

THE INFLUENCE OF EWOM AND ATTITUDE ON PURCHASE INTENTION ON HALAL COSMETICS

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Abstract

The growing demand for halal cosmetics reflects increasing consumer awareness of religious compliance, health, and ethical concerns. This study aims to investigate the influence of Electronic Word of Mouth (EWOM) and consumer attitude on purchase intention toward halal cosmetic products in Indonesia. Using a quantitative approach, data were collected through an online survey from 160 female respondents aged 17 and above who are users of halal cosmetics. The study employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to examine the relationships among the variables. The findings reveal that EWOM has a significant positive influence on both attitude and purchase intention. Furthermore, attitude is found to have a strong and positive effect on purchase intention. These results confirm that EWOM not only shapes consumer evaluations but also directly drives behavioral intention. The study contributes to the halal consumer behavior literature by highlighting the psychological pathways through which EWOM influences purchasing behavior. Practically, the findings suggest that halal cosmetic brands should prioritize managing online consumer reviews and enhancing brand communication strategies to foster positive attitudes and encourage purchasing decisions.

Article Info

Keywords: EWOM, Attitude, Purchase Intention, Halal Cosmetics

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Received: 24 -01-2025

Revised: 08-02-2025

Accepted: 15-02-2025

Published: 03-03-2025



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1. Introduction

The growth of interest in halal cosmetics has encouraged the development of halal cosmetics. It was recorded that the potential export value of the halal cosmetics market reached 84 billion dollars with an increase of 14.3 percent from the previous year (Mulatsih & Arsyianti, 2024). Halal cosmetics develop product innovations by paying attention to standard halal product procedures. Halal cosmetics are made from various sources that are free from alcohol contamination, pork and other raw materials that do not meet halal standards (Nisa' & Ridlwan, 2022). The selection of halal cosmetic raw materials plays an important role in making halal cosmetics. Halal cosmetics help consumers to look beautiful

and prevent health problems due to the use of harmful cosmetics (Ahmad et al., 2024). It is important for halal cosmetics industry players to pay attention to the purchase intention of consumers.

Purchase intention has a role for consumers in purchasing halal cosmetics. Purchase intention is influenced by EWOM and Attitude owned by consumers (Purwianti, 2021). EWOM has the influence to encourage purchase intentions owned by consumers (Putri & Ayu, 2023). In contrast, the results of research by Lee et al., (2017) show that EWOM has no effect on the formation of purchase intentions in consumers. Purchasing intentions owned by consumers are not only influenced by EWOM but also influenced by attitude.

Attitude is a positive or negative perception that consumers have towards an action. Attitude has an influence on the formation of purchase intentions in consumers. Attitude that is positive will form the intention to make purchases that have gone through halal certification (Legowati & Ul Albab, 2019). Attitude owned by consumers plays a role in making decisions to buy environmentally friendly goods. Consumers who have a stronger attitude will strengthen their purchase intention (Diva & Pranatasari, 2023).

The **Theory of Planned Behavior (TPB)** provides a useful framework for understanding this relationship. According to TPB, behavior is influenced by attitude, subjective norms, and perceived behavioral control (Ajzen, 1991). Attitude serves as a central construct that mediates the relationship between external information, such as EWOM, and behavioral intention. In the halal context, attitude may also be influenced by religious commitment, cultural norms, and perceived product safety. This theory supports the proposition that EWOM influences attitude, and in turn, attitude drives purchase intention. However, empirical research applying TPB in the halal cosmetic context is still relatively scarce.

Given this gap, it is important to examine whether EWOM directly influences purchase intention or whether the effect is mediated through consumer attitudes. Clarifying this pathway can provide insights into the **mechanisms of influence** and help marketers better understand how to optimize communication strategies in the halal cosmetics industry. Moreover, in markets like Indonesia, where halal certification is not just a regulatory requirement but also a social and religious imperative, understanding how consumers evaluate product claims—especially through peer-generated content—becomes even more critical. The review conducted shows that research on EWOM and attitudes on the intention to buy halal cosmetics has not been widely carried out so that it becomes an opening for further research. There are several problem formulations, among others:

1. Does EWOM affect attitude in halal cosmetic consumers?
2. Does Attitude affect purchase intention in halal cosmetics consumers?
3. Does EWOM affect purchase intention in halal cosmetics consumers?

To address these questions, this research adopts a quantitative approach using survey data from female consumers in Indonesia who use halal cosmetics. The study employs Structural Equation Modeling using SmartPLS 3.0 to test the hypothesized relationships. The selected constructs—EWOM, attitude, and purchase intention—are measured using validated scales based on previous literature, ensuring both reliability and validity in the data analysis process. This research contributes to the existing body of knowledge in several ways. Theoretically, it expands the application of TPB in halal product studies by integrating EWOM as an external influence on attitude and behavioral intention. It also provides empirical evidence supporting the mediating role of attitude in the EWOM–intention

relationship. Practically, the findings offer actionable insights for halal cosmetic marketers, emphasizing the need to manage online brand conversations and ensure that digital content aligns with consumer expectations for halal integrity, safety, and quality. In summary, as consumer decision-making becomes increasingly influenced by digital content, understanding the role of EWOM and attitude in shaping purchase intention is critical for halal cosmetic brands. This study offers a timely and relevant analysis of these dynamics, particularly in emerging markets like Indonesia, where the convergence of religious values and digital behavior presents unique challenges and opportunities.

Hypothesis Development

Purchase intention refers to the desire of consumers to make product purchases (Febria & Berlintina, 2020). Initial activities carried out by consumers before making a purchase by carrying out the process of gathering information on the desired product. Purchase intention arises because of consumer interest in a product (Juliana, 2023). Consumers who have the intention to make a purchase have made a product selection selection to make future purchases (Aryadhe et al., 2018). Consumer purchase intentions can be influenced by EWOM (Anas & Senjani, 2023). Consumer purchase intention is also influenced by the attitude possessed by consumers (Tjahyadu & Bunyamin, 2024).

EWOM, also known as Electronic Word of Mouth, is a series of information submitted by consumers through online media. Online reviews about halal cosmetics are also carried out through online media. The information conveyed can influence other consumers to make purchases (Dewani & Rastini, 2021). Consumers consider information that is easy to understand, trustworthy, able to give confidence to consumers. EWOM is believed to have important value because it helps consumers to reduce the risk of purchasing products. Good EWOM will encourage the formation of positive attitudes for consumers (Manuella & Sander, 2022). Consumers who have positive EWOM will affect the attitude of halal cosmetics consumers. On the other hand, positive EWOM can encourage consumers to have the intention to make a purchase (Saputra et al., 2024). Consumers who have positive EWOM will encourage purchase intentions in halal cosmetic consumers. Based on this exposure, a hypothesis is proposed

H1 : EWOM affects attitude towards halal cosmetic consumers

H3 : EWOM affects purchase intention in halal cosmetics consumers

Attitudes held by consumers based on knowledge about products obtained from the process of gathering information that influences them to act. Consumers pay attention to information that forms knowledge about halal cosmetics. Consumers who have a tendency to like a product will have the opportunity to have a purchase intention (Adriani & Ma'ruf, 2020). Attitude refers to a positive or negative evaluation of an action. Attitude is a psychological representation that is manifested in certain behaviors that can be seen from the tendency to agree or vice versa. A positive attitude will bring closer to a behavior that will be carried out. A positive attitude affects consumer purchase intention (Oktavianingtias & Muslichah, 2022). Based on this exposure, the following hypothesis is proposed:

H2 : Attitude affects purchase intention in halal cosmetic consumers

2. Methods

The data collection method was carried out through a survey method using a questionnaire. The object of this research is a group of women who use halal cosmetics with

a minimum age of 17 years in Indonesia. The sampling method used is accidental sampling. The number of respondents involved in the study was 160 respondents. The variables examined in this study consist of EWOM, Attitude and purchase intention on halal cosmetics.

3. Result and Discussion

Result

The results of the research through processing the respondent's questionnaire data obtained the results in table 1 Measurement as follows:

Table 1. Measurement					
	Loading	Cronbach's Alpha	α	CR	AVE
Attitude		0.859	0.861	0.914	0.780
A_1	0.868				
A_2	0.885				
A_3	0.896				
EWOM		0.835	0.848	0.901	0.752
E_1	0.842				
E_2	0.909				
E_3	0.848				
Niat Pembelian		0.829	0.831	0.921	0.854
PI_1	0.920				
PI_2	0.928				

The results of data processing in table 1 show that the loading factor value on the attitude indicator reaches 0.868 - 0.896, the EWOM value shows 0.842- 0.909 and the purchase intention reaches 0.920 - 0.928. the achievement of loading indicators has met the standard 0.708 (Hair et al., 2022). Cronbach's Alpha value on Attitude is 0.859, EWOM reaches 0.835, purchase intention is 0.829. The α value on Attitude is 0.861, EWOM is 0.848, Purchase intention is 0.921. Achievement of Composite reliability value at Attitude 0.914, EWOM 0.901, Purchase intention 0.831. The AVE value achieved at Attitude is 0.780, EWOM 0.752 and purchase intention 0.854. AVE achievements exceed the minimum standard of achieving a value of 0.5 (Fiandari et al., 2024; Rafdinal & Senalasari, 2021).

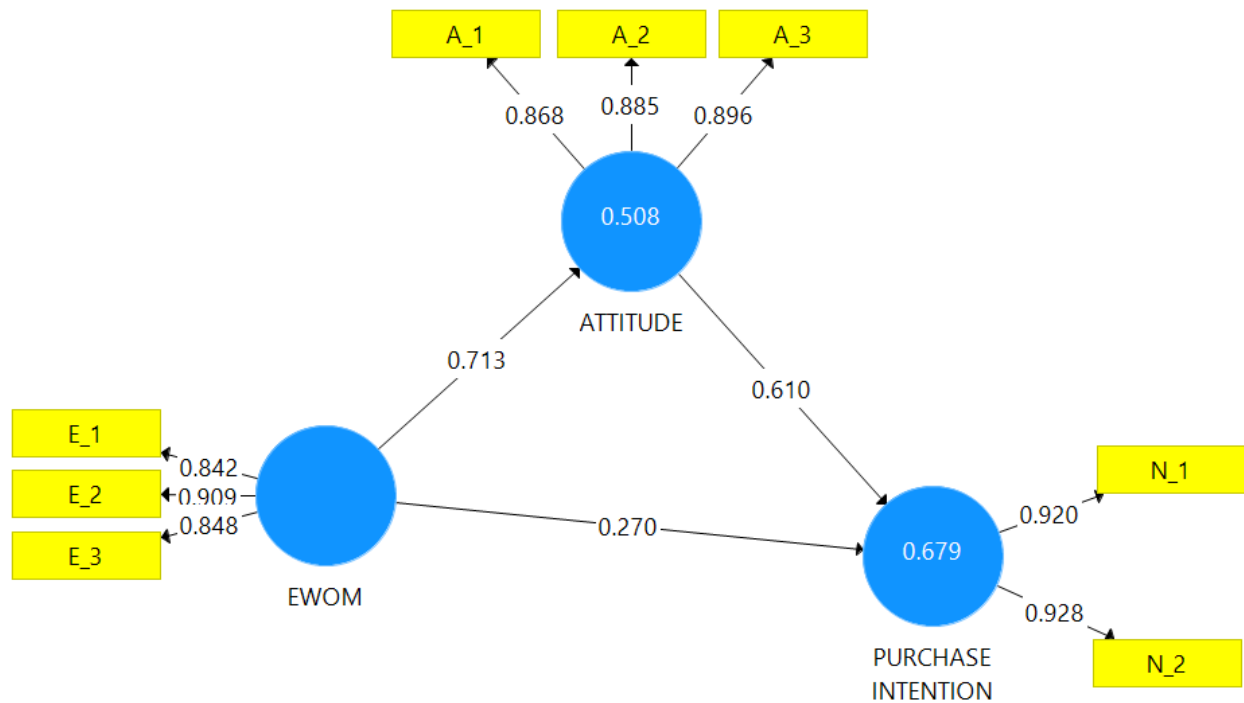


Figure 1. Research Result
Source : Authors, 2025

The results showed that the discriminant test value on Fornel Locker was greater than the AVE root value on the variables studied. The results of Table 2 Fornell Locker show that the value of Attitude, EWOM and purchase intention has a higher value than the AVE root value. The results of the structural measurement model show the adjusted R Square value on purchase intention 0.675.

Table 2. Fornell Locker			
	<i>Attitude</i>	EWOM	Niat pembelian
<i>Attitude</i>	0.883		
EWOM	0.713	0.867	
Niat Beli	0.802	0.704	0.924

The relationship between variables is also shown in Figure 1, namely the role of EWOM, Attitude, and purchase intention. The results of hypothesis testing are shown in Table 3. EWOM has a role to encourage attitude in halal cosmetics users. EWOM contains positive and negative reviews about the product expressed on the online platform (Anandyara & Samiono, 2022). The results of the study are in accordance with the research Kunja et al., (2022) EWOM affects attitude. Positive reviews describe a good impression of the product which will encourage positive consumer attitudes. The results showed that attitude has a positive effect on purchase intention. The results of this study are in line with research by Firdaus & Widodo (2021) attitude has an influence on product purchase intentions. Attitude is also proven to have an influence on the purchase intention of environmentally friendly products (Nadiya & Ishak, 2022). Consumers who have a good view of halal cosmetics will form an intention to purchase halal cosmetics. Halal cosmetics provide a sense of security for consumers in using the product.

The results showed that EWOM has an influence on purchase intentions. The results of this study are in accordance with the research of Ulrica & Lego (2021) that EWOM has an

influence on purchase intentions. EWOM is a review submitted by consumers on online media that can be accessed openly. Reviews that are expressed positively will encourage other consumers to encourage purchase intentions. The results of this study are not in line with the research of Tj et al., (2022) which reveals that EWOM has no influence on consumer purchase intentions.

Table 3. Hypothesis Testing Results

	β	P Values	Description
Direct Effect			
EWOM => Attitude	0.713	0.000	H1 Accepted
Attitude=> Purchase Intention	0.610	0.000	H2 Accepted
EWOM => Purchase Intention	0.270	0.001	H3 Accepted

Source: Processed data using PLS 3.0 (2024)

Discussion

The present study underscores the critical influence of halal awareness and consumer attitudes on purchase intention in the context of halal bakery products. The findings offer substantial empirical evidence that supports the proposed hypotheses and contributes meaningfully to the theoretical development of halal consumer behavior, particularly within underexplored niche sectors like halal bakeries. First, the analysis confirmed that halal awareness significantly affects consumer attitudes. Consumers with a deeper understanding of halal principles tend to view halal bakery products more favorably due to their alignment with religious obligations, ethical standards, and health considerations (Aqdas et al., 2020); (Pratama et al., 2023). This is consistent with findings indicating that halal knowledge fosters positive consumer attitudes and strengthens both emotional and cognitive evaluations of halal products (Bashir, 2019); (Bulandari & Sumar, 2024). Second, the study revealed a direct positive relationship between halal awareness and purchase intention. This indicates that informed consumers may engage in halal consumption behaviors independently of their attitudes, supporting the Theory of Reasoned Action (Ajzen & Fishbein, 1980). Similar outcomes have been observed in halal food and bakery sectors, where halal awareness directly influences purchasing behavior (Zhafirah et al., 2022); (Soebahar et al., 2021); (Fiandari & Andharini, 2024). Third, the research demonstrated that attitude has a significant and strong effect on purchase intention, consistent with the Theory of Planned Behavior (Ajzen, 1991). Attitude mediates halal awareness and translates it into purchasing behavior. Positive evaluations of halal bakery products—rooted in beliefs about quality, cleanliness, and religious adherence—build consumer confidence, thereby encouraging purchase intentions (Hilmi, 2018); (Aditami & Soepatini, 2016); (Zulkfli et al., 2023).

This study enriches the halal consumer behavior framework by validating the impact of halal awareness and attitude on purchase intention, while also supporting the broader applicability of the Theory of Planned Behavior (TPB) in halal consumption contexts by demonstrating how cognitive and affective constructs jointly influence behavioral outcomes (Ajzen, 1991). The findings further encourage future research to explore the interaction between halal awareness, religiosity, social norms, and perceived behavioral control (Fuadi, Bukhari, & Firdiyanti, 2022).

From a practical standpoint, the study highlights the importance for halal bakery practitioners and marketers to enhance consumer awareness through transparent halal certification, clear labeling, and educational initiatives. Marketing strategies should emphasize the perceived benefits of halal products—such as hygiene, quality, and ethical production—to cultivate positive attitudes and encourage repeat purchasing (Shan, Diao, & Wu, 2020; Arsil et al., 2018), while social media and digital platforms can be leveraged to strengthen brand visibility and trust among younger, halal-conscious consumers. However, the study is not without limitations; it is based solely on Indonesian consumers, which may limit the generalizability of the results. In addition, the use of cross-sectional, self-reported data poses potential biases, such as social desirability and recall errors. Therefore, future studies are recommended to employ longitudinal designs, experimental or mixed-method approaches, and cross-cultural comparisons to enhance the depth and applicability of findings in broader halal market contexts.

4. Conclusion and Suggestion

Based on the research results it can be concluded that:

1. EWOM has a positive effect on attitude in halal cosmetics consumers. EWOM that provides reviews in the form of positive information will encourage the formation of a positive attitude in consumers.
2. Attitude has a positive effect on purchase intention. Consumers who have a positive view of halal cosmetics will encourage their intention to buy halal cosmetics.
3. EWOM has a positive effect on purchase intention. Reviews that are positively expressed will influence consumers to form purchase intentions for halal cosmetics.

The results showed that EWOM affects attitude and purchase intention of halal cosmetics. Business actors should regularly pay attention to the reviews listed on various online platforms. Reviews that show positive things need to be maintained so that consumers get good benefits from halal cosmetics. Conversely, if there are negative reviews contained in online platforms, they need to be corrected to avoid harm to consumers of halal cosmetics. Business actors can develop information related to product development so that it is easily understood and recognized by consumers.

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