

**PREDICTING THE INTENTION OF PURCHASE OF COSMETIC PRODUCTS IN ISLAMIC COLLEGE STUDENTS IN BANYUMAS INDONESIA WITH HALAL LABELS AND *THEORY PLANNED BEHAVIOR***

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**Article History**

Received:

10<sup>th</sup> of October 2024

Accepted:

20<sup>th</sup> of November 2024

Published:

20<sup>th</sup> of December 2024

**Abstract**

*Cosmetics are products that can not be separated in everyday life. When planning a purchase is influenced cosmetics are products by several factors. This study uses the Theory of Planned Behavior, which is a theory that explains that behavior is formed because of intentions/interests that are influenced by attitudes, subjective norms, and behavioral control. In addition, this study uses the halal label as another independent variable. So the purpose of this study was to determine the effect of attitudes, subjective norms, behavioral control, and halal labels on the intention to purchase cosmetic products in Islamic Religious College Students in Banyumas, Indonesia. This research uses quantitative research methods. The population is Islamic Religious College Students in Purwokerto. The number of samples used is 397 respondents. The sample collection technique used probability sampling by means of proportionate stratified random sampling and other techniques, namely nonprobability sampling by means of purposive sampling. This research was analyzed by multiple linear regression methods. The results of this study indicate that partially and simultaneously attitudes, subjective norms, behavioral control, and halal labels have a positive effect on purchase intentions*

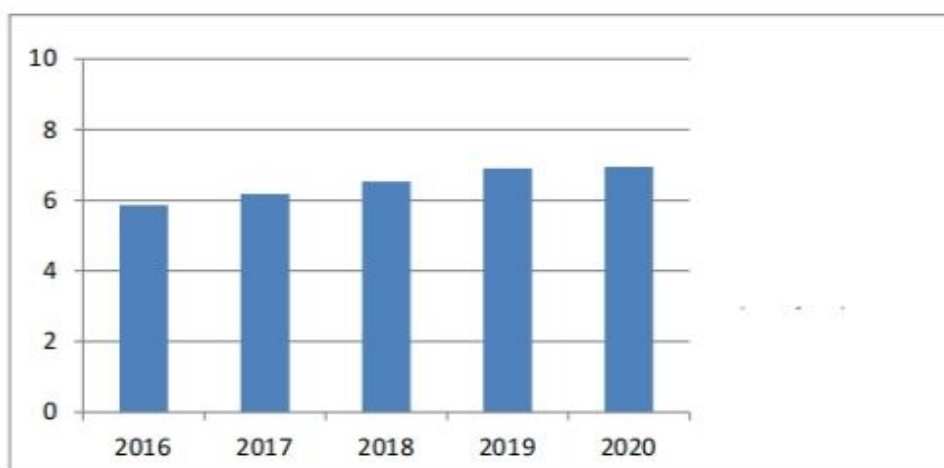
**Keywords:** Attitude, Subjective Norms, Behavioral Control, Halal Labels, Intention Purchase.

## A. INTRODUCTION

The country of Indonesia ranks first in 2021 which has the largest total Muslim population totaling 231 million people, which is 86.7% of Indonesia's population and almost 13% of the world's total Muslim population (World Population Review, 2021). In June 2021, the population of Indonesia is 272.23 people, of which the Muslim population is 236.53 million people (86.88%) so it can be interpreted that the majority of the Indonesian population is Muslim (Kusnandar, 2021). This shows that Indonesia has great potential in the halal industry which is now an industrial sector with a global market share (Safitri et al, 2020) . Indonesia was ranked 5th in 2019/2020 and previously ranked 10th in 2018/2019 when measured based on data from the *Global Islamic Economy Indicator* (GIEI) on the strength of the sharia economy in 73 countries (LPPOM MUI, 2021).

The halal industry has grown from being limited to food, now spreading to the non-food industry which includes tourism, Islamic finance, toiletries, and cosmetics (Rosida, 2018). In the *Global Islamic Economy Indicator* (GIEI) 2020, Indonesia experienced an increase in all sectors of the halal industry, including the cosmetics industry, which rose 19 places to rank 6th (*Indonesia Sharia Economic Festival* (ISEF), 2021). The trend of selling cosmetics in Indonesia itself is presented in the following figure.

Figure 1: trend of selling cosmetics in Indonesia



The figure above shows that the sales of cosmetics in Indonesia has increased every year. Cosmetic sales in 2016 amounted to US\$5.86 million. In 2017 sales increased to US\$6.18 million. In 2018 it also increased to US\$6.53 million. In 2019 it increased again to US\$6.90 million. And in 2020, cosmetic sales reached US\$6.95 million, which was still relatively stagnant compared to last year. The data shows that the cosmetic industry has had a good development trend in the last five years. Even at the beginning of the Covid-19 pandemic, the cosmetic industry was still able to grow. The Association of Indonesian Cosmetics Companies and Associations (PPAK) predicts

sales of cosmetic products will increase by about 7% to US\$7.45 million in 2021, compared to 2020 sales of US\$6.95 million. Reported in the Ministry of Industry (2021) page 4 during the Covid-19 pandemic, most people are at home so they have more time to take care of their body, hair and skin. This has an impact on increasing the need for cosmetics so that it becomes one of the increasing cosmetic industries. However, there are challenges facing the cosmetic industry in Indonesia, namely that not all of the cosmetic products that are circulated and traded have halal certification because there are still imported cosmetic products, so it is necessary to accelerate the halal certification of cosmetic products (LPPOM MUI, 2021). The existence of this needs to be considered for consumers against the use of cosmetic products.

For the Muslim community the use of halal products is mandatory and must be done (Baihaqi and Wijayanto, 2021). Muslims are required to use halal products and do not contain haram ingredients. But it is not only halal but must be *thayyiban* (good) which is beneficial for the body, not destructive and not contrary to what Allah has commanded (Ningtyas et al., 2021). Therefore, the importance of awareness of Muslims, especially in Indonesia, regarding halal products must be considered. Allah Swt said in Qs. An-Nahl 16:114. Based on the words of Qs. An-Nahl 16:114, Allah Swt sent humans to consume what is lawful and good that Allah has given in this world, and forbade consuming what is forbidden. Likewise with cosmetics, they can be used as long as the manufacturing process uses halal ingredients, not those that are forbidden (Rosida, 2018). Cosmetics are different from food and drinks that directly enter the body. Cosmetics stick to the skin of the face and other body parts, in this case it will certainly affect the conditions for the validity of Muslims in worship, for example when praying, which must be clean from uncleanness. Therefore, as consumers, they must be more selective in choosing the cosmetic products to be used (LPPOM MUI, 2021).

The definition of cosmetics according to the Regulation of the Minister of Health of the Republic of Indonesia No. 445/MenKes/Permenkes/1998 is a preparation or mixture of materials used on the outside of the body (epidermis, hair, nails, lips and external genital organs), teeth and oral cavity to clean, increase attractiveness, change appearance, maintain condition. remains good, improves body odor but does not aim to treat/cure disease. The grouping of cosmetics based on their use for the skin includes cosmetics as skin care (skin care *cosmetics*) and make-up cosmetics (decorative or *make up*) (Tranggono and Latifah, 2007: 6-7).

ZAP *beauty index*, which is an annual research publication, explains that there are three generations of Indonesian women with different attitudes towards beauty, namely Gen Z (13-22

years), Gen Y (23-44 years) and Gen X (45-65 years). Of the three generations, Gen Z is the generation with the majority of *skincare users* before the age of 19 years (36%). This proves that students belong to Gen Z which is the majority of *skincare users* (ZAP Beauty Index , 2020) . Meanwhile, nusa *research* explained that the majority of women who use *make up* in Indonesia are aged 18-24 years, namely 46.8% (Nusa *research* , 2020). From this explanation, it can be said that the majority of cosmetic users consisting of *make up* and *skincare* are dominated by women aged 18-24 years where the average age is at the college level. This proves that students are included in the category of the majority of cosmetic users. But in reality cosmetic products are not only used by women but also by men (Tranggono and Latifah, 2007: 3). This is in accordance with preliminary observations that have been made by researchers that the data shows that from 60 students, 2 male students use cosmetic products. Therefore, the researcher wants to conduct further research with the participation of not only female respondents but also male respondents, namely by case studies of students, especially students of Islamic Higher Education in Banyumas Indonesia.

Researchers obtained data of 26,831 active students of all generations studying at UIN Prof. KH Saifuddin Zuhri, Muhammadiyah University, and Nahdlatul Ulama University. The reason the researcher chose the case study was because all three of them are Islamic religious colleges in Banyumas Indonesia which are based on Islamic values and Muslim students are the main target with considerations in Islam that clearly regulates halal consumption or use. Therefore, Islamic religious college students in Purwokerto should understand in making a purchase plan for halal and *thayib* (good) cosmetic products.

According to Islam, consuming only halal products is a desire to obey religious orders, giving rise to consumer involvement and influence when choosing or buying products to be consumed. Therefore, it is important to understand the factors that influence consumer purchase intentions for cosmetic products so that companies can increase their production both nationally and globally (Wahyuningsih, 2018).

Intention or interest is the desire to perform the behavior (Jogiyanto, 2007: 25). Intention is also known as intention. Intention is defined as the intention that is assumed to see how much motivational factors influence behavior (Efendi et al., 2020). A person's tendency to take buying action related to his attitude towards a product can be interpreted as an intention or purchase intention (Wahyuningsih, 2018). From this understanding, it can be concluded that the terms intention, interest, and intention have the same meaning, the only difference being the word diction Purchasing intention according to Schiffman (2007) is a representation of a person to have

the opportunity, opportunity, plan and willingness to purchase products and services in the future (Baihaqi and Wijayanto, 2021). Meanwhile, according to Kotler and Keller (2016) purchase intention is a consumer behavior in which consumers have a desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. Purchase intention is the stage where consumers tend to act before making a purchase decision is actually made (Suryowati and Nurhasanah, 2020). In the theory of consumer behavior Kotler and Armstrong (2013) purchase intention is determined by the individual's internal and external factors when making purchasing decisions. According to Kotler and Keller (2016) external factors are the social environment, culture, references and situations. While the internal factors are from personal and psychological characteristics that exist in consumers (Kusumastuti, 2020).

*The Theory of Planned Behavior* (TPB) is the theoretical basis for this research, which is to understand individual behavior in detail. The behavioral ability of each individual is determined by the intention or intention to carry out the behavior. In the *theory of planned behavior*, it is found that attitude factors, subjective norms and behavioral control significantly affect individual behavior intentions. Attitudes and behavioral control are internal factors in individuals that influence consumer behavior towards purchase intentions, and subjective norms are external factors for individuals (Wahyuningsih, 2018). In addition, the halal label is also a factor in influencing a person's purchase intention. The inclusion of halal labels on products is very important and becomes a necessity that will affect a person's decision on a product (Rosida, 2018).

The first factor that influences purchase intention is attitude. Each individual is closely related to attitude as a personal characteristic of each individual (Simanihuruk et al., 2021). Attitude according to Fisbein and Ajzen (1975) is a factor that exists within the individual to give positive or negative answers, accept or reject the assessment of an object (Jogiyanto, 2007: 36). If the attitude is getting stronger, then the intention and consumer's decision to buy is also getting stronger (Wahyuningsih, 2018). According to Haro's research (2018), which reveals that attitude has a positive and significant influence on purchase intention. But there is a difference in the research of Witriyana et al., (2019) which shows that attitude has no effect on buying interest. The conclusion obtained from preliminary observations stated that the attitudes of 55 students knew about cosmetic products while 5 other students stated that they did not know about cosmetics. In addition to attitudes, subjective norms are also factors that influence purchase intentions. Subjective norms according to Fishbein and Ajzen (1977) are individual beliefs about whether or not to perform a behavior. Subjective norms indicate recommendations from individuals/groups

of individuals influencing or following these recommendations. The higher the subjective norm, the higher the purchase intention. Conversely, the lower the subjective norm, the lower the purchase intention (Efendi et al., 2020). Wahyuningsih's research (2018) reveals that subjective norms have a positive and significant influence on consumer intentions. Meanwhile, research by Ningtyas et al. (2021) revealed that subjective norms do not have a significant effect on buying interest. The conclusions obtained from preliminary observations stated that 27 students when making purchase intentions were influenced by friends, 13 other students were influenced by their parents/closest people, and 15 other students stated that there was no influence from other people but on their own desires.

Another factor that can influence purchase intention is behavioral control. Behavioral control is defined as the ease or difficulty in carrying out certain behaviors (Jogiyanto, 2007: 64). Behavioral control according to Ajzen (2012) is defined as an individual's belief or ability in carrying out a thing. When individuals have a sense of ability, their intentions will be even greater when taking an action (Huda et al, 2018). Based on the results of previous research conducted by Efendi et al., (2020) revealed that behavioral control has a positive and significant influence on purchase intention. However, this study contradicts the research of DS Ratnaningsih and Saptono (2020) which shows that perceived behavioral control has no effect on purchase intention. From the results of preliminary observations, students know to buy and use cosmetic products through social media, advertisements, *online stores* and *offline stores* .

In addition, halal labels also affect purchase intentions. Halal label is the provision of a halal sign or proof of product halal assurance such as halal writing in Arabic and other writings as well as provisions from the minister of religion. Halal labels provide legal guarantees for the product in question to be halal for consumption and use by the public in accordance with Islamic provisions (Suryowati and Nurhasanah, 2020). Regulations regarding the placement of halal labels on product packaging are written in Law Number 33 of 2014 concerning Halal Product Guarantee. Article 38 states that if business actors already have halal certification, they are required to include halal labels on product packaging and certain parts and places on a product (LPPOM MUI, 2021). People, especially Muslims, will feel safe and comfortable when using products that have a halal label on the packaging, so that it can increase consumer confidence (Nanda and Ikawati, 2020). In addition to consumers, halal labels are important for all producers to increase consumer satisfaction and trust in the products they produce (Ningtyas et al., 2021). If the halal label that is owned is getting better, the intention to purchase a product will also increase, and vice versa (Hidayati and Yuliandani, 2020). Rosida's research (2018) shows that *labeling* (halal label) has an effect on

purchase intentions. However, there are differences in the results of research by Suryowati and Nurhasanah (2020) which reveal that halal labels do not have a significant effect on buying interest. In the results of preliminary observations, only 3 students stated that the main factor when using cosmetics was to pay attention to the halalness of the product. Meanwhile, the majority of other students stated that the reasons that encourage the intention to purchase cosmetic products are because of the price, suitability for the skin, product reviews, *brand*, product quality, as well as the convenience and usefulness of the product when used. This indicates that the awareness of students in the use of halal cosmetics according to Islamic religious law is still relatively low.

## **B. LITERATURE REVIEW**

### **1. Purchase Intention**

Intention or interest is defined as the desire to perform the behavior. Purchase intention is an individual's tendency to take actions related to his attitude towards a particular product (Wahyuningsih, 2018). According to Kotler and Keller (2016), buying interest or it can also be called purchase intention is a consumer behavior in which consumers have a desire to buy or choose a product, which is based on experience when choosing, using, and consuming even wanting a product (Suryowati and Nurhasanah, 2020). Purchasing intention according to Schiffman (2007) is a representation of a person to have the opportunity, opportunity, plan and willingness to purchase products and services in the future (Baihaqi et al., 2021)

Purchase intention is the result of individual considerations after comparing something that is felt with his expectations which is related to the individual's plan to buy a product and how many products are needed within a certain time (Purbohastuti and Hidayah, 2020). Purchase intention can also be interpreted as a plan to buy a product or service in the future that provides instructions for producers about the actual purchase. Empirical studies derived from social psychology theory and consumer behavior determine that purchase intention is generally a good predictor of subsequent behavior. Ajzen and Fishbein (1972) suggest that when an individual is interested in obtaining a product or service, it can be said that the individual has the intention to make a purchase. The existence of purchase intentions is indicated by the information search process, willingness to understand the product, try the product and visit the store (Kusumastuti, 2020).

Based on the above understanding, it can be concluded that what is meant by purchase intention is an action taken by individuals in the process of planning a product to be purchased through the process of searching for information, opportunities and opportunities, considerations, and interest in a product that will be carried out in the future. In the theory of consumer behavior Kotler and Armstrong (2013) purchase intention is determined by the individual's internal and external factors when making purchasing decisions. According to Kotler and Keller (2016) external factors are the social environment, culture, references and situations. While the internal factors are from personal and psychological characteristics that exist in consumers (Kusumastuti, 2020).

The aspects in the purchase intention according to Lucas and Britt (2003) are as follows: Interest *which* indicates a concentration of attention and feelings of pleasure; Desire is *indicated* by the urge to want to have; Confidence is indicated by the feeling of individual confidence in the quality, usability and benefits of the product to be purchased (Nurhayati, 2020) . Purchasing intention indicators according to Schiffman and Kanuk (2000) consist of five components, namely: Interested in seeking information about the product; Considerations to buy; Interested in buying; Want to know the product; Want to own the product (Efendi et al., 2020)

## **2. Theory of Planned Behavior (TPB)**

*Theory of Planned Behavior* (TPB) or the theory of planned behavior was developed by Icek Ajzen. This theory is a further development of the *theory of reasoned action* (TRA). The *theory of reasoned action* (TRA) itself is a theory that is structured to relate to the behavior of people who have a high level of will control and assume that all behavior is dominant in personality and social psychology. According to the *Theory of Planned Behavior* (TPB) not all behaviors are under full control, so it is necessary to add a construct that does not yet exist in TRA, namely the control of perceived behavior. The existence of this perceived behavioral control aims to understand the limitations that individuals have in carrying out certain behaviors (Jogiyanto, 2007: 61–63).

*The Theory of Planned Behavior* (TPB) is used to understand individual behavior in detail. The behavioral ability of each individual is determined by the intention to carry out the behavior. In this theory, individual behavior is associated with three causes, namely behavioral beliefs that lead to favorable or unfavorable attitudes toward behavior, normative beliefs that lead to perceived social pressure or subjective norms, and control beliefs that lead to perceived behavioral control. This theory is based on the assumption that people often act with feelings.



Every individual will always consider everything, both internally and externally, with consequences and all things that are influenced or influence behavior. All the considerations made by the individual will ultimately lead to an intention (Wahyuningsih, 2018).

### **3. Attitude**

Attitude is an evaluation of beliefs and positive or negative feelings from individuals in carrying out certain behaviors (Jogiyanto, 2007: 36). According to Kotler (2002) attitude is an individual's judgment, emotional feelings, and tendencies towards behavior that is liked or disliked and lasts a long time from an individual towards an object (Ningtyas et al., 2021). Attitude is a description of the results of an individual's evaluation of an object, namely feelings of liking or disliking. Individuals will tend to have more intentions to do something if the activity is something they like (Huda et al., 2018).

Attitude is manifested through three parts consisting of: Cognitive Components; Affective Component; Conative Component (Suryani, 2012: 162–163). Attitude indicators consist of: Feeling like ; Trust; Halal label is important; Belief in halal (Baihaqi et al., 2021). Attitude according to Fisbein and Ajzen (1975) is a factor found in individuals in giving positive or negative answers, accepting or rejecting the assessment of an object (Jogiyanto, 2007: 36). Attitude will show the individual's belief in personal assessment of good compliance. Therefore, if the attitude is getting stronger, the consumer's intention and decision to buy will be stronger (Wahyuningsih, 2018).

In previous research conducted by Wahyuningsih (2018), it showed that the influence of attitude had a positive and significant effect on consumer intentions. In the research of Ningtyas et al., (2021) it also shows that the attitude variable has a positive and significant influence on interest. Therefore, based on the theory and previous research, the following hypotheses can be put forward:

**H1: Attitude has a positive effect on the intention to purchase cosmetic products**

### **Subjective Norms**

#### **4. Subjective Norms**

Subjective norms are a person's understanding of other people's beliefs that can affect the intention to perform or not perform the behavior under consideration (Jogiyanto, 2007: 42). According to Fishbein and Azjen (2005) in general subjective norms have two components, namely as follows: *Normative beliefs* ; Motivation to comply ( *motivation to comply* ).

The subjective norm indicators consist of: The influence of important people; Invite friends; Family influence (Baihaqi et al., 2021)

Subjective norms according to Fishbein and Ajzen (1977) are individual beliefs about whether or not to perform a behavior. Subjective norms indicate recommendations from individuals/groups of individuals influencing or following these recommendations. The higher the subjective norm, the higher the purchase intention. On the other hand, the lower the subjective norm, the lower the purchase intention (Efendi et al., 2020).

In a previous study conducted by Efendi et al., (2020) stated that consumer behavior in this case subjective norms has a positive and significant influence on purchase intention. Research by Haro (2018) also shows the same result that subjective norms have a positive and significant influence on purchase intention. Therefore, based on the theory and previous research, the following hypotheses can be put forward:

**H2: Subjective Norms have a positive effect on the purchase intention of cosmetic products.**

### **5. Behavior Control**

Behavioral control according to Ajzen (2012) is defined as how far individuals believe and feel they have the ability to do something (Huda et al., 2018). Behavioral control is defined as the ease/difficulty of carrying out certain behaviors (Jogiyanto, 2007: 64). Behavioral control affects intentions on the assumption that behavioral control perceived by a person will provide a motivational link to that person. Behavioral control affects directly or indirectly through behavioral intentions (Efendi et al., 2020). Behavioral control according to Ajzen (2006) has two components, namely: *Control Belief*; *Perceive Power*; *Perceive power* (Dian and Rinaldi, 2020). Behavioral control indicators consist of: Ability to buy; Knowledge to buy; Ability to use; Knowledge to use (Baihaqi et al., 2021).

Behavioral control is defined as the ease or difficulty in carrying out certain behaviors (Jogiyanto, 2007: 64). Behavioral control according to Ajzen (2012) is defined as an individual's belief or ability in carrying out a thing. When individuals have a sense of ability, their intentions will be greater when taking an action (Huda et al, 2018). Previous research conducted by Huda et al., (2018) shows that consumer behavior in this case behavioral control has a significant influence on purchase intentions. Research (Baihaqi et al., 2021) also shows behavioral control significantly and favorably affects the desire to purchase. Thus, the following theories can be proposed in light of the theory and earlier studies:

**H3: Behavioral control has a positive effect on the purchase intention of cosmetic products.**

## **6. Halal Label**

A label according to Kotler and Keller (2013) is a name, designation, sign, symbol, design or combination thereof that serves to identify goods and services from one seller and differentiate them from competitors (Suryowati and Nurhasanah, 2020). The existence of a label is a sign attached to the packaging of a particular product that provides information regarding what is in the product. Meanwhile, halal comes from Arabic which means to release or not be bound. Etymologically, halal is defined as things that can be done freely by things that forbid it (Izzuddin, 2018). The halal label provides proof of the halal sign or guarantee of the halalness of the product such as halal writing in Arabic and other writings as well as provisions from the minister of religion. Halal labels provide legal guarantees for the product in question to be halal for consumption and use by the public in accordance with Islamic provisions (Suryowati and Nurhasanah, 2020).

Halal certification is a written fatwa issued by the Indonesian Ulema Council (MUI) which shows that the product is halal according to Islamic law (Izzuddin, 2018). The existence of halal certification as a condition for obtaining permission to include a halal label on a product. Regulations regarding the placement of halal labels on product packaging are written in Law Number 33 of 2014 concerning Halal Product Guarantee. Article 38 states that if business actors already have halal certification, they are required to include halal labels on product packaging and certain parts and places on a product (LPPOM MUI, 2021). The existence of a halal label as a marker of the halalness of a product, its inclusion must be easy to see and read by the public. The inclusion of the halal label must be ensured that it is not easily removed, removed, and damaged, and is carried out according to the provisions (BPJPH, 2022). Halal label indicators consist of: Images, are the outcome of imitation in the form of patterns or shapes created using writing instruments; Writing is the outcome of writing with the intention of being read; The result of combining writing and images into a single piece is called a combination of the two; Sticking to the package is when anything is affixed to a product's packaging, whether on purpose or accidentally. (Hidayati and Yuliandani, 2020).

Halal label is the provision of a halal sign or proof of product halal assurance such as halal writing in Arabic and other letters as well as a code from the minister of religion. The

halal label provides legal guarantees that the product is halal for consumption and use by the community according to Islamic provisions Suryowati and Nurhasanah (2020). People, especially Muslims, will feel safe and comfortable when using products that have a halal label on the packaging, so that it can increase consumer confidence (Nanda and Ikawati, 2020). Previous research conducted by Rosida (2018) shows that *labeling* (halal label) has an influence on the intention to purchase halal cosmetics. Research by Hidayati and Yuliandani (2020) shows the same result, namely the halal label has a positive and significant influence on buying interest. Therefore, based on the theory and previous research, the following hypotheses can be put forward:

**H4: Halal label has a positive effect on the purchase intention of cosmetic products Attitudes, Subjective Norms, Behavior Control, and Halal Labels**

The influence of attitudes, subjective norms, behavioral control, and halal labels on the intention to purchase cosmetic products. Attitude according to Fisbein and Ajzen (1975) is a factor contained in the individual to give positive or negative answers, accept or reject the assessment of an object (Jogiyanto, 2007: 36). Subjective norms indicate recommendations from individuals/groups of individuals influencing or following these recommendations. If the subjective norm is higher, the purchase intention will be higher (Efendi et al, 2020). The behavioral control according to Ajzen (2012) is defined as the belief or individual ability to carry out a thing. When individuals have a sense of ability, their intentions will be even greater when taking an action (Huda et al, 2018). Halal label is the provision of a halal sign or proof of product halal assurance such as halal writing in Arabic and other letters as well as a code from the minister of religion. Halal labels provide legal guarantees that the product is halal for consumption and use by the public in accordance with Islamic provisions (Suryowati and Nurhasanah, 2020). People, especially Muslims, will feel safe and comfortable when using products that have a halal label on the packaging, so that it can increase consumer confidence (Nanda and Ikawati, 2020).

Previous research conducted by Ningtyas et al. (2021) shows that attitudes, subjective norms, and behavioral control simultaneously affect buying interest. Another study conducted by Efendi et al., (2020) shows that subjective norms, perceptions of behavioral control and religiosity simultaneously affect purchase intentions. Research conducted by Rosida (2018) shows that *labeling* variables have an influence on the purchase intention of halal cosmetics. Research by Hidayati and Yuliandani (2020) shows the same result, namely the halal label has

a positive and significant influence on buying interest. Therefore, based on the theory and previous research, the following hypotheses can be put forward:

**H5: Attitudes, subjective norms, behavioral control, and halal labels have a simultaneous positive effect on the purchase intention of cosmetic products.**

### C. METHODOLOGY

In this study, the research method used is quantitative research, this is because the data obtained are in the form of statistics and numbers from the results of questionnaire processing (Susulah, 2017). In this study, the type of causal relationship research is a causal relationship between the independent variable and the dependent variable (Sugiyono, 2020: 66). Causal relationship research aims to determine how a variable affects other variables or the relationship between the dependent and independent variables.

The population is a general area, namely objects or subjects with certain characteristics and quantities to be studied and concluded which were previously determined by researchers (Sugiyono, 2020: 126).

In this study, the population was students of Islamic Higher Education in Purwokerto which consisted of UIN Prof. KH Saifuddin Zuhri Purwokerto, Purwokerto Muhammadiyah University, and Purwokerto Nahdlatul Ulama University who assumed that the three were Islamic religious colleges in Purwokerto based on Islamic values and Muslim students became the main targets with considerations in Islam that clearly regulates consumption or use. Lawful.

The sample is an element of the characteristics and population size that must truly represent (Sugiyono, 2020: 127). The researcher will focus the sample on active students of all generations of Islamic religious colleges in Purwokerto as many as 26,831 students. Researchers used the slovin formula because the total population was known in this study, the number of samples used was 395.

The data analysis technique in this study was through statistical tests to process primary data collected from questionnaires. Data analysis with Multiple Linear Regression Analysis where Multiple linear regression analysis aims to examine the effect between the dependent variable (the dependent variable) and two or more independent variables (the independent variable). To determine the effect of attitude (X 1), subjective norm (X 2), behavioral control (X 3), halal label (X 4) on the intention to purchase cosmetic products (Y) then (Suliyanto, 2011: 54–55).

## D. THE RESULT OF THE ANALYSIS

### 1. Data Instrument Test Results

**Table 1. Validity Test**

Variabel	No. Item	Nilai r hitung	Nilai r tabel	Keterangan
Sikap (X <sub>1</sub> )	X1.1	0,727	0,083	Valid
	X1.2	0,756	0,083	Valid
	X1.3	0,754	0,083	Valid
	X1.4	0,693	0,083	Valid
Norma Subyektif (X <sub>2</sub> )	X2.1	0,767	0,083	Valid
	X2.2	0,777	0,083	Valid
	X2.3	0,703	0,083	Valid
Kontrol Perilaku (X <sub>3</sub> )	X3.1	0,736	0,083	Valid
	X3.2	0,776	0,083	Valid
	X3.3	0,760	0,083	Valid
	X3.4	0,792	0,083	Valid
Label Halal (X <sub>4</sub> )	X4.1	0,702	0,083	Valid
	X4.2	0,658	0,083	Valid
	X4.3	0,640	0,083	Valid
	X4.4	0,733	0,083	Valid
Intensi Pembelian (Y)	X5.1	0,814	0,083	Valid
	X5.2	0,840	0,083	Valid
	X5.3	0,862	0,083	Valid
	X5.4	0,838	0,083	Valid
	X5.5	0,777	0,083	Valid

Source : Primary data processed 2024

Based on the results of the instrument test consisting of validity and reliability tests below, it shows that all data are valid and reliable.

**Table 2. Reliability Test**

Variabel	Koefisien Cronbach Alpha	Keterangan
Sikap (X <sub>1</sub> )	0,708	Reliabel
Norma Subyektif (X <sub>2</sub> )	0,617	Reliabel
Kontrol Perilaku (X <sub>3</sub> )	0,765	Reliabel
Label Halal (X <sub>4</sub> )	0,613	Reliabel
Intensi Pembelian (Y)	0,896	Reliabel

Source : Primary data processed 2024

### 2. Multiple Linear Regression Test Results

**Table 3. t test**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	5.078	2.295		2.213	.027
1 Sikap	.249	.071	.170	3.503	.001
1 Norma Subyektif	.257	.097	.125	2.655	.008
Kontrol Perilaku	.282	.068	.202	4.136	.000
Label Halal	.255	.088	.138	2.889	.004

Source : Primary data processed 2024

Based on the results of the t-test calculation (partial test) that has been carried out, it shows that H1 is accepted, namely attitude (X1) partially has a positive effect on purchase intention (Y). Attitudes can be used as a benchmark for respondents when planning a purchase, namely through purchase intentions. So with the results of this study, the higher the feeling of liking, trust, the importance of halal labels, and trust in the halalness of a cosmetic product, the higher the respondent's intention to plan to purchase the product. From the results of the questionnaire distribution, it can be seen that the indicator of trust that dominates the students of UIN Prof. KH Saifuddin Zuhri Purwokerto, Purwokerto Muhammadiyah University and Purwokerto Nahdlatul Ulama University when planning to purchase cosmetic products. This shows that students believe in cosmetic products that function to protect and care for the skin for the better. Therefore, attitude can be one of the things that determine Islamic religious college students in Purwokerto when they intend to purchase cosmetic products. The study's findings are consistent with the Theory of Planned Behavior (TPB), which holds that an individual's attitude is an assessment of their thoughts and sentiments, whether favorable or unfavorable, when engaging in particular behaviors (Jogiyanto, 2007: 36). Individuals will tend to have more intentions to take action if it is something they like. The results of this study are in line with previous research by (Wahyuningsih, 2018) which shows that attitudes have a positive and significant influence on consumer intentions.

Based on the results of the calculation of the t test (partial test) which has carried out shows that H2 is accepted i.e. the norm subjective (X2) by Partial take effect positive to intention purchase (Y). Subjective norms can be used as a benchmark for respondents when planning a purchase, namely through purchase intentions. It can be concluded that UIN students Prof. KH Saifuddin Zuhri Purwokerto, University of Muhammadiyah Purwokerto and University of Nahdlatul Ulama Purwokerto when planning a purchase of cosmetic products are influenced by the surrounding environment such as people who are considered important, friends, and family. From the results of the questionnaire distribution, it can be seen that the friend indicator most influences students when planning the purchase of cosmetic products. However, other indicators such as people who are considered important and family remain influential but not dominant. So that when the greater the influence norm subjective so will the more big also Intense i respondents to plan the purchase of cosmetic products. Therefore, subjective norms can be one of the things that

determine Islamic religious college students in Purwokerto when they intend to purchase cosmetic products. The study's findings are consistent with the Theory of Planned action (TPB), which holds that an individual's subjective norm of societal pressure to engage in or refrain from engaging in an action will influence their intention. In order to motivate someone to act, a person will intend to carry out a behavior if he believes that the opinions of others around him are significant. The study's findings are consistent with earlier research by Efendi et al. (2020), which shown that subjective norms had a favorable and significant impact on purchase intentions in this instance.

Based on the results of the calculation of the t test (partial test) that has been carried out, it shows that H 3 is accepted, namely behavioral control (X3) partially has a positive effect on purchase intention (Y). Behavioral control can be used as a benchmark for respondents when planning a purchase, namely through purchase intentions. This can also be seen in the characteristics of the respondents, which are based on pocket money per month, students at UIN Prof. KH Saifuddin Zuhri Purwokerto, University of Muhammadiyah Purwokerto and University of Nahdlatul Ulama Purwokerto on average have pocket money per month in the range of IDR 100,000 - IDR 500,000, - or 58.7%. From these results it is explained that students have behavioral control in this case the ability to buy cosmetic products because their pocket money is between Rp 100,000, - - Rp 500,000, - where the average price of cosmetic products on the market is below Rp 100,000, - per item so that there are description the shows that students have the potential to make cosmetic purchase intentions.

Meanwhile, from the results of distributing questionnaires, it can be seen that the indicator of knowledge to use the most affects students when planning the purchase of cosmetic products. Therefore, the greater the influence of each individual regarding the ability and knowledge of the individual to buy and use cosmetic products, the greater the respondent's intention to plan the purchase of cosmetic products. So that behavioral control can be one of the things that determine Islamic religious college students in Purwokerto when they make the intention to purchase cosmetic products. The study's findings are consistent with the Theory of Planned Behavior (TPB), which holds that behavioral control is the extent to which people think they can accomplish a task (Huda et al., 2018). Intentions are influenced by behavioral control on the presumption that a person's perception of behavioral control will serve as a motivating factor for them. Through behavioral intentions, behavioral control has an impact either directly or indirectly (Efendi et al., 2020). The study's



findings are consistent with earlier research by Baihaqi et al. (2021), which demonstrates that behavioral control significantly and favorably affects purchasing interest.

Based on the results of the calculation of the t-test (partial test) that has been carried out, it shows that H4 is accepted, namely the halal label (X4) partially has a positive effect on purchase intention (Y). The halal label can be used as a benchmark for respondents when planning a purchase, namely through purchase intentions. The existence of a halal label can be a guarantee that a product is safe and good for consumption for individuals before making a purchase. From the results of distributing questionnaires, it can be seen that the most dominant indicator in influencing the cosmetic purchase plan is the halal label attached to the product packaging which will make it easier for UIN Prof. KH Saifuddin Zuhri Purwokerto, Purwokerto Muhammadiyah University and Purwokerto Nahdlatul Ulama University in finding out information and confidence in the quality of cosmetic products.

Therefore, the higher the individual's understanding of the existence of halal labels on cosmetic product packaging, the higher the respondent's intention to plan to purchase good and halal cosmetic products to use. Because of this, the halal label can be one of the things that determine Islamic religious college students in Purwokerto when they intend to purchase cosmetic products. Halal label is one of the factors in influencing a person's purchase intention. A person's choice of goods will be influenced by the inclusion of halal labels, which are crucial and essential (Rosida, 2018). The findings of this study are consistent with earlier research by Hidayati and Yuliandani (2020), which demonstrated that consumer interest was positively and significantly influenced by the halal label.

**Table 4 Test F**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	612.570	4	153.143	15.580	.000 <sup>a</sup>
Residual	3853.097	392	9.829		
Total	4465.668	396			

*Source : Primary data processed 2024*

Purchase intention is positively impacted by the variables of attitude, subjective norm, behavioral control, and halal label, according to the results of the f test (simultaneous test) calculation. Attitudes, subjective norms, behavior control, and halal label becomes reject measuring respondent when will plan something purchase is through purchase intention. Attitudes, subjective norms, behavioral control, and halal labels are the things

that underlie UIN Prof. KH Saifuddin Zuhri Purwokerto, Purwokerto Muhammadiyah University and Purwokerto Nahdlatul Ulama University when planning a purchase. Of the four independent variables, the behavioral control variable most influences students in making purchase intentions. This is in accordance with the researcher's observation that basically when students have a sense of ability and knowledge of a cosmetic product, they will tend to have ease in making intentions. Purchase.

The results of this study are in accordance with the Theory of Planned Behavior (TPB) which is used to understand individual behavior in detail. The behavioral ability of each individual is determined by the intention or intention to carry out the behavior. In the theory of planned behavior, it is found that attitude factors, subjective norms and behavioral control significantly affect individual behavior intentions. Attitudes and behavioral control are internal factors in individuals that influence consumer behavior towards purchase intentions, and subjective norms are external factors for individuals (Wahyuningsih, 2018). In addition, the halal label is also a factor in influencing a person's purchase intention. The inclusion of halal labels on products is very important and becomes a necessity that will affect a person's decision on a product (Rosida, 2018). The results of this study are in line with previous research by Ningtyas et al., (2021) which showed that attitudes, subjective norms, and behavioral control simultaneously affected interest in buy.

## **E. CONCLUSION**

Based on the results of data analysis and hypothesis testing that have been described in the previous chapter, conclusions can be drawn from this study as follows: Attitude partially has a positive influence on the intention to purchase cosmetic products. The higher the feeling of liking, trust, the importance of halal labels, and trust in the halalness of a cosmetic product, the higher the respondent's intention to plan the purchase of cosmetic products. The indicator on the attitude variable that influences the most is the indicator trust; Subjective norms partially have a positive influence on the purchase intention of cosmetic products. The greater the influence of people who are considered important, friends, and family, the greater the respondent's intention to plan the purchase of cosmetic products. Indicators on subjective norm variables that most influence are indicators friend; Behavioral control partially has a positive effect on the purchase intention of cosmetic products. If the greater the influence of each individual related to the ability and

knowledge of the individual to buy and use cosmetic products, the greater the respondent's intention to plan the purchase of cosmetic products.

The indicator on the behavioral control variable that most influences is the knowledge indicator for use ; Halal label partially has a positive influence on the purchase intention of cosmetic products. The higher the individual's understanding of the existence of halal labels on cosmetic product packaging, the higher the respondent's intention to plan the purchase of good and halal cosmetic products to use. Indicator on the most influencing halal label variable is the indicator of the halal label attached to the packaging ; Attitudes, subjective norms, behavioral control, and halal labels simultaneously have a positive influence on the purchase intention of cosmetic products. Of the four independent variables, the behavioral control variable most influences students in making purchase intentions. This is in accordance with the researcher's observation that basically when students have a sense of ability and knowledge of a cosmetic product, they will tend to have ease in making intentions. purchase.

Some research suggestions include : For cosmetic manufacturers who do not meet product halal standards, they are expected to immediately register their products so that they have halal certification and halal labels that will increase the value of these cosmetic products ; Consumers, especially students of Islamic religious colleges in Purwokerto, in planning the purchase of a cosmetic product must be more careful because the cosmetics themselves will later be used and attached to the skin of the body so that when carrying out worship it is necessary to pay attention to the composition of products that are safe, good, and halal to use. daily ; This research is only about the intention to purchase cosmetic products, it is hoped that further researchers can examine not only the intention but also the buying behavior consumers ; The next researcher can develop the halal label variable into a mediating variable or a moderating variable by using a different analysis from the research this.

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