
DETERMINANTS OF HALAL COSMETIC PURCHASE DECISIONS THROUGH ONLINE APPLICATIONS WITH THE UTAUT APPROACH (CASE STUDY OF STUDENTS OF THE FACULTY OF ECONOMICS AND ISLAMIC BUSINESS, UIN SUMATERA UTARA)

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Abstract

This study aims to analyze the factors influencing the decision to purchase halal cosmetics through e-commerce applications using the Unified Theory of Acceptance and Use of Technology (UTAUT) approach. This study employed a quantitative survey approach. The sample consisted of 100 students from the Faculty of Islamic Economics and Business, State Islamic University of North Sumatra, selected using a purposive sampling technique. Data were collected through an online questionnaire and analyzed using multiple linear regression (SPSS) and Partial Least Squares-based Structural Equation Modeling (PLS-SEM) using SmartPLS software. The results indicate that performance expectancy, social influence, and facilitating conditions significantly influence the decision to purchase halal cosmetics online. Meanwhile, effort expectancy did not show a significant effect.

Keywords: UTAUT, Halal Cosmetics, E-Commerce, Purchasing Decisions, Muslim Students

INTRODUCTION

The halal cosmetics industry is experiencing rapid growth as Muslim consumers become more aware of the importance of using Sharia-compliant products (Naseri et al., 2023; Rustiana & Atika, 2024). Indonesia, with the world's largest Muslim population, is a potential primary market for halal cosmetics, where the security of an Islamic Sharia-based financial system is undoubtedly a crucial foundation (Soemitra, 2019). Growing digitalization is also driving shifts in shopping behavior, particularly the purchase of halal cosmetics through online applications or e-commerce platforms, which are increasingly popular among young consumers, including students. The rapid development of digital and the Sharia economy in Indonesia has sparked various studies, including those measuring the impact of digital interactions on economic growth and the Islamic human development index (Imsar et al., 2023).

The development of the halal industry in Indonesia shows enormous potential, both in the food, beverage, and cosmetics sectors. Indonesia, as the country with the largest Muslim population in the world, contributes significantly to global halal spending,

including in the increasingly popular halal cosmetics sector. According to a report by Imsar et al., Indonesia is the world's fourth-largest consumer of halal cosmetics. This demonstrates the importance of halal products in the daily lives of Indonesians, who are increasingly selective in choosing products that align with their Sharia principles (Imsar et al., 2024; Soemitra, 2022). Further developments based on reports from research institutions and consultants can be seen in the following table.

Table 1. Development of the Halal Industry in Indonesia

Aspek	Data Description	Citation Source
Global Ranking	Indonesia ranks 3rd in the Global Islamic Economy Indicator (GIEI) 2023.	<i>State of the Global Islamic Economy Report</i> (Dinar Standard, 2023)
Contribution to GDP	It has the potential to add USD 5.1 billion or around IDR 72.9 trillion per year to the Gross Domestic Product (GDP) through exports and investment.	<i>Indonesia Halal Market Report</i> (ISEF, 2021)
Cosmetics Sector Rangking	Indonesia's halal pharmaceutical and cosmetics sector is among the top 10 globally.	<i>State of the Global Islamic Economy Report</i> (Dinar Standard, 2023)
Largest Consumer	Indonesia is projected to become the world's largest consumer of halal food in 2022, with consumption reaching USD 184 billion.	<i>The State of Global Islamic Economy Report</i> (Dinar Standard, 2023)

Source: Indonesia Halal Report and State of the Global Islamic Economy Report, 2021-2024

Other research findings indicate that the halal industry has a significant impact on Indonesia's economic growth. The halal industry encompasses various sectors, including halal food, halal clothing, halal pharmaceuticals and cosmetics, halal travel and tourism, and halal finance. Multiple linear regression analysis found that the halal food and halal clothing sectors have a significant positive impact on Indonesia's economic growth. Conversely, the halal pharmaceutical and cosmetics, halal travel and tourism, and halal finance sectors have a negative impact on economic growth. This demonstrates the importance of halal industry development in boosting Indonesia's economic growth, although challenges in several sectors must be addressed to maximize its impact (Destriyansah et al., 2023).

The Faculty of Islamic Economics and Business (FEBI) at the State Islamic University of North Sumatra (UINSU) has 4,235 active students as of the even semester of 2024–2025 (SI-PANDAI UINSU, 2024). Students from the Faculty of Economics and Business (FEBI) at the State Islamic University of Indonesia (UINSU) were selected as research subjects because they represent the tech-savvy millennial and Gen Z generations and have unique preferences for purchasing products based on religious values and ease of access through online applications (Sari et al., 2023). FEBI students are considered to have representative consumption patterns for studying halal cosmetics purchasing

behavior, as their education, based on economics and Islamic studies, influences their mindsets in purchasing decisions for halal-based products.

Scientifically, selecting respondents from among FEBI students at the State Islamic University of Indonesia (UINSU) is highly relevant because their education, based on economics and Islamic studies, directly influences their mindsets and consumption behavior, particularly in purchasing decisions for halal-based products. This makes them a representative and unique segment for studying the intersection of technology adoption (UTAUT) and sharia values, a context still limited in existing research. Despite the enormous potential of the online halal cosmetics market, purchasing decisions by students at the Faculty of Economics and Business (FEBI) of the State Islamic University (UINSU) are influenced by various factors, such as perceived benefits (performance expectancy), ease of use of the application (effort expectancy), social influence, and the availability of technical support and infrastructure (facilitating conditions) (Timur et al., 2024). Specific verses that directly address the "determinants of halal cosmetic purchases," the Quranic principles of halalness and goodness (QS. Al-Baqarah: 168) and the prohibition of all that is haram can be applied. These verses form the basis for consideration in choosing halal cosmetic products, which are also supported by ethical business principles such as honesty, transparency, and non-deception.

Al-Baqarah · Ayat 168

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ ﴿١٦٨﴾

nâsu kulû mimmâ fil-ardli ḥalâlan thayyibaw wa lâ tattabi‘û khuthuwâtisy-syaithân,
innahû lakum ‘aduwwum mubîn

Meaning: "O mankind, eat of the (food) on earth that is lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy."

Previous studies have shown that factors such as religiosity, price, and sharia-compliant attributes are not always significant in influencing purchasing decisions, as seen in the context of young Muslim investors purchasing retail sukuk products (Harahap et al., 2022). In the context of halal cosmetics, purchasing decisions by students at the Faculty of Economics and Business (FEBI) of the State Islamic University (UINSU) are also influenced by recommendations from online communities (word of mouth) and the influence of public figures (celebrity endorsers) (Ratnawati & Anwar, 2022). Both play a crucial role in shaping consumer purchasing intentions and decisions. Sharia-compliant investments have also demonstrated resilience despite global economic challenges (Atika & Purnomo, 2022). The ideological substance and legal framework of Islam are guided by the commands and principles of Sharia, which have been translated into definitions of public and private economics, as well as social affairs that will support the formation of business and financial relationships (Arif, Mustafa & Rahima, 2023).

The Unified Theory of Acceptance and Use of Technology (UTAUT) has been widely used in various studies to understand the factors influencing technology adoption in online purchasing decisions (Naseri et al., 2023). This model identifies several key variables relevant to analyzing consumer behavior in purchasing halal cosmetics through digital platforms, including performance expectancy, effort expectancy, social influence, and facilitating conditions. However, obstacles to the adoption of purchasing through digital platforms remain, particularly related to the perceived benefits of online applications. One key question is the extent to which FEBI UINSU students believe that online applications can provide efficiency and a better shopping experience. Likewise, effort expectancy, namely the ease of use of online applications, although important, in some cases shows a relatively weaker influence compared to other factors (Sari et al., 2023).

The trust factor of FEBI UINSU students in the halal product and transaction security remains a primary concern. Azizah's research emphasizes the importance of halal traceability through technologies such as blockchain, which can significantly increase consumer trust (Azizah, 2021). Therefore, integrating this feature into e-commerce platforms can enhance product credibility and strengthen FEBI UINSU students' purchasing decisions.

Based on this background, the research questions are formulated as follows:

1. Does Performance Expectancy (PE) influence the purchase decision for halal cosmetics?
2. Does Effort Expectancy (EE) influence the purchase decision for halal cosmetics?
3. Does Social Influence (SI) influence the purchase decision for halal cosmetics?
4. Do Facilitating Conditions (FC) influence the purchase decision for halal cosmetics?

Therefore, the phenomenon underlying this article is the shift in Muslim consumer behavior, which is becoming increasingly selective in choosing halal products, coupled with the widespread use of online applications as the primary channel for purchasing decisions for halal cosmetics. Therefore, this study aims to analyze the factors influencing the purchasing decisions of halal cosmetics through online applications using the UTAUT approach among students of the Faculty of Economics and Business (FEBI) at UINSU. Social influence-based marketing strategies, such as utilizing halal influencers and word of mouth, are expected to encourage the adoption of halal cosmetic products online.

The novelty of this study lies in the use of the UTAUT model in the context of online halal cosmetic purchasing decisions among Islamic economics students, a topic that is still relatively limited in the literature. Geographically, the scope of this study focuses on the FEBI UINSU Medan environment, using a quantitative approach, using the Slovin

method to determine the number of respondents. The research subjects were FEBI UINSU students who had purchased halal cosmetics through online applications.

Literature Review

Purchase Decision

Purchase decisions are complex processes that include need recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior. In the digital context, particularly for products based on Sharia values such as halal cosmetics, purchasing decisions are driven not only by the product's functional aspects but also by its suitability to religious values and ease of access to halal information. According to Naseri et al. (2023), Muslim consumers, especially the younger generation, tend to be more selective and aware of Sharia values in their consumption decisions. Therefore, the decision to purchase halal cosmetics through online applications involves considering technological efficiency and the assurance of the product's halal status. This is reinforced by Soemitra (2019), who stated that Sharia-based financial and consumption systems are the main foundation of the economic behavior of Muslims in the digital era.

Students of the Faculty of Islamic Economics and Business (FEBI) at UIN North Sumatra, representing young, tech-savvy Muslim consumers, constitute a highly relevant segment to study. Their Islamic economics-based education also influences their perspectives on choosing halal products, including cosmetics, by prioritizing sharia values and digital efficiency (Sari et al., 2023). Therefore, Islamic economics and finance are the application of norms, ethics, and principles derived from Islamic teachings to address issues faced in the economic and financial sectors (Andri S et al., 2021).

The Islamic economic framework requires that all economic activities, including consumption, be based on the principle of *maslahah*. Literally, *maslahah* is defined as "welfare" or "benefit," which is the primary goal of Islamic law, namely to achieve good and prevent evil for humanity (Chapra, 2008). In the context of consumption, *maslahah* means that every purchasing decision is driven not only by economic benefits but also by spiritual, physical, and social benefits. Choosing halal cosmetic products, for example, is a manifestation of Muslim consumers' efforts to achieve *mashlahah* (goodness of mind) because these products guarantee compliance with Sharia principles, thus providing inner peace and avoiding prohibited things. Thus, the decision to purchase halal cosmetics can be viewed as part of achieving individual *mashlahah*, which aligns with the goals of business ethics in Islam (Soemitra, 2019).

Unified Theory of Acceptance and Use of Technology (UTAUT)

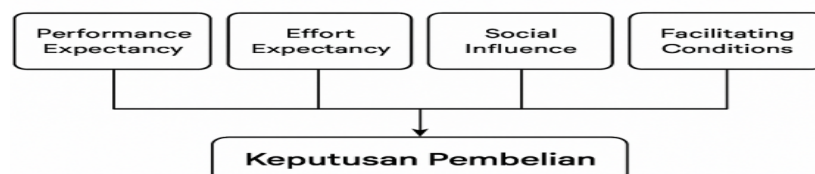
The Unified Theory of Acceptance and Use of Technology (UTAUT) model was developed by Venkatesh et al. (2003) as an integration of eight previous theories, such as the Technology Acceptance Model (TAM), the Theory of Planned Behavior (TPB), and

the Innovation Diffusion Theory (IDT). UTAUT is used to explain individual intentions and behaviors in adopting technology and has been widely applied in studies of Muslim consumer behavior in the context of online halal product purchases (Khechine et al., 2016; Naseri et al., 2023).

The UTAUT model consists of four main constructs:

1. Performance Expectancy (PE): This is an individual's belief that using a system or technology will provide benefits in improving performance or productivity. In this context, PE reflects students' perceptions of the efficiency and convenience offered by e-commerce applications in finding and purchasing halal cosmetics (Timur et al., 2024).
2. Effort Expectancy (EE): This refers to the perceived ease of use of the application. Students who are familiar with digital technology are more likely to use platforms with simple interfaces and require minimal navigation effort (Naseri et al., 2023).
3. Social Influence (SI): This indicates the extent to which an individual's decisions are influenced by the opinions of important people around them, such as friends, family, or public figures. In the context of FEBI students, social influence is often marginal due to their tendency to be more rational and independent in making purchasing decisions based on functional and sharia values (Sari et al., 2023; Fiandari et al., 2024).
4. Facilitating Conditions (FC): Refers to the level of resource availability and technical support that facilitate system use. In online halal cosmetics purchases, FC includes transaction security, transparent halal information, and supportive customer service (Azizah, 2021; Ibrahim & Ali, 2024). Recent findings indicate that FC is the most dominant factor driving online halal cosmetics purchasing decisions.

Penelitian



Based on the UTAUT framework and theory, the hypotheses proposed in this study are as follows:

Table 2. Research Hypotheses

Kode Hipotesis	Pernyataan Hipotesis
H1	Performance Expectancy (PE) → Keputusan Pembelian
H2	Effort Expectancy (EE) → Keputusan Pembelian
H3	Social Influence (SI) → Keputusan Pembelian
H4	Facilitating Conditions (FC) → Keputusan Pembelian

Explanation:

H1: Performance Expectancy (PE) has a positive effect on the decision to purchase halal cosmetics through online applications.

H2: Effort Expectancy (EE) has a positive effect on the decision to purchase halal cosmetics through online applications.

H3: Social Influence (SI) has a positive effect on the decision to purchase halal cosmetics through online applications.

H4: Facilitating Conditions (FC) has a positive effect on the decision to purchase halal cosmetics through online applications..

Figure 1. Research Model

RESEARCH METHODS

This study employed a quantitative approach, collecting primary data through an online survey using a structured questionnaire. Respondents were Muslim consumers in Indonesia who had purchased or planned to purchase halal cosmetics through online applications. The questionnaire, designed based on the Unified Theory of Acceptance and Use of Technology (UTAUT) model, measured the constructs of performance expectancy, effort expectancy, social influence, and facilitating conditions using a 5-point Likert scale. The questionnaire's content validity was validated by academics and practitioners in the digital marketing and halal industry.

Sampling was conducted using a purposive sampling technique, with the criteria being Muslim consumers who had experience or had purchased halal cosmetics online and used e-commerce applications to purchase cosmetics. The sample size was determined using the Slovin method (Hair et al., 2021), with a population of 4,235 active students at the Faculty of Economics and Business (FEBI) UINSU (UINSU) in 2024-2025 (SI-PANDAI UINSU, 2024) and a 10% margin of error. The Slovin method yielded a sample size of 100 students. This sample can be used to represent the FEBI UINSU student population in this study by using the Slovin formula:

$$n = \frac{N}{1 + N(e)^2}$$

Information :

n = number of samples (respondents)

N = population (4,235)

e = margin of error (10% or 0.1)

$$\text{Substitute into the formula: } n = \frac{4235}{1+4235(0,1)^2} = \frac{4235}{1+4235(0,01)} = \frac{4235}{1+42,35} = \frac{4235}{43,35}$$

$$n = 97,7$$

Results: the minimum number of respondents was 98 respondents.

Data was then collected through an online survey using Google Forms, which was disseminated through social media and online discussion groups related to halal cosmetics. This study employed a quantitative approach using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) analysis method, run through SmartPLS

software. This method was chosen because it is effective in analyzing relationships between latent variables and has been widely used in research on Islamic economics and consumer behavior, such as that conducted by Batubara (2023) et al. and Nasution et al. (2024).

The analysis in this study included testing the validity and reliability of the measurement model using convergent validity, discriminant validity, and reliability testing using Cronbach's Alpha and Composite Reliability. Next, the structural model was tested using path analysis to assess relationships between variables, and moderation testing using bootstrapping to confirm the significance of the relationships between variables. All analyses were conducted using SPSS software, which supports PLS-SEM-based model estimation.

The results of this analysis are expected to provide insight into the factors influencing online halal cosmetic purchasing decisions and provide recommendations for halal cosmetic industry players and e-commerce platforms in improving the online shopping experience for Muslim consumers.

RESULT AND DISCUSSION

This study involved 100 respondents who were active students at the Faculty of Islamic Economics and Business (FEBI) at the State Islamic University of North Sumatra (UINSU) in the 2024/2025 academic year. The sampling technique used purposive sampling with the following criteria: students were Muslim, actively used e-commerce applications, and had experience purchasing halal cosmetic products online at least once in the last six months.

Tabel 3. Deskripsi Responden

Kategori	Label	Jumlah
Jenis Kelamin	Perempuan	75
Jenis Kelamin	Laki-laki	25
Aplikasi E-Commerce	Shopee	86
Aplikasi E-Commerce	Tokopedia	7
Aplikasi E-Commerce	Lazada	1
Aplikasi E-Commerce	Lainnya	6

Sumber : Hasil Data Diolah 2025

The majority of respondents in this study were female, which aligns with the characteristics of primary consumers of cosmetic products in general. Respondents were predominantly in the 20–23 age group, reflecting the characteristics of Generation Z, who are familiar with technology and have a high propensity to use digital applications for their daily needs, including purchasing cosmetics. In terms of study programs, respondents came from various departments within the Faculty of Economics and Business (FEBI), such as Islamic Economics, Islamic Banking, Management, Islamic Insurance, and Islamic Accounting. This composition reflects an adequate representation of the academic backgrounds of Islamic economics students, who have a consumption orientation and lifestyle based on Sharia values.

In terms of application usage, the majority of respondents stated that they most frequently use platforms such as Shopee, Tokopedia, and Lazada to purchase halal cosmetic products. This choice of applications indicates that convenience, competitive prices, and a clear halal label are key considerations for students in selecting online shopping platforms. This demographic data is crucial for understanding the social context and behavior of young Muslim consumers when making decisions about purchasing halal products, particularly cosmetics. With a respondent profile that aligns with the digital sharia market segmentation, the analysis results in this study are expected to provide a relevant empirical picture to support value-based marketing strategies in the digital era.

Validity and Reliability Testing

Validity and reliability testing were conducted to ensure that the research instrument used was able to measure the constructs accurately and consistently. Testing was conducted using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach using SmartPLS software. The measurement evaluation covered three main aspects: construct reliability, convergent validity, and discriminant validity.

Reliability was measured using Cronbach's Alpha and Composite Reliability (CR). The test results showed that all constructs had Cronbach's Alpha values above 0.70, indicating good internal consistency. This was reinforced by the Composite Reliability values, which were all above the minimum threshold of 0.70, indicating that the indicators within each construct consistently represented their respective constructs.

Table 4. Results of Construct Reliability Test

Konstruk	Cronbach's Alpha	Composite Reliability (CR)	Status Reliabilitas
Performance Expectancy	0.777	0.851	Reliable
Effort Expectancy	0.908	0.932	Very reliable
Social Influence	0.760	0.839	Reliable
Facilitating Conditions	0.863	0.901	Very reliable
Buying Decision	0.883	0.914	Very reliable

Source: IBM SPSS 31 Processing Results, 2025

Convergent validity was tested using the Average Variance Extracted (AVE) test. All constructs had AVE values greater than 0.50, indicating that more than 50% of the indicator variance can be explained by their respective constructs. Therefore, the constructs in this model meet the convergent validity criteria and can be used for further analysis.

Table 5. Convergent Validity Test Results

Konstruk	AVE	Status Validitas Konvergen
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Performance Expectancy	0.538	Valid
Effort Expectancy	0.732	Very valid
Social Influence	0.512	Valid
Facilitating Conditions	0.646	Valid
Buying Decision	0.681	Valid

Source: IBM SPSS 31 Processing Results, 2025

Discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) method. HTMT results indicate that several pairs of constructs, such as Performance Expectancy – Effort Expectancy (0.915) and Effort Expectancy – Social Influence (0.942), have values above the 0.90 threshold, indicating possible overlap between constructs. However, discriminant validity was maintained between all constructs for the dependent variable (Purchase Decision), which is the primary focus of this analysis.

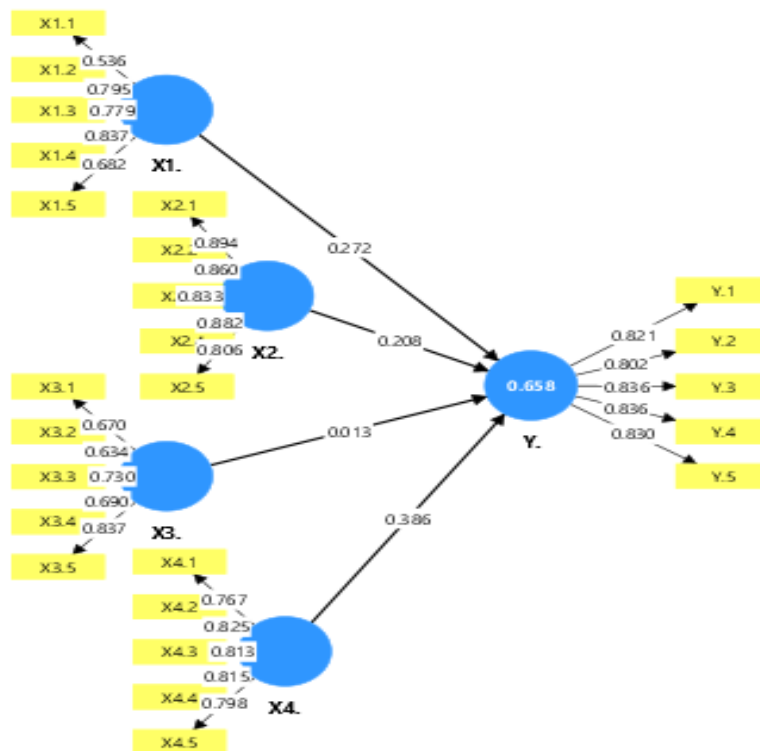
Table 6. Discriminant Validity

	X1.	X2.	X3.	X4.	Y.
X1.					
X2.	0.915				
X3.	0.900	0.942			
X4.	0.904	0.915	0.973		
Y.	0.876	0.824	0.799	0.868	

Source: SmartPLS 4 Processing Results, 2025

The visualization of the measurement model (outer model) in Figure 1 shows the strength of the relationship between indicators and latent constructs within the UTAUT framework. Most indicators have loading values above 0.7, indicating that they significantly reflect the constructs being measured.

Figure 2. Visualization of the UTAUT Measurement Model (Outer Model)



Sumber: Data Primer 2025

However, several indicators had low loading values, including X1.1 (0.536) and X3.2 (0.364). Referring to the criteria of Hair et al. (2021), indicators with loading values below 0.7 are recommended to be removed to avoid weakening the construct's convergent validity. Therefore, these two indicators were not included in further analysis, while the other indicators were retained because they demonstrated significant contributions to their respective constructs. The removal of these indicators increased the AVE and Composite Reliability values for the Performance Expectancy and Social Influence constructs, thereby strengthening the overall quality of the measurement model.

Multiple Linear Regression Analysis

A structural model analysis was conducted to examine the relationships between constructs in the UTAUT model and online halal cosmetics purchasing decisions. The method used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

R² Test and F Test (Simultaneous)

The results of the coefficient of determination (R^2) test indicate that the model has an R^2 value of 0.658, meaning that the four independent variables together explain 65.8% of the variance in the decision to purchase halal cosmetics through online applications. The remaining 34.2% is explained by factors outside the model. Tabel 7. Koefisien Determinasi (R^2)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.805 ^a	.647	.632	2.023
a. Predictors: (Constant), Facilitating Conditions, Performance Expectancy, Social Influence, Effort Expectancy				

Source: Processing Results of IBM SPSS 31, 2025

The explanation or interpretation of the simultaneous test results (F test) shows a significance value of $0.01 < 0.05$, and a calculated F value of $43.576 >$ the F table value of 2.47. This indicates that the simultaneous regression model is significant; in other words, at least one independent variable influences purchasing decisions.

Table 8. F Test

ANOVA ^a						
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	713.414	4	178.354	43.576	<.001 ^b
	Residual	388.826	95	4.093		
	Total	1102.240	99			
a. Dependent Variable: Buying Decision						
b. Predictors: (Constant), Facilitating Conditions, Performance Expectancy, Social Influence, Effort Expectancy						

Source: IBM SPSS 31 Processing Results, 2025

T-Test (Partial)

A t-test was conducted to determine the partial influence of each independent variable on purchasing decisions. The analysis results indicate that not all variables in the model have a significant individual influence.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.000	1.623		.616	.539
	Performance Expectancy	.299	.100	.290	2.996	.003
	Effort Expectancy	.249	.126	.235	1.986	.050

	Social Influence	-.032	.125	-.027	-.256	.798
	Facilitating Conditions	.431	.135	.376	3.182	.002
a. Dependent Variable: Buying Decision						

Source: IBM SPSS 31 Processing Results, 2025

Table 9. T Test (Persial)

Variable	Koefisien Beta	t-count	Sig. (p-value)	Information
Performance Expectancy (X1)	0.360	3.562	0.001	Signifikan
Effort Expectancy (X2)	0.130	1.401	0.164	Insignifikan
Social Influence (X3)	0.219	2.214	0.029	Signifikan
Facilitating Conditions (X4)	0.319	3.119	0.003	Signifikan

Source: IBM SPSS 31 Processing Results, 2025

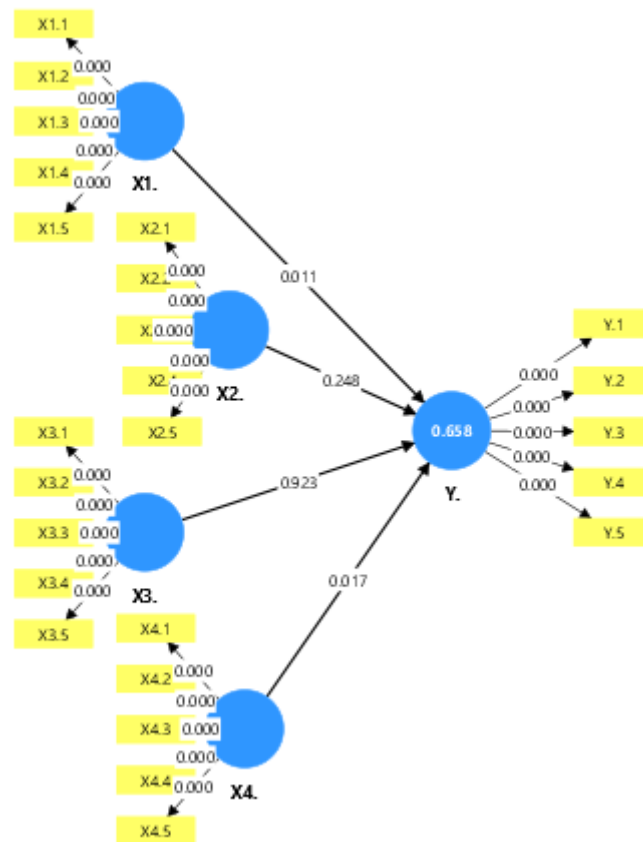
Based on the t-test results, it was found that Performance Expectancy (X1), Social Influence (X3), and Facilitating Conditions (X4) significantly influenced the decision to purchase halal cosmetics through online applications. Meanwhile, Effort Expectancy (X2) did not have a significant partial effect, although it was still structurally necessary to support the validity of the UTAUT model.

This finding reflects that FEBI UINSU students tend to prioritize the practical benefits of applications, social support, and technical support over mere ease of use, which may already be considered "default" or commonplace aspects of their digital lives.

Path Model Analysis

A structural model analysis was conducted to examine the relationships between constructs in the UTAUT model and the decision to purchase halal cosmetics online. The method used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software.

Figure 3. Visualization of the Structural Model and R² Value



Sumber: Data Primer 2025

Coefficient of Determination (R²)

The R² value for the purchase decision construct (Y) is 0.658, meaning that 65.8% of the variability in purchase decisions can be explained by the four UTAUT constructs: performance expectancy, effort expectancy, social influence, and facilitating conditions. This value indicates that the model has substantial explanatory power, in accordance with Chin's (1998) criteria, which classifies R² > 0.67 as high, 0.33–0.67 as medium, and < 0.33 as low.

Bootstrapping (Path Significance Test)

To determine the significance of the influence between constructs, a bootstrapping analysis was conducted. The results are shown in Table 9 below:

Table 10. Path Coefficient and Significance Test Results (SmartPLS Bootstrapping)

Relation Between Construct	Path Coefficient (β)	Nilai t	p-value	Information
Performance Expectancy → Keputusanng Decision	0.360	3.562	0.000	Signifikan
Effort Expectancy → Buying Decision	0.130	1.401	0.161	Insignifikan
Social Influence → Buying Decision	0.219	2.214	0.027	Signifikan

Facilitating Conditions → Buying Decision	0.319	3.119	0.002	Signifikan
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Source: SmartPLS 4 Processing Results, 2025

Path test results indicate that performance expectancy, social influence, and facilitating conditions significantly influence the decision to purchase halal cosmetics through online applications. Conversely, effort expectancy did not significantly influence this. This finding corroborates the results of the previous regression analysis and illustrates that Muslim students prioritize tangible benefits, social support, and application infrastructure over mere ease of use. This aligns with the tendency of Generation Z to become more familiar with technology, so effort expectancy is no longer a primary driver in digital consumption decisions.

Hypothesis Testing

Hypothesis testing was conducted to examine the significance of the relationship between the constructs in the UTAUT model and the decision to purchase halal cosmetics online. Testing was conducted using two approaches: multiple linear regression (SPSS) and path analysis (SmartPLS). The results of both methods demonstrated consistency in identifying significantly influential variables.

Table 11. Hypothesis Testing Results

Code	Hypothesis	SPSS T est Results	SmartPLS Results	Information
H1	Performance Expectancy → Buying Decision	Signifikan	Signifikan	Accepted
H2	Effort Expectancy → Buying Decision	Insignifikan	Insignifikan	Rejected
H3	Social Influence → Buying Decision	Signifikan	Signifikan	Accepted
H4	Facilitating Conditions → Buying Decision	Signifikan	Signifikan	Accepted

Source: IBM SPSS 31 Processing Results, 2025

Hypothesis testing results indicate that most constructs in the UTAUT model (PE, SI, FC) play a significant role in shaping online halal cosmetic purchasing decisions, while effort expectancy tends to be neutral. These findings imply that halal marketing strategies should focus on increasing practical benefits, optimizing social engagement, and strengthening halal application infrastructure.

The Effect of Performance Expectancy (PE) on Halal Cosmetic Purchase Decisions

As demonstrated by the t-test using IBM SPSS 31, the calculated t-value of the Performance Expectancy (PE) variable (X1) on purchase decisions (Y) is 3.562, which is greater than the t-value of 1.984, with a significance level of $0.001 > 0.05$. Therefore, H1

is accepted, indicating that Performance Expectancy (PE) has a positive and significant effect on halal cosmetic purchase decisions.

The results of the study show that Figure 1. Visualization of the UTAUT Measurement Model (Outer Model) on halal cosmetic purchase decisions through online applications. This indicates that FEBI UINSU students tend to consider the extent to which e-commerce applications can provide practical benefits, such as time efficiency, fast access, and ease of finding halal products. This is in line with research by Hanum & Rahmani (2023), which found that product quality and brand image significantly influence cosmetic purchase decisions among UINSU female students. These findings support the studies of Naseri et al. (2023) and Timur et al. (2024), which stated that perceived usefulness is a key driver of technology adoption by Muslim consumers.

The Influence of Effort Expectancy (EE) on Halal Cosmetic Purchase Decisions

As demonstrated by the t-test using IBM SPSS 31, the calculated t-value of Effort Expectancy (EE) (X2) on purchase decisions (Y) is 1.401, which is smaller than the t-value of 1.984, with an insignificant value of $0.164 > 0.05$. Therefore, H2 is rejected, indicating that Effort Expectancy (EE) has a negative and insignificant effect on halal cosmetic purchase decisions.

Conversely, effort expectancy does not have a significant effect in this model. Although ease of use of applications remains important, for Generation Z students who are accustomed to digital technology, this factor is no longer a major barrier. This aligns with the study by Sari et al. (2023) who found that the convenience aspect became the baseline and was no longer a differentiator in digital consumption decisions.

The Influence of Social Influence (SI) on Halal Cosmetic Purchase Decisions

As demonstrated by statistical t-tests using IBM SPSS 31, the calculated t-value of Social Influence (SI) (X3) on purchasing decisions (Y) is 2.214, which is greater than the t-value of 1.984, with a significance level of $0.029 < 0.05$. Therefore, H3 is accepted, indicating that Social Influence (SI) has a positive and significant effect on halal cosmetic purchase decisions. Social influence has been shown to significantly influence purchasing decisions. Recommendations from friends, online communities, or public figures encourage students to try or choose certain halal cosmetic products. This phenomenon reflects the increasing role of trust-based communities and word of mouth, as emphasized by Ratnawati & Anwar (2022).

The Influence of Facilitating Conditions (FC) on Halal Cosmetic Purchase Decisions

As demonstrated by the t-test using IBM SPSS 31, the calculated t-value of the Facilitating Conditions (FC) variable (X4) on purchase decisions (Y) is 3.119, which is

greater than the t-value of 1.984, with a significance level of $0.003 < 0.05$. Therefore, H4 is accepted, indicating that Facilitating Conditions (FC) has a positive and significant influence on halal cosmetic purchase decisions.

Facilitating conditions also have a significant influence. The availability of transaction security features, ease of halal tracking, and customer service are factors that strengthen consumer confidence in shopping. This research aligns with Azizah (2021) and Ibrahim & Ali (2024), who emphasize the importance of digital infrastructure in strengthening halal consumption decisions..

CONCLUSION

This study aims to analyze the factors influencing the decision to purchase halal cosmetics through online applications using the Unified Theory of Acceptance and Use of Technology (UTAUT) approach among students at the Faculty of Islamic Economics and Business (FEBI) at the State Islamic University of North Sumatra. Based on the results of multiple linear regression analysis and structural modeling using PLS-SEM, several key findings were obtained:

1. Performance Expectancy, Social Influence, and Facilitating Conditions were shown to have a significant and positive influence on the decision to purchase halal cosmetics online. This indicates that perceived benefits, social influence from the environment, and application infrastructure support are the main determinants in encouraging the adoption of halal-based digital shopping.
2. Effort Expectancy did not have a significant effect, indicating that ease of use of the application is no longer a primary consideration for students who are already familiar with digital technology.
3. This model has strong explanatory power, with an R^2 value of 0.658, meaning that more than half of the variation in purchasing decisions can be explained by the UTAUT construct.

Overall, these findings confirm that digital halal consumption decisions are not only determined by the functional aspects of the application, but also by the value of benefits, social trust, and adequate support systems.

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