The Influence of Halal Labels, Income, Product Ingredients, and Lifestyle on Consumer Purchase Interest in Imported Korean Cosmetic Products in Generation Z

Norma Rosyidah[1]*, Nizma Zaqlulsya[2]

Abstract: *Teenagers prefer the current trend of Korean style, so many Indonesian companies are rushing to create products that meet the community's needs and compete with foreign companies. In addition, companies are more focused on their preferences, forgetting the fact that Indonesians also need halal product labels. However, the lack of halal awareness (consumer knowledge about halal products) makes Indonesians forget the importance of halal-labeled products. This study aims to investigate the impact of halal labels, income, product ingredients, and lifestyle on the purchasing interest of Gen Z consumers in imported Korean cosmetics. This study uses a quantitative research method. This study demonstrates validity in several tests. It also provides additional information, references, and insights for readers regarding the influence of halal labels, product ingredients, and lifestyle on the interest of Gen Z consumers in purchasing imported Korean cosmetics. It can also help companies understand the extent to which halal labels influence consumers, including their product preferences and lifestyle, as well as their interest in purchasing cosmetics imported from Korea.*
Keywords: *Halal Label, Income, Lifestyle, Product Ingredients, Purchase Interest.*

[1]STAI An Najah Indonesia Mandiri Sidoarjo, Sari Rogo, Sidoarjo, Jawa Timur 61234, Indonesia
[2]STAI An Najah Indonesia Mandiri Sidoarjo, Sari Rogo, Sidoarjo, Jawa Timur 61234, Indonesia

e-mail: normarosyidah24@gmail.com[1], nizma11zaq@gmail.com[2]
*Corresponding Author

1. Introduction

Korean Wave event is one of the impacts of the increasing interest in cosmetic products consumption in Indonesian society. Therefore, this study discusses the things that consumers need and is an evaluation material and reference for companies, so they can create products that suit the needs of the market and Indonesian women. The generation that is much discussed is Generation Z (zoomer) is one of the generations that has its own appeal from various things, which is a young generation and has never known life without technology so that it is sometimes called i-gen (internet generation) can also be called tech savvy or accustomed to things that smell of technology (George, 2024). Quoted from data from the Central Statistics Agency (BPS) which states that Generation Z has the largest number of people among other generations, namely around 27.94% of the population or around 74.93 million people.
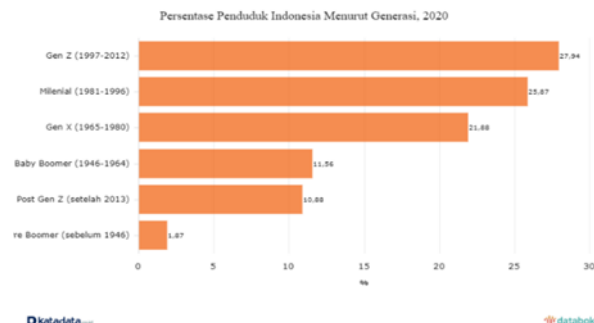

Figure 1. Percentage of Indonesian Population by Generation in 2020

In today's era, making the right and correct decision to purchase a cosmetic product is crucial. Factors to consider include halal labels, product ingredients, and price. In Indonesia, the use of beauty products increased by 7% in 2021. It has grown by 5.9% since 2020, and is expected to continue growing year after year, driven by the Korean Wave (Setyaningsih, 2023). According to a ZAP survey (2019), 46.6% of Indonesian women prefer cosmetic products from South Korea. Given these factors,

Indonesian women must be discerning in selecting and selecting cosmetic products that carry the halal label. In Muslim communities, the halal certification of a product is crucial and an absolute obligation. This is as stated in Surah Al-Baqarah, verse 168 of the Quran, which states that a Muslim must consume halal products and avoid haram products.

يَٰٓأَيُّهَا النَّاسُ كُلُوْا مِمَّا فِى الْاَرْضِ حَلٰلًا طَيِّبًاۖوَّلَا تَتَّبِعُوْا خُطُوٰتِ الشَّيْطٰنِّ اِنَّهٗ لَكُمْ عَدُوٌّ مُّبِيْنٌ

Meaning: *"O people, eat what is halal and good from what is on earth, and do not follow the steps of the devil, because in fact the devil is a real enemy for you."*
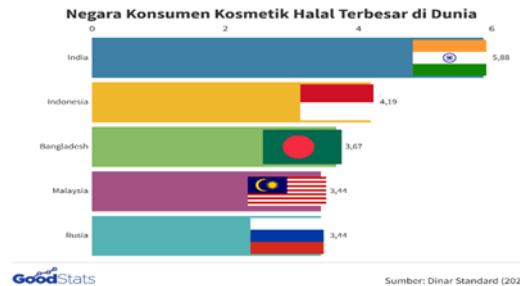

Figure 2. The World's Largest Consumer Countries of Halal Cosmetics

Indonesia is one of the world's largest consumers of halal products, spanning food, beverages, pharmaceuticals, and beauty products. According to statistics, beauty products grew 25.2% in 2022, driven by online sales (Rizaty, 2021). This phenomenon creates a unique dynamic among young consumers, particularly Generation Z, a group known for its high adaptability to global trends but with specific value considerations (Wibowo, 2024).

Consumer interest in Korean cosmetics did not arise out of nowhere, but was influenced by various fundamental factors. One crucial factor in the Indonesian market is the existence of halal labels (Setyaningsih, 2024). For Muslim consumers, halal labelling is not merely a religious obligation but also an indicator of product safety and peace of mind. On the other hand, product ingredients are a serious concern for Generation Z, who are increasingly educated about skin health (Utami & Aulia, 2025). Gen Z tends to conduct in-depth research into the chemical composition to ensure the product is effective and harmless.

In addition to product aspects, economic and sociological factors also play an important role. Income is a determining factor in purchasing power (Prasasti & Ekawati, 2022; Sari, 2023), as a person's financial stability influences their decision to choose imported products, which are often more expensive than local products. Meanwhile, a modern lifestyle influenced by Korean popular culture (Hallyu) also strengthens Generation Z's desire to use the same products as their idols (Zahra & Firmansyah, 2024; Amaly & Jannah, 2025). This lifestyle often prioritises aesthetic appearance as part of social identity.

Generation Z, as digital natives, has unique characteristics in how it consumes information and products (Wibowo & Ayuningtyas, 2024). They are strongly influenced by social media yet remain critical of the values it promotes. Although previous studies have extensively discussed interest in purchasing cosmetics, there is still room to explore how the combination of religious values (halal), logical considerations (product ingredients), economic capacity (income), and social influence (lifestyle) interacts in influencing their decisions regarding imported beauty products, especially cosmetics originating from Korea.

Based on this background, this study aims to analyse the influence of halal labels, income, product ingredients, and lifestyle on Generation Z consumers' purchasing interest in imported Korean cosmetic products. It is hoped that the results of this study will help cosmetic companies develop more targeted marketing strategies for the heterogeneous Indonesian market.

2. Materials and Methods

The research method used was quantitative research, which aims to develop and test theories, systems, and hypotheses related to phenomena in society (Salmaa, 2023). The data sources for this study were collected through a Google Forms survey, which served as the research instrument. The population in this study was Generation Z in the Sidoarjo area, most of whose residents are migrants from various cities. The sample was determined using purposive sampling, a technique used to identify samples with specific characteristics, with an unknown population size. The sample in this study consisted of 100 people, aged 11-26 years. The questionnaire instrument was tested using validity and reliability analyses and multiple linear regression.

3. Results and Discussion

3.1 Respondent Description

Table 1. Description of Respondents Based on Age

No	Age	Mount	Percentage
1	10 – 15 years	1	0,7%
2	16 – 26 years	95	96,6%
3	27 – 32 years	3	2%
4	>33 years	3	0,7%
	Total	100	100%

3.2 Validity Test

Table 2. Validity Results

Variables	Statement	*Pearson correlation*	Rtable	*Sig.*	Conclusion
Halal label (x1)	X1.1	0.623	0.1966	0,000	Valid
	X1.2	0.659			Valid
	X1.3	0.686			Valid
	X1.4	0.833			Valid
	X1.5	0.551			Valid
Income (x2)	X2.1	0.834	0.1966	0,000	Valid
	X2.2	0.642			Valid
Product ingredients (x3)	X3.1	0.715	0.1966	0,000	Valid
	X3.2	0.652			Valid
	X3.3	0.605			Valid
	X3.4	0.762			Valid
Lifestyle (x4)	X4.1	0.582	0.1966	0,000	Valid
	X4.2	0.703			Valid
	X4.3	0.593			Valid
	X4.4	0.645			Valid
	X4.5	0.595			Valid
Purchase interest (y)	X5.1	0.740	0.1966	0,000	Valid
	X5.2	0.658			Valid
	X5.3	0.721			Valid

A validity test is a test used to demonstrate the feasibility of a questionnaire statement that can define a

research variable (Yusup, 2018). Each statement item will be tested for validity. The test results are calculated using the r > r table at a 5% error rate (Anggraini, et al., 2022). The variables being tested for validity can be seen in their 2-tailed sig. value in the total section. If the value is <0.05, the data can be declared valid. It can be compared between r count with r table, can be seen from the Pearson correlation value . If r count > from r table, then the managed data can be declared valid (r Table 98 = 0.1966). From the variable processing data above, it shows that each variable is declared valid because the value of r count greater than r the table.

3.3 Realibility Test

Table 3. Reliability Results

Variables	Cronbach Alpha	Reliability Standards	Information
Halal label (x1)	0.803	0.6	Reliable
Income (x2)	0.704		Reliable
Product ingredients (x3)	0.621		Reliable
Lifestyle (x4)	0.621		Reliable
Interest (y)	0.600		Reliable

Reliability testing can be done simultaneously on each statement item in the questionnaire in research on SPSS. In making decisions on reliability testing, it can be seen from the Cronbach Alpha value > 0.6 and if the Cronbach's alpha coefficient value is < 0.60, then the questionnaire instrument is considered unreliable (Pratama & Permatasari, 2021). The results of the reliability test above indicate that all of the variables in this study have values stated reliable. Because the data shows Cronbach Alpha > 0.6, namely in the reliability test on variable (X1) 0.803 > 0.6, as well as all variables that show Cronbach Alpha > 0.6.

3.4 Multiple Linear Regression Analysis

Coefficients [a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2,723	1,090		2,499	0.014		
	halal label	0.128	0.072	0.206	1,774	0.079	0.376	2,658
	income	-0.049	0.111	-0.039	-0.445	0.657	0.667	1,500
	product materials	0.216	0.083	0.280	2,607	0.011	0.438	2,286
	lifestyle	0.193	0.065	0.340	2,961	0.004	0.384	2,607

a. Dependent Variable: interest

Figure 3. Multiple Linear Regression Results

Equality:

$$Y = a + b1.x1 + b2.x2 + b3.x3 + b4.x4 + e$$

$$\mathbf{Y = 2.723 + 0.128x1 - 0.049x2 + 0.216x3 + 0.193x4 + e}$$

Information:

1) The value of 2.723 is a constant or a condition when the variable of interest is not influenced by other variables, namely the halal label variable (x1) and other variables. If the independent variable is absent, the variable of interest remains unchanged.
2) The B1 value (regression coefficient x1) of 0.128 indicates that the halal label variable has a positive effect on the interest variable, meaning that a 1 unit increase in the halal label variable will affect the interest variable by 0.128.
3) The B2 value (regression coefficient x2) of -0.049 shows that the income variable has a positive effect on the purchase interest variable, meaning that 1 unit of the income variable will have an effect of -0.049 on purchase interest (assuming no other variables are considered in this study).
4) The B3 value (regression coefficient x3) of 0.216 shows that the product material variable has a positive effect on the purchase interest variable, meaning that without taking other variables into account, interest will be affected by 0.216 for every 1 unit increase in the influence of the product material variable in this study.
5) The B4 value (regression coefficient x4) of 0.193 indicates that the lifestyle variable has a positive effect on the purchasing interest variable, meaning that a 1 unit increase in the lifestyle variable will have an effect of 0.193 on purchasing interest (assuming there are no other variables that have an effect in this study).

3.5 Coefficient of Determination

Model Summary [b]

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.721 [a]	0.519	0.499	0.932

a. Predictors: (Constant), lifestyle, income, product ingredients, halal label

b. Dependent Variable: interest

Figure 4. Coefficient Results

From the output above, the R Square (Coefficient of Determination) value is 0.416, which means the influence of the independent variable (x) on the dependent variable (y) is 41.6%. The percentage influence of the independent variable on consumer interest in purchasing imported Korean cosmetic products can be stated as follows:

$$(Ry) 2 \times 100\% = 0.519 \times 100\% = 51.9\%$$

This shows that the percentage value in this determination coefficient test on the influence of variables (halal label, income, product ingredients, lifestyle) on the purchase intention variable simultaneously is 51.9%, while the remaining percentage value, namely 48.1%, is influenced by other independent variables that were not examined in this study.

3.6 F Test

ANOVA ᵃ

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	89,227	4	22,307	25,667	.000 ᵇ

a. Dependent Variable: interest

b. Predictors: (Constant), lifestyle, income, product ingredients, halal label

Figure 5. F Test

3.7 Hypothesis Testing

Coefficients ᵃ

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2,723	1,090		2,499	0.014
halal label	0.128	0.072	0.206	1,774	0.079
income	-0.049	0.111	-0.039	-0.445	0.657
product materials	0.216	0.083	0.280	2,607	0.011
lifestyle	0.193	0.065	0.340	2,961	0.004

Dependent Variable: interest

Figure 6. Hypothesis Results

From the test results shown in Figure 5, the following findings are presented:

1) First hypothesis testing (h1)
Sig. value for the (Partial) influence of x1 on y is 0.079 and the t-value is 1.774 < t-table 1.985. It can be concluded that h1 is not accepted, which means there is no influence of the halal label (x1) on interest (y).

2) Testing the second hypothesis (h2)
Sig. value for the (Partial) influence of x2 on y is 0.657 and the t-value is -0.445 < t-table 1.985. It can be concluded that h2 is not accepted, which means there is no influence of income (x2) on purchasing interest (y).

3) Testing the third hypothesis (h3)
Sig. value for the (Partial) influence of x3 on y is 0.011 and the t-value is 2.607 > t-table 1.985. It can be concluded that h3 is accepted, which means there is an influence of product material (x3) on purchasing interest (y).

4) Testing the fourth hypothesis (h4)
Sig. value for the (Partial) influence of x4 on y is 0.004 and the calculated t value is 2.961 > ttable 1.985. It can be concluded that h4 is accepted which means there is an influence of lifestyle (x4) on purchasing interest (y).

5) Testing the fifth hypothesis (h5)

Sig. value for the (Simultaneous) influence of x1, x2, x3, and x4 on y is 0.000 < 0.05 and the calculated f value is 25.667 > 2.499 f table. So it can be concluded that h1, h2, h3, and h4 are accepted, which means there is an influence of the independent variables on the dependent variable.

3.8 The Influence of Halal Labels on Purchase Interest of Imported Korean Cosmetic Products.

Based on the hypothesis test of each product description with SPSS version 25, namely regarding the influence of halal brands on the interest in purchasing Korean imported cosmetics, the results of the significance test were obtained (t count 1.774 < t table 1.985) so that it is possible the conclusion is that the hypothesis proposed by the researcher is not accepted, namely that most users of Korean imported cosmetics do not see that the product has a halal label. It can be stated that the halal label variable does not have a significant and positive effect on the interest in purchasing Korean imported cosmetic products.

Consumers often consider the functionality and actual results (effectiveness) of Korean products to be far more important than formal certification. If a Korean product has been clinically proven to treat skin problems (such as acne or aging), consumers tend to overlook the halal label variable. In this case, product quality takes precedence over religious compliance in the purchasing decision hierarchy.

The power of the Korean Wave creates a very strong emotional attachment. The desire to emulate the physical appearance of Korean idols often outweighs halal-label considerations. For this group of consumers, cosmetics are a tool for achieving a certain lifestyle standard, where aesthetic aspects and trends dominate over religious beliefs (Puspaningrum, 2020).

Unlike food products, which are highly sensitive to halal requirements, some consumers still have limited literacy about critical halal points in cosmetics (such as collagen or animal placenta content). Since cosmetics are topical products, there is a perception among some people that halal rules are not as strict as those for products consumed orally (ingested into the body). Therefore, the absence of a halal label does not mean consumers reject religious rules; rather, it reflects a "trade-off." Consumers trade administrative certainty (halal label) for quality certainty (product content) and psychological satisfaction (lifestyle) (Nuryakin, 2024).

3.9 The Influence of Income on Purchase Interest of Imported Korean Cosmetic Products

For each product description, based on the hypothesis test conducted with SPSS Version 25, the results of the significance level test of the influence of income on the interest in purchasing imported Korean cosmetic products were obtained (t count -0.445 < t table 1.985), so it can be concluded that the proposed research hypothesis is not accepted, does not have a significant and positive effect on the user's income so that whatever income they have does not influence someone in purchasing imported Korean cosmetic products.

When income variables are found to have no significant effect, it is usually due to shifts in consumption priorities and changes in product accessibility. For millennials and Gen Z, skincare has shifted from a tertiary need to a basic necessity. Many consumers are willing to re-prioritize their spending (cutting back on food or transportation costs) in order to buy their favorite Korean cosmetic products (Sari, 2023). In this case, purchasing interest is driven more by internal motivation and lifestyle than by one's monthly salary.

Many Korean brands (such as Innisfree, Etude House, or The Face Shop) offer products in various sizes, from sample sizes to travel sizes, at very affordable prices. This makes Korean cosmetic products accessible to anyone, from students with limited allowances to high-income workers, so that income is no longer a significant differentiating factor.

The presence of financial technology, such as the Paylater feature on various e-commerce platforms, blurs the influence of income on purchasing interest (Nur 2024). Consumers with low incomes still have strong purchasing power because they can defer payments or pay in installments, so current income limitations no longer hinder their desire to own imported products.

3.10 The Influence of Product Ingredients on Purchase Interest of Imported Korean Cosmetic Products

By using SPSS version 25 to conduct a hypothesis test on each statement item about the influence of lifestyle on the interest in purchasing Korean imported cosmetics, the test results were significant (t count 2.607 > t table 1.985), so it can be concluded that the hypothesis put forward by the researcher is

accepted that the product material variable has a significant positive effect on the interest in purchasing Korean imported cosmetics. This is also in line with Lalu Supardin in his article entitled concluded that the product material variable has a positive and significant effect on the decision to purchase halal-labeled Wardah cosmetics.

One of the main strengths of Korean cosmetics lies in the use of unique and innovative ingredients, such as Snail Mucin, Centella Asiatica (Cica), Ginseng, and Galactomyces. Consumers see these ingredients as targeted solutions for specific skin problems. Purchasing interest arises from the perception that these natural ingredients are safer and more effective than harsh chemicals (Anggraini, 2022). The global trend toward Clean Beauty is particularly strong in Korean products. Consumers are now increasingly savvy about reading labels (through apps like Skincarisma or CosDNA).

3.11 The Influence of Lifestyle on Interest in Buying Imported Korean Cosmetic Products

SPSS version 25 was used to test the hypothesis of each statement item about the influence of income on the intention to purchase Korean imported cosmetics, and the results of the significance level test were obtained (t count 2.961 > t table 1.994), so it can be concluded that the hypothesis proposed by the researcher is accepted, namely that lifestyle variables have a significant and positive effect on the intention to purchase Korean imported cosmetics. It can be concluded that lifestyle can influence someone in determining choices in using cosmetic products, one of which is Korean imported cosmetic products.

Today's modern lifestyle has widely adopted Korean beauty standards, such as Glass Skin (clear, healthy skin). For many consumers, taking care of their faces with a 10-step Korean skincare routine is no longer just a routine; it's part of a lifestyle identity that prioritizes long-term skin health over simply covering up imperfections with makeup.

Consumers who are frequently exposed to Korean dramas (K-Dramas) and Korean music (K-Pop) tend to imitate behaviors. The desire to purchase arises from the desire to experience a lifestyle similar to that of their idols (Zakia, 2024). Korean cosmetic products are seen as a status symbol for those who want to be perceived as modern, trendy, and up to date.

A highly active social media presence (Instagram/TikTok) drives purchasing interest through visual content (Pratiwi, 2025). Korean cosmetic products with aesthetically pleasing packaging designs strongly support the visual-sharing lifestyle on social media, where owning and showing off these products is seen as conferring social value.

3.12 The Influence of Halal Labels, Product Ingredients, Lifestyle, and Income on Simultaneous Purchase Intention of Imported Korean Cosmetic Products

Based on the results of the hypothesis test on the f test (simultaneous test), it shows that the simultaneous test on the independent variables (Halal Label, Income, Product Materials, Lifestyle) has a calculated f value that is greater than the f table (f count 25,667 > 2,499 f table), then the calculated value at significance is smaller than the standard significance (0.001 < 0.05). From the results of the simultaneous hypothesis test, the hypothesis proposed by the researcher is accepted, which means that it has an influence between the independent variables (Halal Label, Income, Product Materials, Lifestyle) and the dependent (Purchase Interest) of Korean imported cosmetic products on Gen Z.

For consumers in Indonesia, Halal Labels and Product Content are one and the same in terms of quality. Halal labels remove psychological/religious barriers (halal-an), while product content provides assurance of benefits (thayyib). Simultaneously, these two factors build brand trust. Consumers are not only looking for products that are "permissible" to use according to their religion, but also those that are "proven" to provide clinical results on the face.

Lifestyle is a motivator driven by global trends and social media (Ramadhany, 2025). However, this lifestyle will be "validated" if it is supported by income. Simultaneous discussion shows that adequate income allows a person to consistently realize their "K-Beauty" lifestyle. Conversely, a strong lifestyle often makes the income variable less sensitive (consumers continue to buy even when it is expensive) because of the emotional value it provides (Fachri & Zulaikah, 2024).

Simultaneously, the influence of these four variables indicates that Korean cosmetics consumers in Indonesia are smart and selective. They consider aspects of legality and religion (Halal), functional safety (Ingredients), social relevance (Lifestyle), and economic feasibility (Income) simultaneously before deciding to buy. simultaneously significant effect (F-test), this proves that Korean brand

marketing strategies targeting "Healthy & Aesthetic Lifestyle" with "Natural Ingredients" and "Halal Certification" have successfully overcome the limitations of consumer "Income" in Indonesia.

4. Conclusion

This study found that halal labelling is no longer the sole determining factor among respondents from the Sidoarjo region. A compromise has emerged whereby consumers prioritise quality assurance (raw materials) and clinical results over administrative compliance. Consumers tend to view the aspect of thayyib (goodness/quality) as representing religious values, making the product's effectiveness in addressing skin issues the primary priority in purchasing decisions. Lifestyle as an Emotional Motivator: Lifestyles influenced by the Korean Wave (K-Pop/K-Drama) have created new beauty standards (Glass Skin). Owning Korean cosmetic products is not only about beauty, but also about social identity and symbols of modern, up-to-date status. This emotional motivation often transcends economic logic and religious boundaries. Overall, consumer purchasing intent is shaped by the integration of lifestyle motivators, ingredient quality validation, and halal legality. The success of Korean brands in Indonesia lies in their ability to offer products that fulfil global lifestyle aesthetic ambitions while adhering to local safety and halal standards, thereby minimising economic barriers (income) for consumers.

References

Adisty, Naomi. (2022). Tumbuh Pesat, Pemakaian Produk Kecantikan di Indonesia Kian Meningkat. https://goodstats.id/article/menilik-meningkatnya-konsumsi-produk-kecantikan-di-indonesia-LcQed

Aeni, Siti Nur. (2022). Inilah Perbedaan Generasi X, Y, Z dengan Dua Generasi Lainnya https://katadata.co.id/sitinuraeni/berita/622a9b4b4099f/inilah-perbedaan-generasi-xyz-dengan-dua-generasi-lainnya

Anggraini, D. F. (2022). Pengaruh Pengalaman Pembelian, Kesadaran Lingkungan Dan Sikap Ramah Lingkungan Terhadap Minat Beli Produk Perawatan Kulit Ramah Lingkungan Innisfree.

Anggraini, F. D. P., Aprianti, A., Setyawati, V. A. V., & Hartanto, A. A. (2022). Pembelajaran Statistika Menggunakan Software SPSS untuk Uji Validitas dan Reliabilitas. Jurnal Basicedu, 6(4), https://doi.org/10.31004/basicedu.v6i4.3206

Fachri, A., & Zulaikah, Z. (2024). Pengaruh Pendapatan, Gaya Hidup, Dan Religiositas Terhadap Keputusan Pembelian Dalam Perspektif Ekonomi Islam. *Journal of Economics and Business UBS*, *13*(1), 335-345. https://doi.org/10.52644/joeb.v13i1.1475

George, Shaji.(2024).Trendsetters: How Gen Z Defined 2024.PUIRP: Partners Universal Innovative Research Publication Vol.02 Issue 03

Hidayati, Nur, and Linda Yuliandani. "The Influence of Beauty Vloggers, Brand Image, and Halal Labels on Purchase Interest of Wardah Cosmetic Products." JSMA (Journal of Management Science and Accounting) 12, no. 1 (2020): 65–76.

Nahdiyati, Amaly, N., Aslamiah, R., & Jannah, N. (2025). Korean Wave Dan Remaja Muslimah Banjarbaru: Analisis Pengaruh Budaya Populer Terhadap Gaya Hidup. *Risani: Jurnal Riset dan Pengabdian Islam*, *1*(1).

Nur, A. D. I. (2024). *Analisis Faktor Faktor Yang Mempengaruhi Minat Menggunakan Layanan Paylater di E-commerce Pada Generasi Z dengan Financial Self Efficacy Sebagai Variabel Moderasi (Studi Pada Mahasiswa Akuntansi UII)* (Doctoral dissertation, Universitas Islam Indonesia).

Nuryakin, Md Saad, M. S., & Maulani, M. R. (2024). Purchase intention behavior of halal cosmetics. Comparing study between Indonesia and Malaysia millennial generation. *Journal of Islamic Accounting and Business Research*, *15*(8), 1266-1292 https://doi.org/10.1108/JIABR-06-2021-0177

Paramita, A., Ali, H. ., & Dwikoco, F. . (2022). Pengaruh Labelisasi Halal, Kualitas Produk, Dan Minat Beli Terhadap Keputusan Pembelian (Literatute Review Manajemen Pemasaran). *Jurnal Manajemen Pendidikan Dan Ilmu Sosial*, *3*(2), 660–669. https://doi.org/10.38035/jmpis.v3i2.1128

Prasasti, C. A., & Ekawaty, M. (2022). Pengaruh Label Halal, Pendapatan, Harga Produk, Dan Religiusitas Terhadap Keputusan Pembelian Produk Kosmetik Hand Body Lotion (Studi Pada

Mahasiswi Muslim Di Kota Malang). *Jurnal Syarikah: Jurnal Ekonomi Islam*, *8*(1), 140-155. https://doi.org/10.30997/jsei.v8i1.4437

Pratama, S. A., & Permatasari, R. I. (2021). Pengaruh Penerapan Standar Operasional Prosedur Dan Kompetensi Terhadap Produktivitas Kerja Karyawan Divisi Ekspor Pt. Dua Kuda Indonesia. *Jurnal Ilmiah M-Progress*, *11*(1). https://doi.org/10.35968/m-pu.v11i1.600

Puspaningrum, A. (2020). Market Orientation, Competitive Advantage and Marketing Performance of Small Medium Enterprises (SMEs). *Journal of Economics, Business, and Accountancy Ventura*, *23*(1), 19-27. https://doi.org/10.14414/jebav.v23i1.1847

Ramadhany, A. N. C. (2025). Peran media sosial dalam mendorong gaya hidup konsumtif di kalangan remaja komunitas pesisir. *EDUSOS: Jurnal Edukasi dan Ilmu Sosial*, *2*(01), 18-25. https://doi.org/10.62330/edusos.v2i01.291

Ria Pratiwi, Nuryanto, H., Tirta Mulyadi, & Agung Arif Gunawan. (2025). Pengaruh Konten Visual dan Interaksi Media Sosial terhadap Minat Beli Kuliner Lokal Batam. *MUKASI: Jurnal Ilmu Komunikasi*, *4*(4), 1802–1815. https://doi.org/10.54259/mukasi.v4i4.6123

Rizaty, Monavia Ayu. (2021). Pertumbuhan Pasar Kosmetik Global Terkontraksi 8% pada 2020. Katadata. https://databoks.katadata.co.id/produk-konsumen/statistik/9334003b94accec/pertumbuhan-pasar-kosmetik-global-terkontraksi-8-pada-2020.

Salmaa. (2023). Jenis-Jenis Penelitian Lengkap, Contoh dan Penjelasannya. https://penerbitdeepublish.com/jenis-jenis-penelitian/

Sari, N. T., & hanifa, nurul. (2023). Analisis Faktor yang Mempengaruhi Permintaan Pembelian Produk Skincare Mahasiswa Universitas Negeri Surabaya. *Independent: Journal of Economics*, *3*(1), 78–91. https://doi.org/10.26740/independent.v3i1.51837

Setyaningsih, B. (2023). *Minat Beli Konsumen Muslim Terhadap produk kosmetik Impor yang belum berlabel Halal (Namun sudah BPOM)* (Doctoral dissertation, Universitas Islam Indonesia).

Setyaningsih, B., & Albari. (2024). Analisis Minat Beli Konsumen Muslim Terhadap Produk Kosmetik: Studi Kasus Pada Produk Kosmetik Impor Legal Namun Belum Berlabel Halal. *ABHATS: Jurnal Islam Ulil Albab*, *5*(1), 1–22. https://doi.org/10.20885/abhats.vol5.iss1.art1

Utami, S. F., & Aulia, S. (2025). Analisis Perilaku Penggunaan Bodycare Berbahan Kimia Sls Dan Non-Sls Pada Generasi-Z. *Jati (Jurnal Mahasiswa Teknik Informatika)*, *9*(4), 6761-6765. https://doi.org/10.36040/jati.v9i4.14003

Wibowo, W., & Ayuningtyas, F. (2024). Generasi Z sebagai Konsumen Masa Depan: Karakteristik, Preferensi, dan Tantangan Baru. *Buana Komunikasi (Jurnal Penelitian dan Studi Ilmu Komunikasi)*, *5*(2), 90-99.

Yusup, F. (2018). Uji Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif. Jurnal Tarbiyah : Jurnal Ilmiah Kependidikan, 7(1). https://doi.org/10.18592/tarbiyah.v7i1.2100

Zahra, A. R., Juhar, A. A. S., & Firmansyah, M. F. (2024). Fenomena Lifestyle Gen Z yang Merujuk Kepada Budaya Korea Selatan. In *Prosiding Seminar Nasional Ilmu Ilmu Sosial (SNIIS)* (Vol. 3, pp. 958-965).

Zakia, A. (2024). *Pengaruh Idol Kpop Nct Dream Dalam Meningkatkan Minat Beli Produk Mie Instan Lemonilo Pada Masyarakat Kelurahan Simpang Selayang Medan* (Doctoral dissertation, Fakultas Ilmu Sosial & Ilmu Politik, Universitas Islam Sumatera Utara).