



Comparing Factors Affecting Indonesian and Malaysian Muslim Gen Z's Intention to Purchase Halal Cosmetics

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ABSTRACT

As countries with the largest Muslim populations, Indonesia and Malaysia are committed to being the leaders of the halal cosmetics business in the world. Their government regulation stated that Muslim consumers must use halal cosmetics, while the intention to purchase halal cosmetics among Muslim Gen Z, as a massive user of cosmetics, is still low. Therefore, what should the two countries do to realize their commitment? This research aims to compare Indonesian and Malaysian Muslim Gen Z's purchase intentions for halal cosmetics and to examine the moderating effect of their respective governments' regulations on these intentions. The Multiple Linear Regression statistical analysis tool was applied with 120 Gen. Z Muslim respondents, each from Indonesia and Malaysia. The findings conclude that Gen Z's intention to buy halal cosmetics is influenced by religiosity, halal awareness, price, promotion, and brand image, with government regulation also moderating this relationship. Malaysian Gen Z purchase intention is stronger than Indonesian Gen Z. It is hoped that the two countries may become the center of the global halal cosmetics industry, as Gen Z purchase intention for halal cosmetics and its sales increase. From the researchers' knowledge, this is the first study to use this framework.

Keywords: Brand Image, Government Regulation, Halal Awareness, Price, Religiosity

JEL Classifications: M31, M38

1. INTRODUCTION

Indonesia and Malaysia, as countries with the largest Muslim population, initiated the implementation of the Islamic economy at relatively the same time, namely in the early 1990s. One implementation of the Islamic economy is the use of halal products. Along the way, there has been much cooperation between the two countries. Most recently, in June 2023, Indonesia and Malaysia officially established a collaboration to recognize halal certificates. The G-to-G collaboration was marked by the signing of a Memorandum of Cooperation (MoC) between the Governments of the Republic of Indonesia and Malaysia, regarding the mutual recognition of halal certificates for domestic products.

Additionally, the Ministry of Religious Affairs of the Republic of Indonesia, along with other stakeholders, simultaneously launched the 2024 Mandatory Halal Certification Campaign at 1,000 locations across Indonesia. The activity, initiated by the Indonesian Halal Product Guarantee Agency (BPJPH) in collaboration with the Department of Islamic Development Malaysia (JAKIM), aims to remind that, in accordance with legal mandates, the implementation of halal certification obligations will officially commence on 17 October 2024. This collaboration marks the success of Indonesia and Malaysia in establishing themselves as centers of the global halal industry. This halal certification obligation reflects the Government's commitment to providing the community with comfort, security, safety, and certainty regarding the availability of halal products. Using halal products also

aligns with the Government's call to encourage green purchasing intentions (Tan et al., 2022) and (Imiru, 2023).

One of the fastest-growing industries today is the cosmetics sector. Cosmetic products have become a primary necessity for Millennials and Gen Z (Ngah et al., 2021). Halal cosmetics encompass a range of products, including makeup, face wash, soap, and shampoo. The Muslim population is rising rapidly (Lugo et al., 2013). It means the number of Gen Z Indonesians and Malaysians who use cosmetics has also increased. They are heavy users of cosmetics, mainly in personal care products. They become the potential buyers for halal cosmetics. Their spending on the products has increased (Swidi et al., 2010; Mohezar et al., 2016). It opens enormous opportunities for halal cosmetics producers. However, not all Muslim consumers choose halal cosmetics (Zahro et al., 2023; Masood et al., 2023). To comply with government regulations, cosmetics must also be certified as halal. Preliminary research in Gen Z Muslims in Indonesia's Jabodetabek area shows their intention to use halal cosmetics remains low. The same is true for Gen Z Muslims in Malaysia, although their interest seems stronger than that of their counterparts in Indonesia.

Based on preliminary research, the low intention to use halal cosmetics is also attributed to limited awareness of the need to use these products (Haque et al., 2018). This condition is also linked to low religiosity, as users do not recognize the need to pay attention to the halal status of these products. Using halal products is a reflection of one's level of religiosity, providing a sense of security because it does not violate religious rules, making it comfortable to use. Similarly, citizens who obey government regulations should support these regulations by using halal cosmetic products. The Government should strengthen its commitment to buying halal cosmetics. However, many are unaware of government regulations. Another influential factor is limited exposure to promotions for these products; they perceive the price as relatively high, and the product brand image also affects this issue (Zahro et al., 2023; Zhou et al., 2021; Majeed et al., 2022).

Research has been conducted to analyze the use of halal cosmetics in Indonesia and Malaysia from various perspectives. These studies were conducted to assess the success of implementing the Islamic economy in both countries, a process that has been ongoing for over three decades. They were also conducted not only because these two countries have the largest Muslim population but also because they should be the center of the world's halal cosmetics industry. In addition, Muslims and non-Muslims will benefit from using halal cosmetics, since the materials used in the cosmetics are good and safe for their health (Zahro et al., 2023; Hasbullah et al., 2023; Ali et al., 2019; Tannady and Alvita, 2023; Fachrurrozie et al., 2023; Handriana et al., 2020; Adriani and Ma'ruf, 2020; Aufi, 2021; Febriandika et al., 2023; Yang and Huang, 2017; Hamzah et al., 2020; Irfany et al., 2024). However, researchers have not been able to find research that compares the intention of Generation Z Muslims in both countries to buy halal cosmetics as a form of support for the rules made by their governments.

This study aims to compare the intention of Generation Z Muslims in both countries to use halal cosmetics as intense cosmetic

users, with government regulations as a moderating factor. From this comparison, it will be known which factors influence their use of halal cosmetics and which need improvement to increase their intention to use them. In addition, government regulations can moderate the process, enabling the two countries with the largest Muslim populations to become market leaders in the halal cosmetics industry. The rising Muslim population is a substantial opportunity for the two countries to meet Gen Z's need for halal products (Amalia et al., 2020). To the best of the researcher's knowledge, this is the first study that compares the intention of Generation Z Muslims in both countries to use halal cosmetics, moderated by government policies, so it is a novelty in research in this context. By knowing their intentions, the governments of both countries will know what needs to be done to encourage, especially Gen Z Muslims, to increase their intention and use halal cosmetics, and make both countries the center of the world's halal industry.

2. LITERATURE REVIEW

Several well-studied factors can influence a consumer's intention to use halal products. This study explains how these factors affect the intentions of Generation Z Muslims in two countries to use halal cosmetics. Government policies that mandate the use of halal-certified products can influence consumers' willingness to purchase them.

2.1. Religiosity and Halal Awareness

Halal means permissible or lawful under Islamic law. It applies to all aspects of a Muslim's life, but is most commonly associated with food and drink. However, the level of religious belief, a subjective norm, does not significantly influence community members' preferences for halal products (Armutcu et al., 2024). The growing Muslim population and rising demand for halal products are attracting cosmetics and pharmaceutical manufacturers to produce halal products.

Some research concluded that Muslim consumers' cosmetic purchases are influenced by religiosity (Abd Rahman et al., 2015; Iriani et al., 2024; Irfany et al., 2024). Halal cosmetics have been positively associated with religiosity, attitude (Majid et al., 2020), and product quality. Recent joint research by Indonesian and Malaysian scholars on factors influencing Muslim Generation Z consumers' purchase intentions for environmentally friendly halal cosmetic products concluded that religiosity impacts purchase intention and halal-green awareness (Irfany et al., 2024; Adriani and Ma'ruf, 2020; Zahro et al., 2023; Handriana et al., 2020; Febriandika et al., 2023; Naseri et al., 2023). They also found that religiosity influences halal awareness and purchase intentions by aligning with Islamic Sharia principles (Hashim and Musa, 2014).

When a product is described as halal, it means it uses ingredients and that its storage, manufacturing, packaging, and distribution processes comply with Sharia law and a fatwa. Halal skincare or cosmetic products are defined as those free from animal-derived ingredients and harmful substances, and they must not be processed using instruments contaminated with impurities. The products must be pure and safe, and they must use the best natural ingredients; they must also undergo strict scientific investigation

to obtain halal certification (Nordin et al., 2021; Isa et al., 2023). Jihan et al. (2014) and Ahmad et al. (2018) reported limited awareness of halal cosmetics among Malaysians. Halal logos are often unrecognized by Malaysian Muslim consumers when selecting cosmetic products (Nghah et al., 2021). Awareness can be improved by enhancing religiousness, knowledge, and attitudes toward the products. The role of regulatory authorities is also essential in enhancing consumers' awareness of halal cosmetics. Although the public is aware of the concept of halal in cosmetics, understanding of the criteria for halal-certified products remains limited. Religious belief is closely related to halal awareness, as studies by Matheos et al. (2021) and Isa et al. (2023) have revealed that religious belief can significantly increase halal awareness. Logically, when people are aware of halal, they are more likely to buy halal products (Q. Ali et al., 2019). Hence, the research aims to determine the impact of halal awareness on purchase intention, as outlined in the following hypothesis.

- H₁: Religiosity significantly affects Muslim Generation Z's purchase intention for Halal Cosmetics.
- H₂: Halal Awareness significantly impacts Muslim Generation Z's purchase intention of Halal Cosmetics.

2.2. Price and Promotion

Price is the amount of money charged for a product or service, or the value customers are willing to pay to acquire and use it. To obtain a desired product, consumers spend a certain amount of money as set by the seller. Attractive price influences consumer purchasing decisions (Matheos et al., 2021). Price is one of the crucial factors that seller must consider to gain a competitive advantage in marketing their products. Therefore, pricing must be determined carefully. Price can influence consumer purchasing decisions (Zahro et al., 2023; Kurniawan, 2023).

Promotion persuasively communicates customer values and builds customer relationships (Matheos et al., 2021). They all stated that product prices and promotions expose customers and affect their purchase intentions. Price and sales promotion, as one of the promotion tools, also influence the consumption behavior of Gen Z (Nghah et al., 2021; Kurniawan, 2023; Zahro et al., 2023). Two hypotheses are proposed.

- H₃: Price positively and significantly affects Muslim Generation Z's purchase intention for Halal Cosmetics.
- H₄: The Promotion has a positive and significant effect on Muslim Generation Z's intention to purchase Halal Cosmetics.

2.3. Brand Image

Tan et al. (2022) explain that brand image is formed in consumers' memories through the number of associations they make with a brand, thereby developing specific perceptions of the brand. Brand image has been regularly used to predict consumer behavior in many studies, such as with the intention to purchase halal products (Islam et al., 2024; Ainin et al., 2020; Ali et al., 2020). In this way, brand image shapes perceptions of brands through associations in consumers' memories (Ainin et al., 2020). How consumers perceive a brand influences the feelings they form about it (Kuada, 2016). Therefore, brand image refers to the consumer's perception or belief about the brand's associations with a particular product

or service, which is stored in their memory. Ali et al. (2018) define halal brand image as "a set of brand perceptions in the mind of a customer that is linked to Muslim faith and halal concerns and halal commitments". According to recent research, brands of products lacking green features and attributes have less commercial success (Gong et al., 2020). Previous research indicates that a brand's image positively influences attitudes toward products. Hence, the hypothesis proposed is as follows.

- H₅: Brand image has a significant positive impact on the intention of Muslim Generation Z to purchase Halal Cosmetics.

2.4. Government Regulation

All proposed variables are hypothesized to have a positive and significant effect on purchase intention. The obligation to comply with government regulations on halal cosmetics will increase their importance, thereby enhancing their significance. Another key factor that may boost consumers' awareness of halal cosmetics is the role of regulatory authorities. As stated in "Cosmetic Day" in November 2023, cosmetic products in Indonesia are required to be certified halal by 2026, according to Sahir et al. (2021). Based on the above discussion, the following hypotheses are proposed to test the moderating effect of government regulation on the variables under consideration.

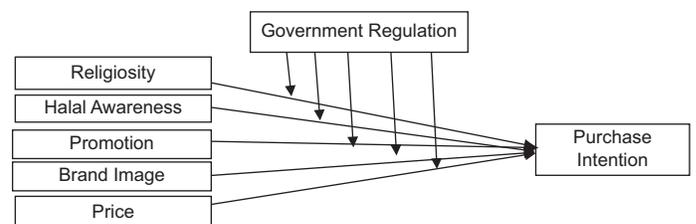
- H₆: Government regulation on the use of halal cosmetics moderates the relationships among religiosity, halal awareness, Promotion, Price, and brand image on Gen Z's purchase intention for halal cosmetics.

3. METHODOLOGY

In this study, we aimed to examine the purchase intent of Malaysian Muslim Gen Z compared with Indonesian Muslim Gen Z regarding the purchase of halal cosmetics. We also sought to explore the moderating effect of mandatory government regulation on purchase intent in both countries. The research framework demonstrates the study's novelty. To the best of the researchers' knowledge, this is the first study in this context to employ the proposed framework. The research framework is illustrated in the Figure 1 below.

In this descriptive design research, cross-sectional data were used, with data collection conducted regularly via questionnaires. The population of this research respondents consisted of Muslim Gen Z from Jakarta and its Suburban Area (JABODETABEK), Indonesia, and Kuala Lumpur and its Suburban Area, Malaysia, with a minimum age of 17-28 years old. The sample respondents from Indonesia and Malaysia were collected by purposive

Figure 1: Research Framework



sampling with the Lameshow formula, totaling 120 persons each. The questionnaire was composed by converting the dimensions of each analyzed variable into indicators.

Dimensions of religiosity are derived from those used in the research conducted by Kartika et al. (2023), which says that a religious person: 1. Must be religious and have Religion as a top priority, 2. Must use halal products, 3. Religion affects his life 4. Religion answers the question of life's meaning (Garg and Joshi, 2018). 5. Attending religious events (Ahmad et al., 2015).

The dimensions of Halal awareness are 1. A halal product must be certified by a legal institution. Muslims need to use halal products 3. The production process adheres to Islamic principles (Maulani et al., 2022). 4. Understand the difference between halal and haram products 5. Product ingredients do not use prohibited ingredients in Islam (Nora and Sriminarti, 2023).

The dimensions of the Price are 1. Halal products are relatively more expensive than non-halal products. 2. The Price of halal products is not too high compared to their quality. 3. Halal products should cost more (Kurniawan, 2023). The dimensions of Promotion are: 1. Forms of Promotion that attract the attention of the target. 2. Promotional media that attracts targets to see promotions; 3. The time the Promotion is carried out; 4. The influential source/messenger of promotional messages 5. Engaging promotional content (Sudarsono et al., 2024). The dimensions of brand image are 1. Strong product association with something the customer perceives. 2. The association that the brand is a good product. 3. Unique association of the Brand (Tan et al., 2022).

The dimensions of government regulation regarding the obligation to use halal products are as follows: 1. Customer recognition of the regulation. 2. Customer acknowledgment to obey the regulation. 3. Awareness to support government programs (Sahir et al., 2021). The dimensions of purchase intention are as follows. 1. Efforts to find halal products (Briliana and Mursito, 2017). 2. Buying halal products even though they are not popular. 3. Willing to buy halal products even though they are expensive (Garg and Joshi, 2018). 4. Always waiting for halal product innovation. 5. Trust products that are MUI/BPJPH certified. 6. Intention to buy halal products for the long term. 7. Halal products will be purchased in the future (Briliana and Mursito, 2017).

One hundred twenty-two respondents from each country completed the questionnaire, and the data were collected and analyzed using the Multiple Linear Regression statistical tool with a 4-point LIKERT scale. To collect data in Indonesia and Malaysia, Google Forms was used to distribute an online survey to participants. The research questionnaire consisted of 31 statements from the indicators of each research variable, as shown below.

4. RESULTS AND DISCUSSION

The research began by testing the validity and reliability of the results from both countries, which were confirmed as valid and

reliable, as shown in Table 2 of the Validity Test and Table 3 of the Reliability Test.

All indicators have a calculated R-value greater than the r table alpha 5%, namely 0.361, so it can be concluded that all indicators are valid in measuring variables.

Cronbach's alpha value has exceeded the minimum limit of 0.70. Specifically, for indicators in the INA data, the value is 0.906, which is greater than 0.70, and for the MLY data, it is 0.917, also greater than 0.70, thus meeting the reliability requirements. Table 4 presents the results to test whether the hypotheses are supported.

The results of this research, as shown in Table 4, indicate that Muslim Gen Zs' purchase intention for halal cosmetics in Malaysia is stronger than that of Indonesian Muslim Gen Zs. The fact that the coefficients for all variables' effects on purchase intention are more significant for Malaysians suggests a specific influence. Government regulation that obligates Muslim users to buy halal cosmetics increases the intention. It indicates that government regulation moderates the relationship between all observed variables and purchase intention. Moderation is vital in Malaysia, as evidenced by the higher and more significant coefficient. It indicates that the Malaysian Government endorses the Government's obligation to use halal cosmetics strongly than the Indonesian Government does.

Malaysian Muslim Gen Z's religiosity and awareness of buying halal cosmetics are better than those of Indonesian Gen Z. Although they do not frequently join religious events as a venue to learn Islamic law, their religiosity is reflected strongly by their commitment to always buy halal products, such as cosmetics. The factors that most affect Malaysian Muslim Gen Zs' purchase intention of halal cosmetics are their commitment to buying them and their assurance that the cosmetics do not use ingredients prohibited in Islam.

The purchase intention of halal cosmetics among Indonesian Muslim Gen Z is mainly affected by the fact that their Religion affects their way of life. The most influential factor affecting Indonesian Muslim Gen Zs' purchase intention is their belief that halal cosmetics products certified by Government Official Halal Institutions, such as BPJPH or JAKIM in Malaysia, are safe. Indonesian Gen Z believe that their awareness of halal products will help them address and solve their problems in life. It makes them always buy halal cosmetics.

Price and brand image have the two highest coefficients, indicating that these factors strongly attract Malaysian Muslim Gen Z and are also the most influential factors in their purchase intention. It suggests they may have greater buying power, so they are not hesitant to purchase halal cosmetics that were previously more expensive. They realize that to offer high-quality halal cosmetics, they have to pay more due to higher production costs. They continue to purchase halal cosmetics, and the products they use

Table 1: The questionnaire of the research

No	Each variable statement	Likert scale (no 5, for objectivity)			
		1	2	3	4
	Religiosity (R)				
1	My Religion is a top priority in my life				
2	I must always use halal products				
3	My Religion affects my life				
4	My Religion answers about the meaning of life				
5	I frequently take the time to attend religious events				
	Halal Awareness (HA)				
6	I use Halal cosmetic products certified by government Halal Institutions, such as the Department of Islamic Development Malaysia (JAKIM) and the BPJPH in Indonesia				
7	As a Muslim, I have to use Halal cosmetics				
8	I know that the entire production process for my cosmetics complies with Islamic rules				
9	I understand the difference between halal and haram products				
10	I know that my cosmetics do not contain any prohibited ingredients in Islam				
	Price (P)				
11	The Price of halal cosmetics products is generally higher than that of non-halal products				
12	The Price of halal cosmetic products is reasonable given their quality				
13	I realize that Halal cosmetics products should cost more				
	Promotion (PR)				
14	Promotion of my cosmetics in digital marketing attracts my attention				
15	Promotion of my cosmetics on social media attracts me a lot				
16	The Promotion carried out through my social media attracts me				
17	The Promotion of my cosmetics carried out by famous influencers attracts me				
18	The engaging promotional content for my cosmetics attracts me				
	Brand Image (BI)				
19	My halal cosmetics are closely associated with my Islamic lifestyle				
20	The halal cosmetics I use associate that the brand is a good product				
21	The brand of halal cosmetics has a Unique association				
	Government Regulation (GR)				
22	I know the Government Regulation about the obligation to use halal cosmetics				
23	I acknowledge that I will obey the regulation				
24	I have to support the government programs				
	Purchase Intention (PI)				
25	I always find halal cosmetics products				
26	I always buy halal cosmetics even though they are not popular				
27	I am always willing to buy halal cosmetics products even though they are expensive				
28	I am always eager to know about halal cosmetics product innovation				
29	I trust halal cosmetic products certified by a Government Official Institution, such as JAKIM or BPJPH				
30	I intend to buy halal cosmetics that the Government has ordered				
31	I will purchase halal cosmetics products in the future				

suggest that the brand is reputable and has a strong image. Since they have better buying power, they can afford halal cosmetics with a better brand image. Halal cosmetics are strongly associated with the Islamic lifestyle. Compared to Indonesian Muslim Gen Z, they seem to be the least exposed to the Promotion of halal cosmetic products through social media, although it attracts them a lot. However, it is the least influential factor in their decision to purchase.

However, Indonesian Gen Z is mainly influenced by the brand image of halal cosmetics. It is followed by Price and Promotion. They tend to perceive halal cosmetics as not fitting their lifestyle, associating them with older people. They understand that halal cosmetics are made from high-quality materials, making them more expensive. This makes them unaffordable. In Indonesia, a major halal cosmetics company promotes its products endorsed by hijab-wearing women, whose lifestyles do not align with Gen Z.

Recently, Indonesia and Malaysia have been on the right track to fulfill their agreement to become leaders in the global halal cosmetic industry. Many collaborations with many programs regarding this issue have been established to achieve the commitment. Along the way, Malaysia has made more substantial efforts since implementing its Islamic economy. Although Indonesia began implementing the Islamic economy program concurrently, Malaysia is better positioned to achieve this status. Malaysia enforces government regulations more vigorously to advance the Islamic economy, not only in Sharia-compliant financial institutions such as banking, insurance, and other Islamic philanthropy sectors, but also in the use of halal cosmetics, which has improved the position of these sectors.

5. MANAGERIAL IMPLICATION

The findings of this research provide insight into how the most influential factor affecting Gen Zs' purchase intention for halal

Table 2: Validity test

Variable	Indicator	INA	MLY	Remark
		R count	R count	
Religiosity	X1	0.689	0.698	Valid
	X2	0.656	0.765	Valid
	X3	0.855	0.664	Valid
	X4	0.837	0.646	Valid
	X5	0.810	0.619	Valid
Halal Awareness	X6	0.979	0.788	Valid
	X7	0.889	0.698	Valid
	X8	0.905	0.714	Valid
	X9	0.893	0.702	Valid
Price	X10	0.814	0.824	Valid
	X11	0.889	0.829	Valid
	X12	0.795	0.735	Valid
	X13	0.912	0.852	Valid
Promotion	X14	0.859	0.799	Valid
	X15	0.932	0.872	Valid
	X16	0.889	0.829	Valid
	X17	0.761	0.701	Valid
Brand Image	X18	0.915	0.855	Valid
	X19	0.922	0.862	Valid
	X20	0.810	0.751	Valid
Government Regulation	X21	0.836	0.776	Valid
	X22	0.903	0.843	Valid
	X23	0.936	0.876	Valid
	X24	0.836	0.776	Valid
Purchase Intention	X25	0.750	0.690	Valid
	X26	0.789	0.729	Valid
	X27	0.838	0.778	Valid
	X28	0.793	0.733	Valid
	X29	0.551	0.791	Valid
	X30	0.841	0.781	Valid
	X31	0.767	0.707	Valid

Source: Data run by authors

Table 3: Reliability test

Cronbach's alpha	Cronbach's alpha	No. of items
INA	MLY	31
0.906	0.917	

Source: Data run by authors

Table 4: Regression Model

Variable	INA		MLY	
	Coefficient	Prob.	Coefficient	Prob.
Religiosity	0.7067	0.0000**	1.7160	0.0000**
Awareness	0.3234	0.0000**	2.1703	0.0000**
Promotion	0.0670	0.0222**	0.3475	0.0289**
Price	0.1060	0.0007**	2.9436	0.0000**
Brand_Image	0.7841	0.0000**	2.6950	0.0001**
Government_Regulation	0.6328	0.0000**	0.9834	0.0000**
Religiosity*Government_Regulation	0.1043	0.0000**	0.0271	0.0000**
Awareness*Government_Regulation	0.0688	0.0000**	0.0386	0.0000**
Promotion*Government_Regulation	0.0929	0.0000**	0.0057	0.0023**
Price*Government_Regulation	0.0550	0.0000**	0.0340	0.0000**
Brand_Image*Government_Regulation	0.0602	0.0000**	0.0324	0.0001**
C	75.5933	0.1446	68.1340	0.0000**
R-squared	0.8175		0.9354	
Adjusted R-squared	0.8072		0.9342	
F-statistic	24.4733		37.5304	
Prob.(F-statistic)	0.0000		0.0000	
Durbin-Watson stat	2.3325		2.3709	

Remark: **Significant alpha is 5%. Source: Result of data run

cosmetics varies between Indonesian and Malaysian Gen Z. Indonesian Gen Z are most influenced by the brand image of cosmetics, which aligns with the results of Tan et al. (2022) research. When buying cosmetics, they consider whether the brand image aligns with their lifestyle. At the same time, Malaysian Gen Z are most affected by the Price of cosmetics, according to research by Kurniawan (2023). However, the Price of halal cosmetics was previously higher than that of non-halal cosmetics. The influence and moderation of government regulation on the mandatory use of halal cosmetics are greater in Malaysia than in Indonesia. This condition shows that the Malaysian Government has been more successful in implementing the Islamic economy than the Indonesian Government.

To keep up the position of Malaysia, and realize the commitment to be the leader of the world halal cosmetic industries, Indonesia, as the largest Muslim population, should moderate the stronger use of halal cosmetics. Indonesia should replicate the programs and best practices implemented in Malaysia. Government regulation regarding this issue should be broader and more socialized, especially to Muslim Gen Z, because they are massive users of cosmetics. To encourage the use, government programs to educate them should be intensified. For example, at some higher education institutions, students are taught makeup application skills to help them become employees upon graduation and enter the business world. In this event, they are told to use halal cosmetics. In the context of Religious Teaching, there is an obligation to consume and use halal products, including halal cosmetics. The findings of this research may be used by halal cosmetics producers in the two countries as a reference for developing strategies to increase Muslim Gen Z consumers' purchase intention for halal cosmetics. In return, sales will increase, and the two countries can fulfill their commitment.

6. CONCLUSION

The findings of this research suggest that, to enhance Muslim Gen Z's intention to purchase halal cosmetics and to enable the two countries to lead the world's halal cosmetics industries, several recommendations can be offered. In Malaysia, researchers recommend that Halal cosmetics companies educate their Muslim Gen Z to be more religious by encouraging them to attend religious events, learn more about Islamic teachings, and understand the obligation of using halal products. Since many Gen Z consider halal cosmetics to be more expensive than non-halal ones, halal cosmetics companies should inform them that the Prices of halal cosmetics products are not too high, given their quality. To spread this information, promoting cosmetics by famous influencers with likable, believable criteria should be more attractive and increase their intention to purchase. Halal cosmetics should be promoted aggressively so that people recognize the brand and associate it with high-quality products. They should also be encouraged to strongly and consistently support government programs aimed at finding and using halal cosmetics products.

In Indonesia, the Gen Zs' religiosity could be lower than that of Malaysian Gen Z, so the obligation to always use halal cosmetics products is also lower. Then, the cosmetics companies should educate them on this matter. Their awareness that halal cosmetics do not use ingredients that are prohibited in Islam is another issue to be addressed. Companies should inform consumers that halal cosmetics are products of Islamic quality. Many Gen Zs feel that cosmetics are more expensive than non-halal products. They do not realize that the Price of halal cosmetic products is not too high, given their quality. Companies should promote cosmetics by saying they are not expensive. The Promotion of cosmetics by famous influencers should also be more engaging. Ultimately, their halal cosmetics will be associated with the brand as high-quality products. Consequently, they will strongly support government programs and trust halal cosmetics products certified by government officials.

The contribution of this research is that the two countries understand the factors influencing Muslim Gen Zs' purchase intentions for halal cosmetics. By comparing the purchase intention of the two countries, Indonesia will know why the intention of Malaysian Gen Z is higher than that of Indonesian Gen Z. What should be improved to increase their intention?

This research focused solely on Muslim Gen Zs' purchase intentions for halal cosmetics from Malaysia and Indonesia in 2024. Non-Muslim Gen Z individuals from these countries are also potential buyers of halal cosmetics, as they are significant users of cosmetics and understand that halal products must be made from high-quality materials. Therefore, this could boost cosmetics sales and market share in each country. Halal cosmetics producers should promote their products more actively to this group. They need to clarify that the brand's image matches their lifestyle, that the products are priced reasonably, and that the brand complies with government regulations. Non-Muslim Gen Z should also change the perception that halal cosmetics are only for Muslim consumers. Future research could analyze the purchase

intentions of Non-Muslim Gen Z, explore behavioral differences between Malaysian and Indonesian Gen Z, and identify actions governments can take to meet their commitments.

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