal literacy can shift the focus from mere "halalness" to considerations of "verified quality and reliability," a process that may not be directly reflected in increased intention ([Sudarsono et al., 2023](#)). Based on this critical logic, the following hypothesis was formulated:

H₈: Halal literacy has a positive and significant influence on intention behavior.

Halal literacy and user behavior

Halal Literacy refers to an individual's cognitive competence in comprehensively understanding and applying the concept of halal, including its legal aspects, certification processes, and consumption implications. The reasoning that connects halal literacy to user behavior (actual usage behavior) is indirect, as this knowledge serves more as a normative foundation and cognitive filter rather than as a direct driver of behavior. ([Ahmad et al., 2015](#)). Although halal knowledge forms a critical evaluation framework, its conversion into concrete actions is highly dependent on facilitating factors (*facilitating conditions*) in the real world, such as product availability, affordability, direct experience with the product, and ease of access ([Suki & Suki, 2018](#)). Without the support of these contextual factors, high knowledge may only result in highly selective consumers who may delay or even avoid purchases if they cannot verify or access products that meet critical standards. [Wajdi et al. \(2020\)](#) reinforce this logic by finding that although e-WOM and brand image have a significant influence, halal knowledge alone is often insufficient to directly trigger actual purchasing behavior without adequate facilitating factors. Thus, Halal Literacy plays a more important role as a prerequisite for awareness that shapes attitudes, whereas the leap from awareness to actual action is largely determined by the external context. Based on the logic of separation between knowledge and action, the following hypothesis is formulated:

H₉: Halal literacy has a positive and significant influence on user behavior.

Intention behavior and user behavior

Behavioral Intention is a central construct in the Theory of Planned Behavior (TPB), defined as a measure of a person's readiness and willingness to perform a particular behavior and reflects the

effort he or she is willing to exert to achieve it (Ajzen, 1991). The cognitive foundation connecting behavioral intention to user behavior (actual usage behavior) is direct and causal, where intention is seen as the closest proximal determinant of an action. In other words, individuals are more likely to actually perform a behavior when they have a strong intention to do so. In the context of this study, if a female student has formed a strong intention to purchase and use Korean halal cosmetics, driven by positive attitudes, social pressure, and confidence in her abilities, then this intention will be the primary driver that manifests itself in actual purchasing and usage behavior in their beauty routine. Empirical support for this fundamental relationship is strong and consistent, stemming from Ajzen (1991) theoretical proposition that intention is the best predictor of behavior. Furthermore, seminal research by Mukhtar and Mohsin Butt (2012) in the context of Muslim consumers and studies by Mulyarahardja et al. (2023) in the context of halal products empirically confirm that well-formed purchase intentions can significantly and positively translate into actual consumption actions. Based on this solid theoretical foundation and empirical evidence, the following hypothesis was formulated:

H₁₀: Intention behavior has a positive and significant influence on user behavior.

Based on Figure 1, this diagram shows the Structural Equation Modeling (SEM) research model developed to examine the relationships between variables. The blue circles (latent variables) represent the main constructs measured, namely country of origin, attitude, halal literacy, subjective norms, perceived behavioral control, intentional behavior, and user behavior. The yellow boxes (indicators) are the indicators or questionnaire questions used to measure each latent variable. The arrows connecting these circles indicate the hypotheses or causal relationships tested. Overall, this model illustrates how various factors, such as perceptions of the product's country of origin (country of origin) and knowledge of halal (halal literacy), influence consumers' attitudes (attitude) and purchase intentions (intentional behavior) toward Korean halal cosmetics. Ultimately, this model examines whether intention influences actual usage behavior (user behavior).

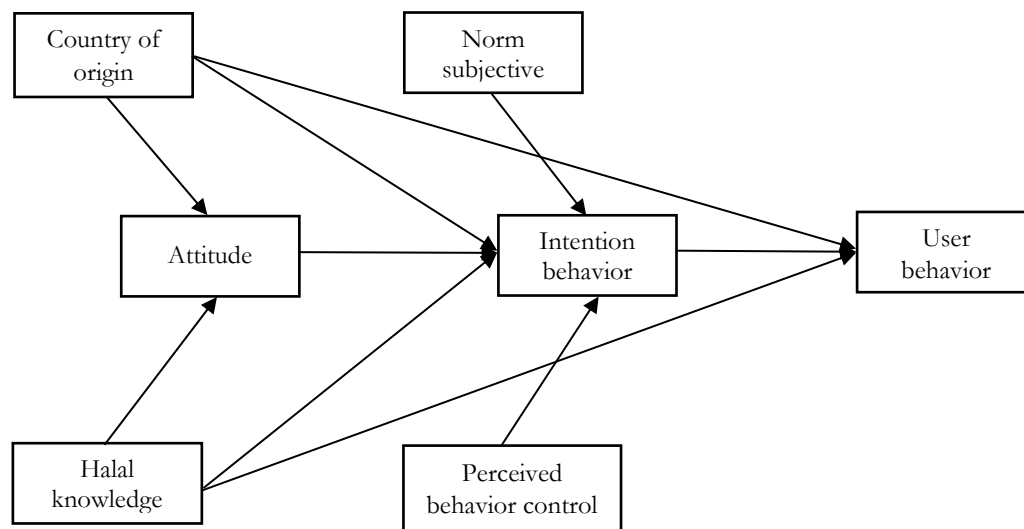


Figure 1. Research model

Source: Authors own source

Methodology

This study adopted a quantitative approach using a Structural Equation Modeling (SEM) analysis method based on Partial Least Squares (PLS). The quantitative approach was chosen because it allows for the numerical measurement of variables and testing of statistical relationships between variables formulated in the hypothesis. PLS-SEM is particularly suitable for this study because of its ability to test complex structural models, even with a relatively small sample size, and its predictive purpose in explaining variance in the dependent variable (Hair et al., 2019). The sampling technique used was purposive sampling, where respondents were specifically selected based on

certain criteria, namely, Muslim female students who are active in private Islamic universities and have used or are considering using Korean halal cosmetics. This technique ensured that the sample had sufficient relevance and knowledge regarding the research object.

The research instrument was an online questionnaire designed to measure all latent variables in the model, namely, country of origin, halal literacy, attitude, subjective norms, perceived behavioral control, behavioral intention, and user behavior. Each variable was operationalized using several statement indicators adapted from previous studies. Respondents' perceptions were measured using a 5-point Likert Scale (1 = Strongly Disagree to 5 = Strongly Agree), which has been proven effective in capturing the intensity of attitudes and is easily understood by respondents. The questionnaire was distributed online through official campus communication channels (such as class groups or mailing lists) and social media relevant to the target population at seven selected private Islamic universities to efficiently reach respondents who met the criteria.

The collected data were processed using SmartPLS 4 software, which was specifically designed for PLS-SEM analysis. SEM-PLS was chosen based on its ability to handle complex models with multiple latent variables and indicators, and it does not require normally distributed data (Hair et al., 2019). The data analysis was performed in two stages. First, we evaluated the measurement model (outer model) to ensure data quality by testing convergent validity (through loading factors and Average Variance Extracted/AVE), discriminant validity (through cross loading and the Fornell-Larcker criterion), and reliability (through Composite Reliability and Cronbach's alpha). Second, we evaluate the structural model (inner model) to test this hypothesis. This was done by examining the path coefficient, T-statistics, and p-values generated from the bootstrapping procedure. A hypothesis is stated as supported if the T-statistic value > 1.96 and p-value < 0.05 , which indicates a significant effect (Gefen et al., 2000).

Result

Table 1. Description of the respondent's character

Variable	Description	Frequency	Percentage
Age	< 18 Years	6	2,69%
	19 - 21 Years	147	65,92%
	22 - 24 Years	56	25,11%
	25 - 27 Years	7	3,14%
	28 Years <	7	3,14%
Shopping for cosmetics	< IDR 100,000	23	10,31%
	IDR 100,000 - IDR 250,000	87	39,01%
	IDR 250,000 - IDR 500,000	87	39,01%
	IDR 500,000 - IDR 750,000	15	6,73%
	IDR 750,000 - IDR 1,000,000	7	3,14%
	> IDR 1,000,000	4	1,79%
Use of cosmetics	Every day	179	80,27%
	Once a week	3	1,35%
	Several times a week	25	11,21%
	Seldom	16	7,17%
Resources	Social media	205	91,93%
	Friends/family	15	6,73%
	TV Commercial	2	0,90%
	Shop/Pharmacy	1	0,45%
University Origin	Indonesian Islamic University	57	25,56%
	Alma Atta University	42	18,83%
	Sultan Agung University	35	15,70%
	Al Azhar University	37	16,59%
	Syubbanul Wathon Islamic Boarding School	18	8,07%
	Yogyakarta Muhammadiyah University	20	8,97%
	Ahmad Dahlan University	9	4,04%
	Nahdlatul Ulama University	5	2,24%

Source: Primer data

Based on Table 1 this study successfully collected data from 223 female student respondents, predominantly from the productive-age group. The majority of the respondents (65.92%) were aged between 19-21 years, followed by the 22-24 age group (25.11%). In addition, their monthly spending on cosmetics was relatively concentrated in the middle range, where 78.02% of respondents spent between IDR 100,000 and 500,000. These data indicate that the research sample is demographically relevant to the target market for beauty products, namely economically active teenagers and young adults.

The respondents' usage patterns and information sources were also highly consistent with their demographic characteristics. 80.27% of the respondents used cosmetics daily, indicating that cosmetics were part of their daily routines. Furthermore, their primary source of information was social media, with a very high percentage (91.93%). This figure confirms the crucial role of social media as a primary information source and marketing channel for cosmetic products among female students. These findings provide important insights for marketers focusing on digital platforms to reach potential consumers in this segment.

Table 2. Indicators and factor loading

Variables		Indicators	Factor Loading
Attitude	ATT1	I am satisfied with the quality of halal cosmetics from Korea.	0,838
	ATT2	Using halal cosmetics from Korea makes me feel more confident.	0,892
	ATT3	I believe that halal cosmetics from Korea are safer to use than other products.	0,874
	ATT4	I think that halal cosmetics from Korea are in accordance with the religious values that I adhere to.	0,819
	ATT5	I feel that halal cosmetics from Korea provide better benefits for my skin.	0,877
	FIGURE 6	Using halal cosmetics from Korea is a wise choice.	0,877
Country of origin	CO1	I prefer to use halal cosmetics from Korea rather than from other countries.	0,783
	CO2	I believe that halal cosmetic products from Korea have better quality than products from other countries.	0,865
	CO3	Korea's reputation as a halal cosmetics producer influences my decision in choosing cosmetic products.	0,773
	CO4	I feel safer using halal cosmetic products produced in Korea.	0,867
	CO5	I am confident that halal cosmetics from Korea use high-quality and safe ingredients.	0,806
Halal literacy	HL1	I understand the importance of halal certification on cosmetic products.	0,773
	HL2	I know how to check the halal of the cosmetic products I buy.	0,811
	HL3	I feel confident that Korean cosmetics that have halal certification are safe to use.	0,835
	HL4	My knowledge of permitted and non-permitted ingredients in halal products influences my purchasing decisions.	0,859
	HL5	I avoid using cosmetics that contain non-halal ingredients.	0,765
Intention behavior	IB1	I intend to buy halal cosmetics from Korea in the near future.	0,854
	IB2	I plan to replace my cosmetic products with halal products from Korea.	0,899
	IB3	I will recommend halal cosmetics from Korea to my friends.	0,870
	IB4	I choose to buy halal cosmetics from Korea even though the price is a little more expensive.	0,870
	IB5	I will try various newly launched halal cosmetic products from Korea.	0,764
Norma subjective	NS1	My friends encouraged me to use halal cosmetics from Korea.	0,844
	NS2	My family supports the use of halal cosmetics from Korea.	0,820
	NS3	The opinions of those closest to me influenced my decision to choose halal cosmetics from Korea.	0,766
	NS4	I feel that people around me appreciate halal cosmetic products from Korea more.	0,767

	NS5	I tend to buy halal cosmetics from Korea because they are recommended by people I trust.	0,833
	PBC1	I feel I can find information about halal cosmetics from Korea easily.	0,878
Perceived behavior control	PBC2	I feel I have enough knowledge to choose the right halal cosmetics from Korea.	0,880
	PBC3	I am sure I can buy halal cosmetics from Korea without any difficulty.	0,881
	PBC4	I feel like I can easily differentiate halal cosmetics from non-halal cosmetics from Korea.	0,859
	PBC5	I feel like I have enough access to get halal cosmetics from Korea.	0,858
	UB1	I regularly use halal cosmetics from Korea in my skincare routine.	0,911
User Behavior	UB2	I always choose halal cosmetics from Korea when shopping for beauty products.	0,901
	UB3	I am satisfied with the results provided by halal cosmetics from Korea.	0,834
	UB4	I have replaced most of my beauty products with halal cosmetics from Korea.	0,888

Source: Data processing

Based on Table 2, it can be concluded that each indicator in this study has excellent validity for measuring its respective variables, as indicated by a Factor Loading value above 0.7. This value indicates that each questionnaire question (indicator) is highly relevant and strongly represents the latent variable that it measures. For example, for the attitude variable, the question "Using halal cosmetics from Korea makes me feel more confident" (ATT2) has a value offactor loading, with the highest value of 0.892, indicating that this indicator most strongly reflects respondents' positive attitudes toward Korean halal cosmetics. This high validity is crucial for ensuring data reliability in further analysis.

The mark factor loading on all indicators, from Attitude to User Behavior, consistently shows that respondents understand and respond to questions in a manner consistent with the underlying theory. For example, the variables Intention Behavior and User Behavior have very high factor loading values, with indicators IB2 ("I plan to replace my cosmetic products with halal products from Korea") and UB1 ("I regularly use halal cosmetics from Korea in my skincare routine"), reaching 0.899 and 0.911, respectively. These figures not only indicate that these questions are valid but also that respondents actually have strong intentions and behaviors related to the use of halal cosmetics in Korea. Overall, these findings confirm the validity and reliability of the instrument.

Tabel 3. Reliability and validity

	THAT	rho_a	rho_c	AVE
Attitude	0,931	0,933	0,946	0,745
Country of Origin	0,877	0,881	0,911	0,672
Halal Literacy	0,871	0,897	0,905	0,655
Intention Behavior	0,905	0,911	0,930	0,727
Norma Subjective	0,866	0,873	0,903	0,650
Perceived Behavior Control	0,921	0,923	0,940	0,759
User Behavior	0,906	0,908	0,935	0,781

Note: CA=Cronbach's alpha; rho_a= composite reliability; rho_c= composite reliability; AVE=Average variance extracted

Source: Data processing

Based on Table 3, the results of the validity and reliability tests of the research instruments show strong and convincing findings. Each variable, from Attitude to User Behavior, has a value Average Variance Extracted (AVE) above 0.5, a generally accepted threshold. For example, the Perceived Behavior Control variable has the highest AVE value of 0.759, meaning that more than 75% of the variance in its indicators can be explained by the construct itself. These values collectively demonstrate strong convergent validity, ensuring that each construct successfully measures what it purports to measure.

Furthermore, this table confirms the instrument's exceptionally high reliability. The Cronbach's alpha (CA) and Composite Reliability (rho_a and rho_c) values for all variables consistently exceeded the threshold of 0.7. The CA and rho_c values approaching 0.93 for the Attitude and Perceived Behavioral Control variables indicate excellent internal consistency for each set of questions. These figures ensure that this research instrument can produce consistent and stable results when used with other samples or at different times. Overall, the results in Table 3 scientifically support the conclusion that all research instruments are valid and reliable, ensuring that the collected data can be relied upon for further analysis and scientific conclusions.

Tabel 4. Discriminant Validity - Fornell-Larcker criterion

	TO	CO	HL	IB	NS	PBC	UB
Attitude	0,863						
Country of origin	0,760	0,820					
Halal literacy	0,597	0,507	0,809				
Intention behavior	0,623	0,602	0,337	0,853			
Norma subjective	0,744	0,664	0,467	0,614	0,807		
Perceived behavior control	0,689	0,626	0,619	0,592	0,632	0,871	
User behavior	0,638	0,601	0,379	0,809	0,551	0,618	0,884

Note: ATT= Attitude; CO=Country of origin; HL= Halal literacy; IB=Intention behavior; NS= Norm subjective; PBC=Perceived behavior control; US =Use behavior

Source: Data processing

Based on Table 4, this study shows that the instrument used has good discriminant validity, which means that each latent variable is truly different from the others and does not measure the same thing. The Fornell-Larcker criterion requires that the square root value of AVE on the main diagonal (in bold) must be greater than the correlation values between the variables below it. For example, the AVE for the Attitude variable is 0.863, which is greater than all the correlation values in the same column (0.760, 0.597, 0.623, 0.744, 0.689, and 0.638). The same pattern was observed for all other variables, which consistently met this criterion.

Thus, these results confirm that each variable (e.g., Attitude and Behavioral Intention) can be conceptually and empirically distinguished from one another. Although some variables show fairly strong correlations (for example, the 0.760 correlation between Attitude and Country of Origin), the square root of AVE values remains higher, which statistically confirms discriminant validity. This finding is crucial, as it demonstrates that the constructed model can clearly differentiate between distinct constructs, thereby making the analysis results of causal relationships between variables more accurate and reliable.

Table 5. Fit Models

	Saturated model	Estimated model
SRMR	0,067	0,080
d_ULS	2,850	4,035
d_G	1,010	1,082
Chi-square	1288,184	1321,452
NFI	0,809	0,804

Source: Data processing

Based on Table 5, the evaluation results model fit. This indicates that this research model has a good level of fit, although not perfect. The standardized root mean square residual (SRMR) value of 0.080 is at the recommended threshold (less than 0.08), indicating a satisfactory model fit. Furthermore, the NFI (Normed Fit Index) value of 0.804 indicates a good level of fit. is acceptable, although ideally, this value would be expected to be closer to 0.90. The goodness-of-fit values for other indicators, such as d_ULS and d_G, also provide similar indications regarding model fit. Although the chi-square value (1321.452) indicates a significant difference between the hypothesized model and observed data, the results of other indicators such as SRMR and NFI

collectively indicate that this model is still quite suitable and can be used to test the research hypothesis.

Tabel 6. Mean, STDEV, T values, p values

	THE	M	STDEV	STDEV	P-Val
Attitude → Intention behavior	0,206	0,206	0,097	2,134	0,033
Country of origin → Attitude	0,616	0,617	0,046	13,532	0,000
Country of origin → Intention behavior	0,204	0,205	0,086	2,355	0,019
Country of origin → User behavior	0,146	0,146	0,068	2,135	0,033
Halal literacy → Attitude	0,284	0,284	0,056	5,039	0,000
Halal literacy → Intention behavior	-0,171	-0,170	0,052	3,288	0,001
Halal literacy → User behavior	0,070	0,068	0,045	1,558	0,119
Intention behavior → User behavior	0,698	0,699	0,057	12,183	0,000
Norma subjective → Intention behavior	0,224	0,225	0,086	2,593	0,010
Perceived behavior control → Intention behavior	0,286	0,285	0,073	3,931	0,000

Note: O=Original sample; M=Sample mean; STDEV= Standard deviation; O/STDEV= T-Statistik; and P-val = P-Values

Source: Data processing

Based on [Table 6](#), the results of the analysis show that most of the hypotheses in this study are significant, confirming the existence of a strong causal relationship between several variables. This significance is seen from the value value, which is less than 0.05, and the value T-statistics, which is greater than 1.96. The strongest and most significant relationship was between country of origin → attitude (T=13.532, p=0.000) and intention behavior → user behavior (T=12.183, p=0.000). This finding indicates that the country of origin (Korea) has a large influence on consumer attitudes, and intention to behave is a strong predictor of actual user behavior.

Other results show that the halal literacy variable has a significant relationship with attitude (T=5.039, p=0.000), but surprisingly has a significant negative relationship with intention behavior (T=3.288, p=0.001). This negative relationship implies that the higher a person's understanding of halal, the greater their intention to purchase Korean halal cosmetics is not driven by knowledge alone. However, although there is a hypothesis regarding the relationship between Halal Literacy and User Behavior, the analysis results (p=0.119) show that the relationship is not statistically significant. This indicates that halal knowledge alone is not sufficient to predict actual usage behavior.

Furthermore, the relationships between subjective norms and intentional behavior (p=0.010) and Country of Origin with intentional behavior (p=0.019) and user behavior (p=0.033) all showed significant relationships, reinforcing the conclusion that social factors and product origin play a significant role in shaping consumer intentions and behavior. This highlights that the influence of the social environment and perceptions of a product's country of origin play a greater role in triggering purchasing intentions and behavior than individual knowledge of the halal concept. Overall, the results of this table provide in-depth insights into the various factors that drive consumers to purchase and use halal cosmetic products in Korea.

Discussion

The analysis of the results of this study provides in-depth insights into the dynamics of consumer behavior towards halal cosmetics in Korea. The most prominent finding is the strong and significant influence of the country of origin in shaping consumer attitudes. This shows that South Korea's reputation as a global beauty innovation hub predominantly shapes female students' positive attitudes towards halal cosmetic products. Consumers tend to associate products from a country with high quality, cutting-edge technology, and superior aesthetic value, which crystallizes into favorable beliefs. This finding is in line with research by [Augusta et al. \(2019\)](#) and [Rezvani et al. \(2012\)](#), which confirms that Korea's reputation positively influences the perceptions and behavior of Indonesian consumers, and a study by [Nasution et al. \(2023\)](#) which found that the K-beauty image is a powerful quality heuristic.

Furthermore, this study confirms the central proposition in the Theory of Planned Behavior (TPB) by proving that intention behavior is a strong predictor of user behavior. This means that a purchase intention that has been firmly formed in consumers will almost certainly manifest in actual purchase and usage behavior (Ajzen, 2020). This causal relationship confirms that behavioral intention is indeed the main mediator between attitude-forming factors and actual actions (Mukhtar and Mohsin Butt, 2012). Additionally, the significant influence of subjective norms on intention behavior strengthens the logic that social pressure from the immediate environment, such as family and peers, effectively motivates consumer intentions. This is supported by research by Haque et al. (2015) who highlighted the crucial role of social influence in the context of purchasing halal products.

What is interesting is the role of halal literacy, which exhibits complex dynamics. On the one hand, high halal knowledge contributes significantly to forming a positive attitude because consumers who understand halal values tend to trust and appreciate certified products more (Ahmad et al., 2015). However, on the other hand, halal literacy actually shows a significant negative influence on behavioral intention. This paradoxical phenomenon can be explained by the fact that consumers with deep halal literacy have become more critical and selective. They are not immediately tempted by trends or brand image alone but will conduct a more comprehensive evaluation of factors such as the credibility of certification and the integrity of the production process, which can slow down or moderate the formation of impulsive buying intentions, as stated by Ahmad et al. (2015).

Furthermore, the country of origin has been shown to not only work through attitude formation but also has a significant direct influence on intentional behavior and user behavior. This finding indicates that Korea's positive reputation serves as a heuristic that allows consumers to make purchasing decisions more quickly, perhaps even motivating impulse purchases or first attempts without prior in-depth cognitive deliberation (Sudarsono et al., 2025). This direct mechanism, as highlighted by Agrawal and Kamakura (1999), suggests that a country-of-origin image can act as a proxy for trust, directly triggering actions. Meanwhile, the positive relationship between attitude and intentional behavior reinforces the basic principle of the TPB: favorable attitudes are an important foundation for the birth of intentions to act.

The findings of this study provide a comprehensive overview. The country of origin has emerged as a key driver that directly influences attitudes, intentions, and behavior. Intentional Behavior acts as a highly effective bridge to the actual behavior. Meanwhile, Halal Literacy plays a dual role: as a positive attitude shaper and a critical filter that sharpens consumers' evaluations before forming purchase intentions. The implication is that the success of Korean halal cosmetics in the Indonesian market does not solely depend on its halal status but is heavily supported by the strength of the country of origin's reputation and the dynamics of social influence among young Muslim consumers.

Conclusion

Based on the data processing and discussion, it can be concluded that this study has successfully achieved its objective of identifying the factors influencing consumer intention and behavior towards Korean halal cosmetics among female students. The main findings confirm that country of origin is the most dominant driver, which not only forms positive attitudes but also directly influences purchase intentions and actual behavior. This suggests that South Korea's strong reputation in the beauty industry (K-beauty) serves as a strategic asset that goes beyond halal considerations. Furthermore, this study also validates the Theory of Planned Behavior (TPB) framework, where attitude, subjective norms, and intentional behavior are proven significant, confirming that consumption decisions are the result of rational considerations, social pressure, and strong intentions. However, the complex role of halal literacy—which is positive for attitudes but negative for intentions—indicates that educated consumers are more critical and less easily influenced by trends alone.

These findings have both theoretical and practical implications. Theoretically, this study contributes by extending the TPB model through the integration of country of origin and halal literacy variables and uncovering a unique dynamic where high halal knowledge can actually be a

factor inhibiting impulsive purchase intentions. Practically, these results provide valuable guidance for Korean halal cosmetic marketers. To be successful in the Indonesian market, strategies must maximize the equity of the "Korean" brand by highlighting innovation and quality while actively building communities and leveraging influencers to strengthen subjective norms. Furthermore, to reach consumers with high halal literacy, brands need to increase transparency by providing detailed education about the certification process and ingredient safety in order to build trust that can convert their positive attitudes into purchases.

Despite these meaningful findings, this study has several limitations. First, the sample size, limited to female students at a private Islamic university, limits the generalizability of the findings to a broader, more diverse population of Indonesian Muslim consumers. Second, this study is cross-sectional(one-time), and thus fails to capture the dynamic evolution of consumer perceptions and behavior over time. Third, the research model does not include other potentially important mediating or moderating variables such as the influence of social media or a specific brand image. Therefore, for future research, it is recommended to expand the sample coverage to include various demographic and geographic segments. Future research could also adopt a longitudinal approach to map the consumer journey from intention to loyalty. It is also recommended to explore the role of variables such as brand trust or e-WOM as mediators in the relationship between halal literacy and intention behavior, in order to gain a more holistic understanding.

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