

The Role of Halal Awareness, Halal Certification and Green Product Toward Purchase Intention on Shopee

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Abstract

This study aims to examine and analyze the influence of halal awareness, halal certification, and green product attributes on purchase intention toward NPURE Acne Face Toner Centella Asiatica on the Shopee platform. The population in this study consists of individuals who use skincare products for acne-prone skin and are familiar with NPURE products in the DKI Jakarta area. The study involved 167 respondents, selected using Hair's formula for sample size determination. A purposive sampling technique was used to ensure that participants met specific criteria relevant to the research. Data were collected through survey using a questionnaire as the research instrument. The data method applied is the Partial Least Square (PLS). The results show that halal awareness, halal certification, and green product have a positive and significant effect on purchase intention. The implication of this study is to provide relevant insights for PT Penta Natural Kosmetindo and similar enterprises to formulate marketing strategies aligned with consumer preferences in the digital era.

Keywords: *Halal Awareness, Halal Certification, Green Product, Purchase Intention, Marketplace*

Abstrak

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh kesadaran halal, sertifikasi halal, dan atribut produk hijau terhadap niat pembelian NPURE Acne Face Toner Centella Asiatica di platform Shopee. Populasi dalam penelitian ini terdiri dari individu yang menggunakan produk perawatan kulit untuk kulit berjerawat dan familiar dengan produk NPURE di wilayah DKI Jakarta. Penelitian ini melibatkan 167 responden, dipilih menggunakan rumus Hair untuk penentuan ukuran sampel. Teknik purposive sampling digunakan untuk memastikan bahwa partisipan memenuhi kriteria spesifik yang relevan dengan penelitian. Data dikumpulkan melalui survei dengan menggunakan kuesioner sebagai instrumen penelitian. Metode data yang digunakan adalah Partial Least Square (PLS). Hasil penelitian menunjukkan bahwa kesadaran halal, sertifikasi halal, dan produk hijau berpengaruh positif dan signifikan terhadap niat pembelian. Implikasi dari penelitian ini adalah memberikan wawasan yang relevan bagi PT Penta Natural Kosmetindo dan perusahaan sejenis untuk merumuskan strategi pemasaran yang selaras dengan preferensi konsumen di era digital.

Kata kunci: *Kesadaran Halal, Sertifikasi Halal, Produk Ramah Lingkungan, Niat Pembelian, Marketplace*

INTRODUCTION

The increasing needs of modern society are no longer limited to primary necessities but have expanded to secondary needs, which are now considered essential in daily life. One of the most prominent secondary needs is skincare products, which play a significant role in maintaining skin health and enhancing personal appearance (Vikaliana et al., 2024). This demand has driven the global skincare market to reach projected value of USD 166,35 billion in 2024 (IMARC Group, 2024), supported by rising awareness of skin health, technological innovation, and shifting lifestyle patterns. Consumer now seek product that not only offer functional benefits but also align with religious and ethical values, reflected in the rise of the halal lifestyle. Indonesia, with the world's largest Muslim population of 245,3 million people (Timesprayer, 2025), ranks third in the 2023/2024 State of Global Islamic Economy (SGIE) Indicator and is among the top ten in six halal sectors (KNEKS & IAEI, 2024), highlighting its strong potential in halal skincare.

In 2023, global Muslim expenditure reached USD 84 billion for halal cosmetics and USD 108 billion for halal pharmaceuticals, with Indonesia ranking second and fourth, respectively, at USD 5,4 billion and USD 6,1 billion (Liaqat, 2023). Despite abundant natural resources, including 30 medicinal plant species out of 40,000 worldwide (Immawati et al., 2024), Indonesia still imports nearly 90% of cosmetic raw materials, many of which are not fully comply with halal principles. Substituting imported ingredients with local resources is expected to strengthen halal cosmetic production and support Indonesia's position in the global halal economy (KNEKS & IAEI, 2024). In addition, halal certification has become a crucial factor for consumer confidence. In Indonesia, certification is issued by the Halal Product Assurance Organizing Body (BPJPH) based on a fatwa from the Indonesian Ulama Council (MUI) following an audit by LPPOM-MUI, as mandated by UU No. 33 Tahun 2014. This process not only guarantees product compliance with halal requirements but also provides assurance and a sense of security for consumers (Palupi, 2022 in (Vikaliana et al., 2024)

In recent years, the growing trend of the halal lifestyle has shaped consumer preferences in Indonesia, where halal labels are increasingly viewed as indicators of cleanliness, safety, and authenticity (Qolbi et al., 2024). Interestingly, halal products are not appealing not only to Muslim consumers but also to non-Muslim who associate them with safer and healthier options (Ningsih, 2018 in (Vikaliana et al., 2024). Parallel to this, awareness of environmental issues and health risks linked to synthetic ingredients has amplified interest in sustainable and eco-friendly cosmetics (Yati et al., 2024). A survey by Rakuten Insight revealed that nearly 79% of Indonesian consumers are willing to pay more for sustainable products (Statista, 2023), highlighting the increasing demand for green cosmetics that align with both health and environmental values (Yati et al., 2024). The combination of halal and green product attributes has therefore become a central consideration in consumer purchasing decisions.

One local brand that strongly represents these values is NPURE, a skincare brand that emphasizes natural, halal-certified, and eco-friendly ingredients. Its Centella Asiatica Series, particularly the acne face toner launched in 2019, highlights organic extracts such as Centella asiatica and green tea, awarded by MURI as the first Indonesian skincare to use

whole leaves in its packaging (NPURE, 2022). These features make it a relevant case for examining the role of halal awareness, halal certification, and green product attributes in shaping purchase intention. Furthermore, the brand has effectively leveraged online marketplace, particularly Shopee, as a primary sales channel.

Marketplace is an interactive electronic business platform that provides space for companies to conduct trade and connect sellers with buyers (Susanti, 2022). According to Ministry of Trade of the Republic of Indonesia (2024), the number of marketplace users in Indonesia continues to increase each year and is predicted to keep growing until 2029. This growth has changed consumer shopping behavior, allowing them to search product information, compare prices, and read reviews before making a purchase decision (Tanera, 2023). Annur (2022) in Sherlinda et al. (2022) found that 74,7% of 10.000 respondents used the Shopee application on their mobile, confirming it as Indonesia's most widely used marketplace platform. In line with this, Aditiya (2023) showed that Shopee recorded the highest number of marketplace visitors in Indonesia in the second quarter of 2023, reaching 167 million visitors as shown in Table 1.

Table 1. Number of Marketplace Visitors in Indonesia in 2023

Marketplace	Q1 (in million people)	Q2 (in million people)
Shopee	158	167
Tokopedia	117	107.2
Lazada	83.2	74.5
Blibli	25.4	27.1
Bukalapak	18.1	15.6

Source: Aditiya (2023)

According to Jakpat's research (2022) in Setyowati(2023), beauty and personal care products ranked as the second most preferred category on Shopee. However, despite the growing demand for halal and eco-friendly cosmetics, NPURE's market share on the marketplace fluctuated, starting at 7,8% in 2021, dropping to 4% in 2022, rising to 10,1% in 2023, and then slightly declining to 8,9% in 2024 (Cemara, 2023; Muhammad, 2024; Ramadhani, 2021; Sutiani, 2022). Moreover, sales performance data indicate that NPURE generated IDR 602,7 million in 2021 but experienced a significant decline to IDR 461,6 million in 2022 and further to IDR 423,9 million in 2023 (Compas, 2021, 2023; Sutiani, 2022). These findings suggest that the growing interest halal and environmentally friendly skincare product has not yet translated into sustainable sales growth for NPURE.

The phenomenon observed encourages the author to examine the factor that affect consumers' purchase intention for NPURE Acne Face Toner Centella Asiatica on Shopee. This study aims to provide a clearer understanding of how consumers make decisions regarding skincare products. Furthermore, it intends to offer useful insights for skincare brands to align their products with consumer preferences and for policymakers to support the development of halal and green skincare industry in Indonesia.

TLITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

According to Kotler & Armstrong (2021), consumer behavior is the study of how individuals or households in the consumer market make decisions to purchase, use, and evaluate products or service to fulfill their personal needs. In this context, consumer behavior does not merely examine what consumers purchase but also seeks to understand the underlying reasons behind those decisions, which constitutes a critical aspect of marketing strategy. Consumer behavior is influenced by four key factors: cultural, social, personal, and psychological. Cultural factors shape values and consumption patterns, while social factors involve family, groups, and roles. In addition, personal characteristics and psychological aspects such as motivation, perception, and attitudes play an essential role in shaping purchasing decisions.

In the context of consumer behavior, especially among Muslims, one of the important factors influencing purchase intention is halal awareness. Awareness in the context of halal refers to having particular concern, relevant experience, or sufficient knowledge regarding skincare products that comply with halal principles (Janah, 2018 in (Nurfajrina et al., 2021)). Halal awareness refers to the level of knowledge and understanding among Muslim consumers to identify and consume halal products in accordance with Islamic law (Nurcahyono & Hanifah, 2023). It also reflects the ability to recognize product ingredients, where consumers with higher awareness tend to choose halal-based products and avoid those with doubtful or non-halal content (Vikaliana et al., 2024). Moreover, halal awareness encompasses the comprehension and sensitivity to the concepts, processes, and principles of halal, encouraging Muslims to prioritize halal products in their daily lives (Tazlia et al., 2023). This awareness is strongly driven by the belief that consuming halal products bring both blessings and health, which shapes selective consumer behavior in product choices. In summary, halal awareness can be understood as consumers' knowledge, understanding, and sensitivity that guide them to prioritize halal products for safety, health, and religious compliance.

In the context of consumer protection and religious compliance, halal certification plays a crucial role in ensuring that products meet Islamic principles. According to Mahliza & Prasetya (2023), halal certification is a written statement issued by an authorized institution confirming that a product complies with Islamic law, which can be identified through certificates, logos, trademarks, or seals. Aziz and Chock (2013) in Vikaliana et al. (2024) further emphasize that the purpose of halal certification is to provide assurance for Muslim consumers, as the halal label on product packaging indicates official approval from institutions such as LPPOM MUI. Halal-certified products have been verified through comprehensive testing, are free from harmful or impure substances, and are therefore safe for Muslim and non-Muslim consumption (Kharami & Hiqmah, 2023; Permata & Kaban, 2022; Putra et al., 2023). Thus, halal certification serves not only as proof of compliance with Islamic principles but also as a guarantee of consumer safety.

In line with the growing concern for environmental sustainability, green products are defined as goods produced using eco-friendly technology, conserving resources, saving energy, and minimizing toxic substances and waste (Yati et al., 2024). In cosmetics, they refer to natural and organic products made from plant-based and mineral ingredients, without synthetic chemicals, and manufactured through environmentally friendly processes using organic farming materials (Andika et al., 2023). In short, green products represent a commitment to nature-friendly practices and consumer well-being.

Lou & Yuan (2019) in Tazlia et al. (2023) define purchase intention as a “plan to buy”, which occurs when consumer evaluate several brand options and ultimately decide to purchase the product they prefer most or based on various considerations (Pramono, 2012 in (Tazlia et al., 2023). Similarly, Yati et al. (2024) explain purchase intention as consumer behavior characterized by a desire to buy or choose a product, whcih arises after receiving a stimulus, feeling interested, and developing the willingness to own the product. Based on this explanation, purchase intention can be define as the consumer’s desire or plan to buy after evaluating options and feeling interested.

Based on the theoritical review and previous research, the hypotesis proposed in this study is as follows:

H1: Halal Awareness has a positive and significant effect on Purchase Intention

Halal awareness refers to the level of understanding a Muslim has regarding the concept of halal and its practices, including ensuring that the production process complies with Islamic law. Studies by Vikaliana et al. (2024) and Ayunda & Harsoyo (2024) indicate a positive and significant relationship between halal awareness and purchase intention.

H2: Halal Certification has a positive and significant effect on Purchase Intention

Halal certification is the process of inspection conducted by LPPOM-MUI to ensure that a product or service complies with Islamic law, particularly concerning its ingredients and production process. Previous studies by Nurcahyono & Hanifah (2023), Hiqmah & Kharami (2023), and Lestari et al. (2024) consistently found a positive and significant relationship between halal certification and purchase intention.

H3: Green Product has a positive and significant effect on Purchase Intention

Green products are goods produced with a focus on environmental friendliness. A study conducted by Yati et al. (2024) found a positive and significant relationship between green product and purchase intention. Similarly, research by Purwanto & Bachtiar (2024) also demonstrated a positive and significant relationship between green product and purchase intention.

METHOD

This study used a quantitative approach with an explanatory research design to analyze the influence of halal awareness, halal certification, and green product on purchase intention. The population in this research consists of individuals who use skincare for acne-prone skin and are aware of NPURE skincare products in the DKI Jakarta area. The sample was selected using non probability sampling with a purposive sampling technique, in which respondents were determined based on specific criteria: (a) using skincare products for

acne-prone skin; (b) domiciled in DKI Jakarta; (c) aware of NPURE products but have not purchased them; and (d) showing interest in buying through Shopee. Following the rule of Hair et al. (2022), which suggests that the minimum number of respondents should be five to ten times the number of indicators used in the study. Accordingly, with 24 measurement items, the minimum sample was 120 and the maximum 240 respondents. The questionnaire was distributed online through Google Form to reach respondents who met these criteria.

The collected data were analyzed using Partial Least Square-Structural Equation Model (PLS-SEM) with the SmartPLS 3.2 software. The PLS-SEM procedure consist of two stages: evaluating of the measurement model (outer model) and structural model (inner model). The operational definitions of the variables in this study are adapted from previous research and are presented in Table 2. Each indicator was developed into questionnaire items, where respondents provided their responses on a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5).

Table 2. Operational Definition

Variable	Dimensions	Indicator	Source
Purchase Intention (Y)	Transactional Intention	a. Interest in the product. b. Desire to purchase the product.	Tazlia et al. (2023); Fasha et al. (2022)
	Referential Intention	a. Recommending the product to others. b. Accepting recommendations of the product from the others	
	Preferential Intention	a. Being the main preference of consumers. b. Becoming the first choice to use.	
	Explorative Intention	a. Actively seeking product information before purchasing. b. Focusing on product advantages before purchasing.	
Halal Awareness (X1)	Understanding of Halal	a. Understanding the concept, process, and principles of halal in products. b. Understanding product halalness based on ingredients and halal certification	Ayunda & Harsoyo (2024); Vikaliana et al. (2024); Tazlia et al. (2023)
	Understanding of Halal Ingredients	a. Understanding that products are made from halal ingredients safe for use. b. Understanding that products do not contain doubtful substances.	
	Consumer	a. Belief that using halal products	

	Behavior	provides benefits.	
Halal Certification (X2)	Halal Certification on Product Packaging	<ul style="list-style-type: none"> a. Halal certification for a product is only issued by LPPOM MUI. b. Halal certification issued by LPPOM MUI can be in form of certificates, logos, trademarks, or stamps. 	Ayunda & Harsoyo (2024); Vikaliana et al. (2024); Mahliza & Prasetya (2023)
	Consumer Preference for Halal-Certified Products	<ul style="list-style-type: none"> a. Products with official halal evidence on packaging are guaranteed safe. b. Products with official halal evidence provide comfort and peace of mind to consumers. c. Products with an official halal logo make it easier for consumers to ensure halal status. 	
Green Product (X3)	Environmentally Friendly Ingredients	<ul style="list-style-type: none"> a. Made from plant-based and natural extracts. b. Free from synthetic chemicals. c. Free from toxic substances. d. Ingredients sourced from organic farming. e. Can be stored for a certain period. f. Packaged with recyclable materials. 	Andika et al. (2023); Bui et al. (2021)

RESULT AND DISCUSSION

Result

Description of Respondent Data Characteristics

This study involved 167 respondents, a number that meets the minimum and maximum sample size criteria of 120 to 240 respondents as recommended by Hair et al. (2022). The descriptive analysis of respondent characteristics shows that the majority were female (80,2%) and predominantly in the productive age range of 20-30 years (88%). In terms of domicile, more than half of the respondents (51,5%) lived in South Jakarta, followed by East Jakarta (26,9%) and West Jakarta (13,8%). Most respondents were university students (67,7%), with monthly incomes between Rp1.000.000 – Rp5.000.000 (59,3%), and majority had completed senior high school (61,1%). In line with the research context, most respondents identified as Muslim (92,2%), reflecting the relevance of halal-related aspects in consumer decision-making for skincare products.

From the behavioral perspective, the findings indicate that almost all respondents (98,2%) used skincare products for acne-prone skin, which aligns with the product category being studied. Awareness of NPURE Acne Face Toner Centella Asiatica was also very high,

with 96,4% of respondents recognizing the brand, although 80,2% had not yet purchased the product. Despite this, the potential market is strong, as 99,4% of respondents expressed their interest in purchasing the product through Shopee. These findings confirm that NPURE Acne Face Toner Centella Asiatica has considerable opportunities to expand its market penetration, particularly among young, educated, and price-sensitive consumers in Jakarta.

Measurement Model (Outer Model)

Convergent Validity

The result of the data analysis using PLS-SEM in this study generate indicators PI7 and GP5 had loading factor values of 0,497 and 0,490. Although these values were still within the acceptable range of 0,40 to 0,70 (Hair et al., 2022), both were removed because they reduced the reliability and AVE values of the model. Similarly, indicator HA2 showed a loading factor of 0,718, which met the minimum threshold for convergent validity (0,70). However, its presence caused the Halal Awareness construct to fail the discriminant validity test using the Fornell-Larcker Criterion. Therefore, HA2 was also removed to improve the overall measurement quality. Table 3 present the updated results after excluding PI7, GP5, and HA2.

Table 3. Convergent Validity (Modification)

Variable	Indicator	Loading Factor	Result
Purchase Intention (Y)	PI1	0,747	Valid
	PI2	0,786	Valid
	PI3	0,682	Valid
	PI4	0,637	Valid
	PI5	0,715	Valid
	PI6	0,720	Valid
	PI8	0,804	Valid
	Halal Awareness (X1)	HA1	0,758
HA3		0,787	Valid
HA4		0,732	Valid
HA5		0,766	Valid
Halal Certification (X2)		HC1	0,716
	HC2	0,810	Valid
	HC3	0,741	Valid
	HC4	0,730	Valid
	HC5	0,724	Valid
Green Product (X3)	GP1	0,780	Valid
	GP2	0,798	Valid
	GP3	0,724	Valid
	GP4	0,705	Valid

GP6	0,782	Valid
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Source: Processed Data by Author using SmartPLS, 2025

Based on Table 5, it can be seen that all indicators have met the threshold for convergent validity testing, as their loading factor values are above 0,70. In addition, indicators with loading factor values around 0,60 were retained in the model. This decision is in line with Hair et al. (2022), who state that loading factors between 0,60 and 0,70 are still capable as long as the construct as a whole meets the required reliability and validity criteria.

Discriminant Validity

Discriminant validity testing is an essential step after assessing convergent validity, as it evaluates whether each construct is clearly different from the others. Discriminant validity was assessed using the Cross Loadings and Fornell-Larcker Criterion approaches. The results are present in Table 4.

Table 4. Cross Loadings

Indicator	Purchase Intention	Halal Awareness	Halal Certification	Green Product
PI1	0,747	0,451	0,411	0,492
PI2	0,786	0,442	0,453	0,491
PI3	0,682	0,417	0,401	0,394
PI4	0,637	0,390	0,416	0,428
PI5	0,715	0,480	0,501	0,476
PI6	0,720	0,462	0,374	0,483
PI8	0,804	0,553	0,485	0,538
HA1	0,490	0,758	0,574	0,643
HA3	0,467	0,787	0,597	0,568
HA4	0,457	0,732	0,551	0,541
HA5	0,500	0,766	0,585	0,468
HC1	0,417	0,600	0,716	0,535
HC2	0,421	0,617	0,810	0,532
HC3	0,469	0,546	0,741	0,516
HC4	0,503	0,548	0,730	0,501
HC5	0,398	0,513	0,724	0,385
GP1	0,505	0,606	0,512	0,780
GP2	0,563	0,547	0,480	0,798
GP3	0,487	0,606	0,554	0,724
GP4	0,452	0,520	0,494	0,705
GP6	0,444	0,479	0,491	0,782

Source: Processed Data by Author using SmartPLS, 2025

Referring to the SmartPLS results presented in Table 6, it can be observed that each indicator has the highest loading factor on its corresponding endogenous construct. This finding indicates that all indicators have met the criteria for discriminant validity. Furthermore, discriminant validity was also assessed by comparing the square root of the Average Variance Extracted (AVE) of each construct with the correlations among constructs in the model. If the square root of the AVE is greater than the correlations between constructs, discriminant validity is considered to be established. The recommended threshold value is above 0.50 (Hair et al., 2022). Based on the results shown in Table 5, all constructs in the model demonstrated values exceeding the threshold.

Table 5. Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)	Result
Purchase Intention	0,532	Valid
Halal Awareness	0,579	Valid
Halal Certification	0,555	Valid
Green Product	0,576	Valid

Source: Processed Data by Author using SmartPLS, 2025

Discriminant validity was not only evaluated through cross-loading, but also through the Fornell-Larcker Criterion as an additional approach. The result are present in Table 6.

Table 6. Fornell-Larcker Criterion

	Green Product	Halal Awareness	Halal Certification	Purchase Intention
Green Product	0,759			
Halal Awareness	0,729	0,761		
Halal Certification	0,666	0,758	0,745	
Purchase Intention	0,650	0,630	0,598	0,729

Source: Processed Data by Author using SmartPLS, 2025

Based on the discriminant validity test using the Fornell-Larcker Criterion in Table 6, each construct shows a higher square root of AVE compared to inter-construct correlations. This indicates that all constructs have met the discriminant validity criteria.

Reliability

Reliability testing was conducted to assess the internal consistency of the constructs, and the results are presented in Table 7.

Table 7. Reliability Test

Variable	Composite Reliability	Cronbach's Alpha	rho_A	Results
Purchase Intention	0,888	0,852	0,857	Reliable
Halal Awareness	0,846	0,758	0,758	Reliable
Halal Certification	0,862	0,800	0,801	Reliable
Green Product	0,871	0,815	0,820	Reliable

Source: Processed Data by Author using SmartPLS, 2025

The result of the reliability tests using Composite Reliability, Cronbach's Alpha, and rho_A indicate that all constructs meet the required criteria. This demonstrates that the measurement instruments are consistent and reliable, ensuring that each construct can be validly used for subsequent structural model analysis.

Structural Model (Inner Model)

The evaluation of the inner model is conducted to assess the structural relationships among latent variables, including the strength and direction of their influence. This process includes several tests, namely multicollinearity, coefficient of determination (R^2), model's predictive power, effect size (f^2), and path coefficients.

Multicollinearity

The evaluation of the structural model begins with a multicollinearity test to ensure that there is no high correlation among independent variables. The results are presented in Table 8.

Table 8. Multicollinearity Test

Variable	Purchase Intention	Result
Halal Awareness	2.987	Acceptable
Halal Certification	2.517	Acceptable
Green Product	2.280	Acceptable

Source: Processed Data by Author using SmartPLS, 2025

Based on the multicollinearity test results through the VIF values, all constructs demonstrated scores below the recommended threshold (< 3). This indicates that no

significant multicollinearity exists among the variables, meaning they can be jointly included in the structural model analysis.

Coefficient of Determination (R²)

To evaluate the explanatory power of the structural model, the R² values of the endogenous variable were examined, as presented in Table 9.

Table 9. Coefficient of Determination (R²) Values of Endogenous Variable

Endogenous Variable	R-Square (R ²) Value
Purchase Intention	0,488

Source: Processed Data by Author using SmartPLS, 2025

The structural model indicates that the endogenous variable purchase intention has a moderate explanatory power, with an R² value of 0,488. This means that 48,8% of the variance in purchase intention is explained by Halal Awareness, Halal Certification, and Green Product, while the remaining 51,2% is influenced by other factors not included in this study.

Model’s Predictive Power

The predictive power of the model was evaluated using PLS_Predict procedure. This test compares the predictive performance of the PLS-SEM model with a linear regression benchmark (LM) through Q²_Predict value, Root Mean Square Error (RMSE), and Mean Absolute Error (MAE) (Hair et al., 2022). Table 10 shows that the Q²_Predict value of the endogenous construct Purchase Intention is above zero, indicating that the model has a strong predictive relevance.

Table 10. Q²_Predict of Endogenous Variable

Endogenous Variable	Q ² _Predict
Purchase Intention	0,461

Source: Processed Data by Author using SmartPLS, 2025

To further evaluate prediction accuracy, Table 11 presents the comparison of error metrics (RMSE and MAE) between the PLS-SEM model and the LM benchmark. The results demonstrate that the PLS-SEM model consistently produces lower RMSE and MAE values across all indicators compared to the LM model. This result confirms that the PLS-SEM model provides superior predictive performance.

Table 11. Predictive Power Test

Indicator	PLS-SEM	PLS-SEM	PLS-SEM	LM	LM	LM MAE
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	Q²_Predict	RMSE	MAE	Q²_Predict	RMSE	
PI1	0,236	0,710	0,513	0,109	0,767	0,558
PI2	0,247	0,783	0,581	0,169	0,822	0,616
PI3	0,182	0,860	0,702	0,063	0,921	0,743
PI4	0,196	0,805	0,601	0,146	0,829	0,636
PI5	0,265	0,792	0,597	0,184	0,834	0,635
PI6	0,234	0,897	0,686	0,137	0,952	0,722
PI8	0,322	0,627	0,513	0,241	0,664	0,529

Source: Processed Data by Author using SmartPLS, 2025

Effect Size (f^2)

The effect size test (f^2) was conducted to determine the extent of each exogenous construct's contribution to the endogenous construct in the research model. The results of the f^2 test are presented in Table 12.

Table 12. Effect Size (f^2) Test

Variable	Purchase Intention	Interpretation
Halal Awareness	0,033	Small effect
Halal Certification	0,027	Small effect
Green Product	0,113	Small effect

Source: Processed Data by Author using SmartPLS, 2025

Based on the data presented in Table 12, it can be observed that all three exogenous variables have a small effect on the endogenous variable. This indicates that although their contributions are not large, each variable still provides a meaningful influence on Purchase Intention.

Path Coefficients

The next step of the analysis was to evaluate the significance of the relationships between the independent and dependent variables through the path coefficients and t-statistics obtained using the Bootstrapping procedure in SmartPLS. This test aims to determine whether the relationships among constructs in the model are statistically significant. Table 13 below presents the path diagram illustrating the direction and strength of the relationships among the tested constructs. Hypothesis testing was conducted by comparing the t-statistic values with the critical t-table value of 1,65 (one-tailed test) at a significance level of 5% (0,05). If the t-statistic value lies within the range of -1,65 to 1,65, the relationship between the variables is considered not significant, and the null hypothesis (H_0) is accepted. The results of the hypothesis testing are presented in Table 15.

Table 13. Path Coefficients Test Results

Indicator	Original Sample	Sample Mean	Std. Deviation	T. Statistics	P. Values	Result
Halal Awareness → Purchase Intention	0,223	0,366	0,121	1,849	0,032	Accepted
Halal Certification → Purchase Intention	0,187	0,181	0,104	1,805	0,036	Accepted
Green Product → Purchase Intention	0,363	0,366	0,082	4,435	0,000	Accepted

Source: Processed Data by Author using SmartPLS, 2025

Based on Table 13, all three hypotheses are statistically supported, as the t-statistic values exceed the critical threshold of 1,65 and the p-values are below 0,05. This indicates that Halal Awareness, Halal Certification, and Green Product each have a significant influence on Purchase Intention.

Discussion

The Effect of Halal Awareness on Purchase Intention

The hypothesis testing results indicate that halal awareness has a positive and significant effect on purchase intention, with an original sample value of 0,223 and a p-value 0,032 ($< 0,05$). This finding suggest that higher consumer awareness of the importance of halal products leads to stronger purchase intentions, particularly for NPURE Acne Face Toner Centella Asiatica on Shopee. In the context of skincare products that come into direct contact with the body, halal considerations become a crucial determinant of consumer behavior. Muslim consumers, in particular, tend to be cautious about product ingredients and production processes that may not comply with halal principles. These results align with Kotler and Armstrong's (2021) consumer behavior theory, which highlights that personal factors such as values, beliefs, and lifestyles influence consumer decision-making. In this case, halal awareness reflects a consumer's value and belief system, shaping their product preferences. Consumer with higher halal awareness are more inclined to choose products certified as halal, perceiving them as safer and more trustworthy. This findings also align with previous studies of Ayunda & Harsoyo (2024), Vikaliana et al. (2024), Hussain (2022), and Handriana et al. (2020), which collectively

emphasize the significant positive relationship between halal awareness and purchase intention.

The Effect of Halal Certification on Purchase Intention

The second hypothesis is also supported, showing that halal certification positively and significantly influences purchase intention, with an original sample value of 0,187 and a p-value 0,036 ($< 0,05$). Although the effect size is smaller than that of other variables, the presence of halal certification remains an important determinant in consumer decisions. Official halal certification remains an important determinant in consumer decisions. Official halal certification issued by institutions such as LPPOM-MUI serves as objective evidence that a product has passed rigorous verification in accordance with sharia principles. For Muslim consumers, this certification provides assurance, trust, and comfort in their purchase decisions. This finding also supports Kotler and Armstrong's (2021) framework, which emphasizes the role of lifestyle and personality in shaping consumer preferences. Consumers who adopt a halal lifestyle are more likely to choose certified products, perceiving them as consistent with their values. Furthermore, the result also support the studies of Putri & Sjabadhyni (2025) and Hussain (2022), which emphasize that halal certification functions as an indicator of quality and trust, particularly in markets with rising-halal consciousness.

The Effect of Green Product on Purchase Intention

The third hypothesis demonstrated that green products hold the most substantial influence on purchase intention, with an original sample value of 0,363 and a p-value 0,000 ($< 0,05$). This statistically significant result indicated that consumers, particularly on online platforms like Shopee, are highly attentive to sustainability, natural ingredients, and the environmental consequences of their consumption decisions. The dominance of this variable demonstrates that environmentally friendly product attributes strongly resonate with today's consumer. This outcome is consistent with NPURE's positioning, as reflected in its tagline "Pure Beauty in a Natural Way" and its emphasis on organic Centella asiatica as the primary active ingredient, which is also visually represented on the packaging. Such characteristics enhance product attractiveness, particularly among environmentally conscious consumers. The findings further support the view of Kotler and Armstrong that personal factors such as lifestyle and personality shape purchase intention. Environmentally aware individuals tend to form favorable perceptions of green products, leading to stronger purchase intentions. Moreover, this study aligns with prior evidence presented by Yati et al. (2024), Purwanto & Bachtiar (2024), and Nabilah & Iriantini (2022), who similarly found that green product attributes significantly influence consumer purchase behavior.

CONCLUSION

This study was conducted to examine the influence of halal awareness, halal certification, and green products on consumers' purchase intention toward NPURE Acne Face Toner Centella Asiatica in Shopee. Based on the analysis, the findings demonstrate

that all three variables have a positive and significant effect on purchase intention. In other words, the higher consumers' awareness of halal aspects and sustainability, the stronger their intention to purchase. Among these factors, green products provide the strongest contribution, followed by halal awareness, while halal certification shows the least effect. These result emphasize that environmentally friendly attributes currently play the most dominant role in shaping consumer purchasing behavior.

In line with these findings, PT. Penta Natural Kosmetindo is encourage to pursue three key strategies that correspond to the study's insights. First, the company should enhance consumer education and transparent communication regarding halal aspects of its products, using clear explanations and accessible content to strengthen trust and brand credibility. Moreover, halal certification should be prominently displayed and easily accessible through Shopee product descriptions, packaging visuals, and promotional campaigns, ensuring that consumers can quickly verify authenticity. Additionally, the company should reinforce its green positioning by consistently using eco-friendly ingredients, optimizing sustainable production processes, and highlighting these efforts in marketing campaigns. These strategies are expected to increase product appeal, support competitive differentiation, and meet the growing consumer demand for halal environmentally conscious skincare products.

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