Purchase Intensity of Halal Cosmetics among Muslim Consumers: A Theory of Consumption Values Approach

ABSTRACT - Given the growing demand for halal cosmetics, understanding the drivers of purchasing behavior among Muslim consumers is essential. This study applies the Theory of Consumption Values (TCV) to examine the purchase intensity of halal cosmetics. The research was conducted among 194 Muslim consumers in the Jakarta Metropolitan Area, Indonesia, a significant market for halal goods. Using a quantitative methodology, survey data were analyzed with Partial Least Squares Structural Equation Modeling (PLS-SEM). The results indicated that emotional value exerted the strongest influence on purchase intensity, followed in significance by functional, social, and conditional values. In contrast, epistemic value did not demonstrate a significant impact. These findings provide actionable insights for the halal cosmetics industry, highlighting the importance of developing products and marketing strategies that enhance emotional appeal, showcase functional benefits, leverage social influence, and optimize conditional triggers.

ABSTRAK - Intensitas Pembelian Kosmetik Halal di Kalangan Konsumen Muslim: Pendekatan Theory of Consumption Values. *Meningkatnya permintaan kosmetik halal di kalangan konsumen Muslim membuat penting untuk memahami faktor-faktor pendorong perilaku pembelian mereka. Studi ini menerapkan Teori Consumption Values (TCV) untuk menguji intensitas pembelian kosmetik halal. Penelitian dilakukan terhadap 194 konsumen Muslim di Wilayah Metropolitan Jakarta, Indonesia, yang merupakan salah satu pasar signifikan untuk produk halal. Menggunakan metodologi kuantitatif, data survei dianalisis dengan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa nilai emosional memberikan pengaruh terkuat terhadap intensitas pembelian, diikuti secara signifikan oleh nilai fungsional, sosial, dan kondisional. Sebaliknya, nilai epistemik tidak menunjukkan dampak yang signifikan. Temuan ini memberikan wawasan yang dapat ditindaklanjuti bagi industri kosmetik halal, menekankan pentingnya pengembangan produk dan strategi pemasaran yang meningkatkan daya tarik emosional, menonjolkan manfaat fungsional, memanfaatkan pengaruh sosial, dan mengoptimalkan pemicu kondisional.*

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INTRODUCTION

The global cosmetics industry has witnessed substantial growth within the Muslim consumer market. In 2022, spending on cosmetics by Muslim consumers reached USD 84 billion, a 14.3% increase from the previous year, and is projected to expand at a compound annual growth rate (CAGR) of 8.9% to reach USD 129 billion by 2027 (DinarStandard, 2023). This upward trend, coupled with a heightened awareness of religious and ethical principles, has led to a growing preference for halal-certified cosmetic products, thereby increasing their global popularity (Hasan et al., 2024).

As a nation with a Muslim-majority population, Indonesia represents one of the largest markets for halal cosmetics. The government actively supports this sector through Regulation No. 39 of 2021, which mandates halal certification requirements under the Halal Product Assurance Sector. The "State of Global Islamic Economy Report 2023/2024" identifies Indonesia as the second-largest consumer market for halal cosmetics, with expenditures totaling USD 5.4 billion. Furthermore, it ranks as the fifth-largest importer (USD 1 billion) and the leading destination for investment in the sector. Despite these strong domestic indicators, Indonesia ranks only fifth in the global halal cosmetics indicator and is notably absent from the top ten exporting countries (DinarStandard, 2023).

These achievements, while significant, are insufficient to realize the vision of the Indonesian Halal Industry Master Plan 2023–2029, which aims to establish "Indonesia as the center of the world halal industry," with halal cosmetics designated as a core industrial category (KNEKS, 2023). The domestic industry faces considerable challenges, including intense competition from both local and imported non-halal-labeled cosmetics (Ferdinand & Ciptono, 2022). In response, the National Committee for Islamic Economy and Finance (KNEKS) has proposed a strategy focused on enhancing competitiveness and strengthening halal brands. A foundational step toward achieving this goal is to develop a comprehensive understanding of the preferences of Muslim consumers, who constitute the primary market for these products (Ibrahim , 2018).

The Jakarta Metropolitan Area *(Jabodetabek),* comprising Jakarta, Bogor, Depok, Tangerang, and Bekasi, serves as a critical region for this investigation. With a Muslim population of 29.04 million as of 2023 (Statistics Indonesia, 2023), this area is Indonesia's primary economic and business hub. Its population is characterized by high purchasing power, demographic diversity, an urban lifestyle, and broad access to a wide array of brands, making it an ideal setting for examining consumer preferences for halal cosmetics.

For Muslim consumers, the halal integrity of a cosmetic product is a significant factor in their purchasing decisions (Jailani et al., 2024). Within the established consumer behavior model, the purchase decision is followed by post-purchase behavior, a stage where consumer satisfaction dictates the likelihood of repurchase (Kotler et al., 2022). Continuous repurchase is a key indicator of purchase intensity, defined as a behavioral response reflecting a consumer's willingness to repeatedly buy a product (Astuti & Putri, 2018). The study of purchase intensity is therefore crucial for understanding long-term consumer loyalty and provides practical insights for developing effective marketing strategies, expanding market penetration, and increasing sales (Liu & Forsythe, 2011).

A primary driver of consumer behavior toward halal cosmetics is perceived value—the overall benefit a consumer derives from a product (Handriana et al., 2020). The Theory of Consumption Values (TCV) offers a robust framework for analyzing this phenomenon by positing that consumer choice is a function of five distinct values: functional, social, emotional, epistemic, and conditional (Sheth et al., 1991). Functional value relates to a product's utilitarian performance; social value is derived from its association with demographic or socioeconomic groups; emotional value pertains to the feelings or affective states it generates; epistemic value satisfies a desire for knowledge, novelty, or curiosity; and conditional value is contingent upon a specific situation or context.

Despite its relevance, the application of TCV to halal cosmetics consumer behavior in Indonesia remains limited. Existing studies have established significant relationships between consumption values and behavioral precursors. For instance, Huriah et al. (2022) found that conditional, epistemic, and emotional values significantly influenced purchase intention for halal cosmetics. Similarly, Rachman and Amarullah (2024) demonstrated that all five consumption values positively affect consumer attitudes. However, these studies concentrate on intention and attitude rather than on actual post-purchase behavior. This study addresses this research gap by shifting the analytical focus to purchase intensity, a critical behavioral outcome reflecting sustained consumer commitment. By examining how the five consumption values influence this behavior within the dynamic and diverse market of the Jakarta Metropolitan Area, this research extends the current literature.

This study aims to analyze the influence of consumption values on the purchase intensity of halal cosmetics among Muslim consumers in the Jakarta Metropolitan Area, guided by the TCV framework. The research offers distinct theoretical and practical contributions. Theoretically, it provides empirical evidence on how consumption values shape post-purchase behaviors, an under-explored area in halal market research. Practically, the findings will equip the halal cosmetics industry with actionable insights into the factors driving sustained consumer engagement. By understanding the value dimensions that foster purchase intensity, businesses can refine product development, enhance marketing strategies, and build stronger brand loyalty, thereby more effectively meeting market demands.

LITERATURE REVIEW

Theory of Consumption Values

The Theory of Consumption Values (TCV) provides a comprehensive framework for understanding the determinants of consumer decision-making processes, including product purchase decisions, preferences among product categories, and brand selection (Sheth et al., 1991). This multidisciplinary theory synthesizes insights from economics, sociology, psychology, marketing, and consumer behavior to examine individual decision-making across diverse products and services, encompassing both tangible and intangible offerings (Yeo et al., 2016). Empirical research has consistently validated the significant role of consumption values in predicting and explaining consumer behavior, demonstrating their positive influence on purchase decisions (Bahoo et al., 2024; Mason et al., 2023).

The TCV framework identifies five distinct categories of consumption values that drive consumer choice behavior. Functional value represents the perceived utility derived from a product's practical performance and ability to satisfy functional or physical needs. Social value encompasses the perceived benefits associated with a product's capacity to enhance social status or facilitate identification with specific social groups. Emotional value refers to the utility obtained from a product's ability to evoke particular emotions or affective responses. Epistemic value captures the perceived benefits arising from a product's potential to stimulate curiosity, provide novelty, or satisfy knowledge-seeking behavior. Finally, conditional value pertains to the situational utility that emerges under specific circumstances or conditions faced by the decision-maker (Sheth et al., 1991).

Within the context of Islamic consumer behavior, the integration of religious and ethical considerations with the TCV framework becomes particularly relevant for understanding Muslim consumption patterns. Empirical evidence demonstrates that Muslim consumers across various product and service categories—including halal food (Muhamed et al., 2019), halal cosmetics (Wei et al., 2020), Islamic mobile banking (Thye Goh et al., 2014), Islamic investment (Amin, 2021), Muslim-friendly accommodation (Osman et al., 2024), and halal tourism (Rodrigo & Turnbull, 2019)—are significantly influenced by the consumption values outlined in TCV. These findings underscore the critical role of consumption values in shaping purchase decisions across diverse sectors within Muslim markets and illustrate how the intersection of religious principles and consumer decision-making processes influences sustained purchasing behavior in Islamic contexts.

Purchase Intensity

Purchase intensity represents a critical dimension of post-purchase consumer behavior that reflects the frequency and consistency of repurchase decisions. Conceptually, purchase intensity encompasses consumers' propensity to engage in repeat purchases and their willingness to recommend products to others, serving as an indicator of consumer loyalty and satisfaction (Astuti & Putri, 2018). This behavioral construct manifests as repetitive buying patterns that demonstrate consumers' sustained commitment to continuous product acquisition (Putra & Hario, 2019). Furthermore, purchase intensity is characterized by regular product usage behavior, which reflects underlying consumer trust and satisfaction with the product's performance and attributes.

The measurement of purchase intensity provides valuable insights into consumer engagement levels and serves as a predictor of long-term customer relationships. High purchase intensity indicates strong consumer preference and commitment, while low intensity may signal dissatisfaction or the presence of competitive alternatives. Understanding purchase intensity patterns enables businesses to assess customer loyalty, predict future revenue streams, and develop targeted retention strategies.

Halal Cosmetics

The regulatory framework governing cosmetic products in Indonesia defines cosmetics as substances or formulations intended for application to external parts of the human body, including the epidermis, hair, nails, lips, external genitalia, teeth, and oral mucous membranes.

These products serve multiple functions, including cleansing, fragrance enhancement, appearance modification, body odor improvement, and body condition maintenance (BPOM, 2022). The Indonesian Food and Drug Authority recognizes 21 distinct categories of cosmetic products, which Liew et al. (2024) have consolidated into ten primary categories: baby products, bath products, makeup products, fragrance products, hair products, manicuring products, oral hygiene products, personal cleanliness products, shaving products, and skincare items.

The halal certification of cosmetic products is governed by the Indonesian Council of Ulama (MUI) Fatwa No. 26 of 2013, which establishes standards for halal cosmetics and their appropriate usage. According to this regulation, cosmetics intended for ornamental purposes are permissible provided that the constituent materials are halal and pure, the intended use is lawful, and the products do not cause harm to users (MUI, 2013). This regulatory framework is grounded in the Islamic jurisprudential principle "*Al-Ashlu fil Asyya'i an-nafi'ati al-ibahah, wa fil asyya'i adh-dharati al-hurmah*," which establishes that beneficial substances are inherently permissible while harmful substances are prohibited.

The distinction between halal and non-halal cosmetics extends beyond religious compliance to encompass safety and quality considerations. Halal cosmetics are perceived as hygienic and safe due to stringent certification requirements and ingredient scrutiny. Conversely, non-halal products may present risks due to uncertainties regarding ingredient safety and the potential inclusion of prohibited substances (Wisudanto et al., 2024). This quality differential contributes to the growing preference for halal-certified cosmetic products among Muslim consumers.

Muslim Consumers

Consumer behavior in Islamic contexts is characterized by distinctive features that differentiate Muslim consumers from their non-Muslim counterparts. While conventional consumer theory suggests that rational consumers select products that maximize utility and satisfaction (Mankiw, 2024), Muslim consumers operate within additional constraints imposed by Islamic principles and jurisprudence. These consumers must ensure compliance with halal requirements as stipulated in Islamic law, making their consumption decisions multidimensional (Ishak et al., 2019).

The consumption behavior of Muslim consumers extends beyond mere need satisfaction and utility maximization to encompass religious and ethical considerations. Islamic teachings emphasize the importance of consuming halal and *tayyib* (pure and wholesome) products, as referenced in the Holy Quran (Chapter 2:168). This religious imperative requires Muslim consumers to evaluate both the permissibility and quality of products and services, integrating spiritual considerations into their economic decision-making processes. Consequently, Muslim consumer behavior reflects a synthesis of economic rationality and religious compliance, creating unique consumption patterns that distinguish this market segment.

Conceptual Framework and Hypotheses

The conceptual framework for this study is anchored in the Theory of Consumption Values (TCV), which identifies five consumption values that collectively influence consumer behavior. This research builds upon previous empirical studies conducted by Huriah et al. (2022), Liew et

al. (2024), Rachman and Amarullah (2024), and Wei et al. (2020), which have collectively demonstrated the significant influence of functional, emotional, social, epistemic, and conditional values on consumer behavior toward halal cosmetics.
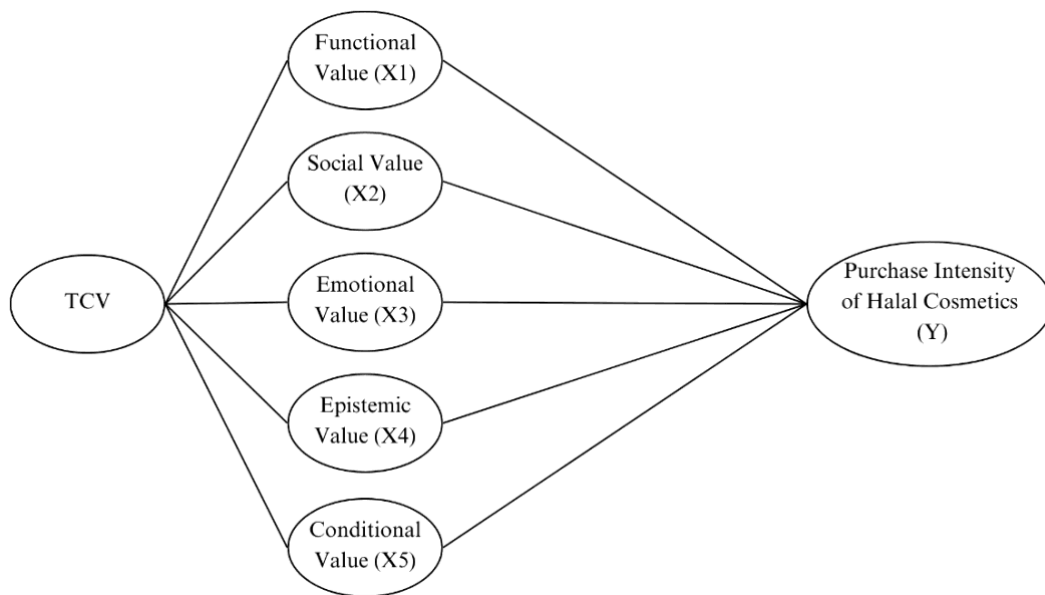

Figure 1. Conceptual Framework

Based on the theoretical foundation and empirical evidence from prior research, this study proposes the following hypotheses:

H_1: Functional value positively influences the purchase intensity of halal cosmetics.
H_2: Social value positively influences the purchase intensity of halal cosmetics.
H_3: Emotional value positively influences the purchase intensity of halal cosmetics.
H_4: Epistemic value positively influences the purchase intensity of halal cosmetics.
H_5: Conditional value positively influences the purchase intensity of halal cosmetics.

METHODOLOGY

Research Design

This study adopted a quantitative research design to empirically test a theoretical model grounded in the Theory of Consumption Values (TCV). The objective was to examine the predictive influence of five consumption values on the purchase intensity of halal cosmetics. Following a cross-sectional approach, data were collected at a single point in time to analyze the relationships between the predictor variables and the outcome variable (Creswell & Creswell, 2022). The research was conducted within the Jakarta Metropolitan Area, Indonesia, a significant market for halal products.

Population and Sampling

The target population for this research comprised Muslim consumers who purchase and use halal cosmetic products. A non-probability, purposive sampling technique was utilized to recruit participants. This method was deemed appropriate to ensure that all respondents met specific inclusion criteria: 1) identifying as Muslim, and 2) being a current consumer of halal-certified

cosmetics. This targeted approach ensures the relevance of the collected data to the research questions. The final sample consisted of 194 valid responses.

Data Analysis

The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the SmartPLS 4.0 software. PLS-SEM was selected for its suitability in prediction-oriented research and its robustness in handling complex models with multiple constructs, which is characteristic of the TCV framework (Hair et al., 2022). The validity of this analytical approach is well-established in consumer behavior and marketing research (Zeng et al., 2021). The analysis followed the recommended two-stage procedure:

1. Measurement Model (Outer Model) Assessment
   The reliability and validity of the constructs were evaluated. This involved examining indicator loadings, Cronbach's alpha, composite reliability (CR), and average variance extracted (AVE) to ensure the quality of the measurement instruments.
2. Structural Model (Inner Model) Assessment
   After confirming the adequacy of the measurement model, the structural model was analyzed to test the hypothesized relationships between the consumption values and purchase intensity.

Structural Model Specification

The structural model was specified based on the theoretical framework, positing that the five dimensions of consumption value directly influence purchase intensity. The relationship is represented by the following linear equation:

$$Y = \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \varepsilon \tag{1}$$

Where:

Y = Purchase intensity of halal cosmetics
$X1$ = Functional value
$X2$ = Social value
$X3$ = Emotional value
$X4$ = Epistemic value
$X5$ = Conditional value
$\beta1, \beta2, \beta3, \beta4, \beta5$ = Path coefficients representing the strength and direction of relationships
ε = Error term

RESULT AND DISCUSSION

Demographic Profile

The study involved 194 respondents, with the majority residing in Bogor (48.97%), followed by Jakarta (22.68%), Bekasi (13.40%), Depok (8.25%), and Tangerang (6.70%). Female respondents accounted for 73.71% of the sample, while males comprised 26.29%. Most respondents were aged 17 to 22 years (88.14%), with smaller proportions in the age groups of 23 to 28 years (9.79%), 29 to 35 years (1.03%), and above 35 years (1.03%). Students

represented the largest occupational category (85.05%), followed by private employees (8.25%), others (5.15%), and civil servants (1.55%). Among halal cosmetics categories, skincare was the most purchased product (77.32%), while manicuring products were the least purchased (23.20%).

Table 1. Respondents' Demographic Profile

Characteristic	Category	Frequency	Percentage
Region	Jakarta	44	22.68%
	Bogor	95	48.97%
	Depok	16	8.25%
	Tangerang	13	6.70%
	Bekasi	26	13.40%
Gender	Male	51	26.29%
	Female	143	73.71%
Age Group	17 to 22 years	171	88.14%
	23 to 28 years	19	9.79%
	29 to 35 years	2	1.03%
	Above 35 years	2	1.03%
Occupation	Student	165	85.05%
	Civil Servant	3	1.55%
	Private Employee	16	8.25%
	Others	10	5.15%
Purchased Halal Cosmetics	Baby Products	69	35.57%
	Bath Products	145	74.74%
	Makeup Products	144	74.23%
	Fragrance Products	116	59.79%
	Hair Products	138	71.13%
	Manicuring Products	45	23.20%
	Oral Hygiene Products	136	70.10%
	Personal Cleanliness Products	113	58.25%
	Shaving Products	50	25.77%
	Skincare	150	77.32%

Outer Model

The reliability and validity of the measurement model were evaluated using Partial Least Squares Structural Equation Modeling (PLS-SEM). Six latent variables were analyzed: functional value (X1), social value (X2), emotional value (X3), epistemic value (X4), conditional value (X5), and purchase intensity (Y). Most indicators had outer loadings above the recommended threshold of 0.7, indicating strong reliability. Two indicators (X5.1 and X5.3) had loadings between 0.6 and 0.7, which are acceptable for exploratory research (Hair et al., 2022).

Table 2. Outer Loadings

Variable	Indicators	Outer Loadings
X1	X1.1	0.785
	X1.2	0.828
	X1.3	0.861
X2	X2.1	0.830

Variable	Indicators	Outer Loadings
	X2.2	0.843
	X2.3	0.757
	X3.1	0.844
X3	X3.2	0.910
	X3.3	0.904
	X4.1	0.747
X4	X4.2	0.832
	X4.3	0.852
	X5.1	0.627
X5	X5.2	0.889
	X5.3	0.627
	Y.1	0.840
Y	Y.2	0.836
	Y.3	0.789

The model's fit was evaluated using the Standardized Root Mean Square Residual (SRMR), which yielded a value of 0.078, indicating a good fit. Convergent validity was confirmed through Average Variance Extracted (AVE) values exceeding 0.5, and discriminant validity was established using cross-loadings and the Fornell-Larcker criterion.

Table 3. Fornell-Larcker Criterion

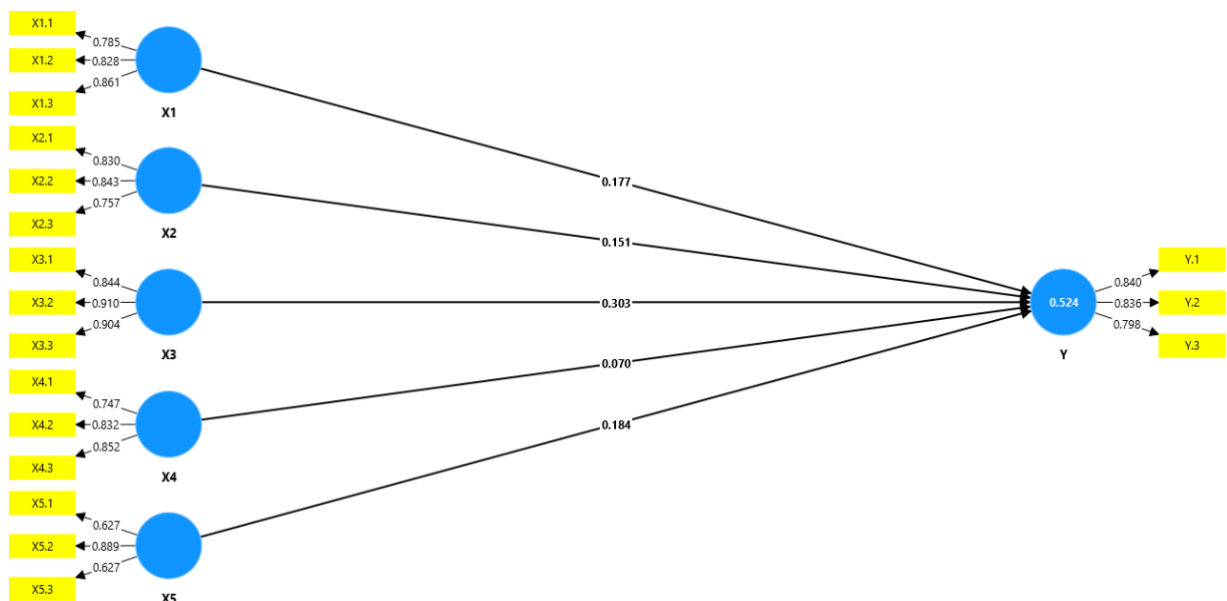|	X1	X2	X3	X4	X5	Y
X1	0.825					
X2	0.449	0.811				
X3	0.593	0.520	0.887			
X4	0.537	0.565	0.640	0.812		
X5	0.578	0.527	0.602	0.666	0.725	
Y	0.569	0.525	0.642	0.567	0.595	0.825

Figure 2. PLS Algorithm

Inner Model

The structural model analysis identified significant relationships among the study variables. Emotional value ($\beta = 0.303$, $p < 0.01$) had the strongest effect on purchase intensity. Functional value ($\beta = 0.177$, $p < 0.05$), social value ($\beta = 0.151$, $p < 0.05$), and conditional value ($\beta = 0.184$, $p < 0.05$) demonstrated moderate positive effects on purchase intensity, while epistemic value ($\beta = 0.070$, $p > 0.05$) showed no significant effect.

Table 4. Path Coefficient

	X1	X2	X3	X4	X5	Y
X1						0.177
X2						0.151
X3						0.303
X4						0.070
X5						0.184
Y						

The structural equation is represented as:

$$Y = 0.177X1 + 0.151X2 + 0.303X3 + 0.070X4 + 0.184X5$$

These findings indicated that emotional value was the primary influence on the purchase intensity of halal cosmetics, while functional value, social value, and conditional value also had moderate influences. The model's explanatory power was validated by acceptable fit indices (SRMR = 0.078), demonstrating the theoretical framework's effectiveness in explaining purchase intensity of halal cosmetics among Muslim consumers.

Goodness of Fit

The goodness of fit (GoF) was assessed using the Standardized Root Mean Square Residual (SRMR), which yielded a value of 0.078. This indicates that the model adequately fitted the observed data (Hu & Bentler, 1999).

Table 5. Fit Model

Fit Index	Saturated Model	Estimated Model
SRMR	0.078	0.078
d_ULS	1.034	1.034
d_G	0.385	0.385
Chi-square	437.764	437.764
NFI	0.740	0.740

Predictive Power Model

The R-Square value for purchase intensity was 0.524, indicating that 52.4% of the variation in purchase intensity was explained by the model. This value falls within the moderate range, above 0.33 but below 0.67 (Chin, 1998). The adjusted R-Square value was 0.512, consistent with the inclusion of additional variables.

Table 6. R-Square and R-Square Adjusted Values

Variable	R-square	R-square adjusted
Y	0.524	0.512

Hypothesis Test Results

Bootstrapping analysis confirmed significant effects for emotional value ($\beta = 0.303$, t = 3.427, p < 0.01), functional value ($\beta = 0.177$, t = 2.253, p < 0.05), social value ($\beta = 0.151$, t = 2.385, p < 0.05), and conditional value ($\beta = 0.184$, t = 2.074, p < 0.05). Epistemic value ($\beta = 0.070$, t = 0.697, p > 0.05) showed no significant effect.

Hypothesis Test Results

Through bootstrapping analysis and significance testing, the study revealed different levels of effects among the variables.
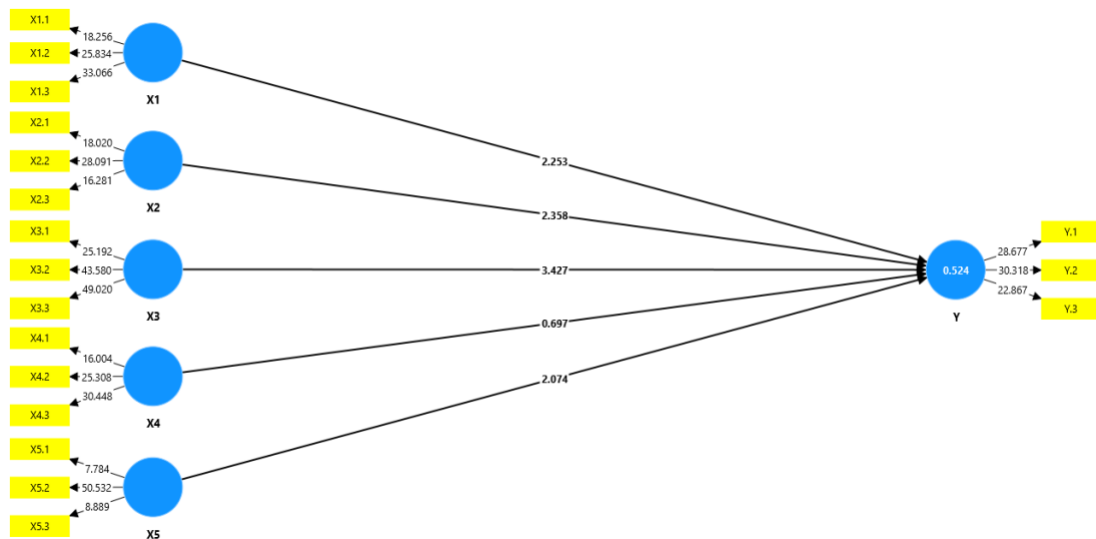

Figure 3. Bootstrapping

The path from emotional value to purchase intensity (X3 → Y) showed a t-statistic of 3.427 and p-value of 0.001. Social value to purchase intensity (X2 → Y) had a t-statistic of 2.358 and p-value of 0.018. Functional value to purchase intensity (X1 → Y) recorded a t-statistic of 2.253 and p-value of 0.024. Conditional value to purchase intensity (X5 → Y) showed a t-statistic of 2.074 and p-value of 0.038. Epistemic value to purchase intensity (X4 → Y) had a t-statistic of 0.697 and p-value of 0.486.

Table 7. Significance Tests for Path Coefficients

Path	Original sample (O)	T-Statistics (O/STDEV)	P Values
X1 -> Y	0.177	2.253	0.024
X2 -> Y	0.151	2.358	0.018
X3 -> Y	0.303	3.427	0.001
X4 -> Y	0.070	0.697	0.486
X5 -> Y	0.184	2.074	0.038

Discussion

Effect of Functional Value on Purchase Intensity

This study found that Functional Value (X1) significantly and positively influences the purchase intensity of halal cosmetics ($\beta = 0.177$, $t = 2.253$, $p < 0.05$), highlighting the role of product safety, quality, and effectiveness in consumer decision-making. These findings advance our understanding of consumer behavior in the halal cosmetics market by confirming that Muslim consumers prioritize functional attributes such as high-quality ingredients, dermatological benefits, and long-lasting effects. These attributes not only build trust but also encourage repeat purchases, suggesting that functional value is a foundational driver of consumer loyalty in this context.

This insight reinforces the practical importance of emphasizing product functionality in marketing strategies. Halal cosmetic brands can differentiate themselves by clearly communicating the scientific credibility of their formulations and obtaining safety certifications. For example, collaborating with dermatologists or cosmetic experts to provide endorsements can enhance the perceived functional superiority of the products. Additionally, strategic packaging and labeling that highlight claims such as "hypoallergenic" or "dermatologically tested" can attract consumers seeking effective and reliable beauty solutions. These findings align with Danish et al. (2019) and Rana and Solaiman (2023), who emphasize the critical role of functional value in shaping consumer purchasing behavior.

Effect of Social Value on Purchase Intensity

The results demonstrate that Social Value (X2) has a significant positive effect on purchase intensity ($\beta = 0.151$, $t = 2.385$, $p < 0.05$), highlighting the importance of social perception, approval, and identity in influencing consumer behavior. This study contributes to the understanding of halal cosmetics as not just personal care products but also as symbols of religious commitment and social belonging. Muslim consumers appear to derive social value from using halal-certified cosmetics, as these products align with their faith and reinforce their identity within their communities.

From a managerial perspective, this finding underscores the importance of integrating social influence strategies into marketing efforts. Collaborating with influencers, religious figures, and community leaders can amplify the social appeal of halal cosmetics. Encouraging user-generated content and testimonials from satisfied customers on social media platforms can further enhance word-of-mouth marketing, a critical factor in building credibility and trust (Ibrahim et al., 2024). Additionally, partnering with Islamic organizations and engaging with halal lifestyle communities can help brands strengthen their social presence and foster long-term consumer loyalty. These findings are consistent with Rachman and Amarullah (2024), who emphasize the role of social values in shaping consumer attitudes toward halal cosmetics.

Effect of Emotional Value on Purchase Intensity

Emotional Value (X3) emerged as the strongest predictor of purchase intensity among the five consumption values examined ($\beta = 0.303$, $t = 3.427$, $p < 0.01$). This finding advances the understanding of the emotional dimension of consumer behavior in the halal cosmetics market,

emphasizing the critical role of emotional connection in driving repeat purchases. The sense of security, comfort, and satisfaction that comes from using halal-certified cosmetics fosters trust and loyalty, making emotional value a key driver of consumer engagement.

This result highlights the need for brands to focus on creating emotional resonance in their marketing strategies. Storytelling techniques that emphasize adherence to Islamic values, ethical sourcing, and consumer well-being can help brands connect with consumers on a deeper level. Marketing campaigns could incorporate narratives centered on purity, modesty, and self-care, aligning with Islamic teachings and values. Furthermore, endorsements from Muslim beauty influencers, *hijabi* bloggers, and religious figures can strengthen emotional bonds by enhancing trust and relatability. Interactive platforms, such as virtual beauty consultations, personalized product recommendations, and customer appreciation programs, can also deepen emotional attachment to the brand. These findings are consistent with Amin and Tarun (2021) and Chakraborty et al. (2022), which identify emotional value as a critical determinant of purchasing behavior for sustainable products.

Effect of Epistemic Value on Purchase Intensity

Contrary to expectations, Epistemic Value (X4) was found to have a positive but insignificant effect on purchase intensity ($\beta = 0.070$, $t = 0.697$, $p > 0.05$). This result challenges the assumptions of the Theory of Consumption Values (Sheth et al., 1991), which posits that epistemic value is a key driver of consumer behavior. While previous studies (e.g., Wei et al., 2020; Huriah et al., 2022) have highlighted the significance of epistemic value in influencing purchasing decisions, this study suggests that its role may be context-dependent.

One possible explanation for this finding is that Muslim consumers in the Jakarta Metropolitan Area prioritize religious assurance and established halal certifications over novelty or curiosity. Unlike other industries where consumers are drawn to innovative or novel products, halal cosmetics may be viewed as essential items, reducing the influence of epistemic value. This aligns with Misra (2024), who found that epistemic value had no significant effect on purchasing behavior in similar contexts. Furthermore, cultural factors may contribute to this outcome, as consumers in this region often rely on recommendations from trusted sources, such as family, religious leaders, or social circles, rather than seeking new information independently.

Additionally, the abundance of well-established halal-certified brands in the market may limit the need for consumers to explore novel options. When trusted and familiar products are readily available, the motivation for curiosity-driven purchases diminishes. This finding suggests that in contexts where religious assurance and brand familiarity are prioritized, epistemic value may hold less relevance in shaping consumer behavior.

Effect of Conditional Value on Purchase Intensity

The study revealed that Conditional Value has a significant positive effect on purchase intensity ($\beta = 0.184$, $t = 2.074$, $p < 0.05$), underscoring the role of situational factors in influencing consumer behavior. This finding highlights how promotions, product availability, and religious events such as *Ramadan* and *Eid* serve as key motivators for purchasing halal cosmetics. These

situational triggers provide opportunities for brands to engage consumers and drive purchase intensity.

This insight emphasizes the importance of aligning marketing efforts with religious and situational factors. For instance, brands can tailor promotional campaigns around major Islamic holidays by offering special discounts, exclusive bundles, or limited-edition packaging that resonates with religious sentiments. Highlighting *wudu*-friendly formulations can also cater to the specific needs of devout Muslim consumers. Furthermore, expanding product availability across retail stores, online marketplaces, and platforms targeting Muslim consumers can enhance accessibility and convenience. These findings are consistent with Liew et al. (2024), who demonstrate that conditional value plays a pivotal role in shaping the purchasing behavior of halal cosmetics consumers.

CONCLUSIONS

This study offers significant insights into the determinants of purchase intensity for halal cosmetics among Muslim consumers in the Jakarta Metropolitan Area, utilizing the Theory of Consumption Values (TCV) as its analytical framework. The results indicate that emotional value exerts the most substantial influence on purchase intensity, underscoring the critical role of emotional connections in driving consumer behavior. Furthermore, functional, social, and conditional values also emerged as key contributors, demonstrating that aspects such as product quality, social approval, and situational contexts significantly impact repeated purchases. Conversely, epistemic value showed no significant effect, implying that novelty and curiosity are less pertinent motivators for consumers in this specific market.

The findings enrich the academic discourse on Islamic economics and consumer behavior by providing empirical evidence on the influence of consumption values on halal cosmetics purchase intensity. By extending the TCV framework, the study illustrates how emotional, functional, social, and conditional values underpin repeated purchasing decisions among Muslim consumers, while emphasizing the centrality of perceived value and halal compliance in consumption choices. Practically, the study offers actionable guidance for halal cosmetic brands to optimize their marketing strategies and product positioning. By focusing on fostering emotional resonance, ensuring product functionality, leveraging social influence, and capitalizing on situational factors, brands can craft targeted initiatives that resonate with Muslim consumers' values, thereby enhancing brand loyalty and market reach.

This study is subject to several limitations. Firstly, the sample was predominantly composed of younger female consumers (73.71% female, 88.14% aged 17–22), which may restrict the generalizability of the findings to older age groups and male consumers. Furthermore, the cross-sectional nature of the research design limits the ability to observe temporal dynamics in consumer behavior. To address these limitations, future studies should strive for a more demographically diverse sample and consider employing a longitudinal approach to capture changes in purchase intensity over time. Additionally, incorporating cross-country comparisons and examining moderating variables, such as brand loyalty and the influence of digital marketing, could yield more comprehensive insights into the applicability of the Theory of Consumption Values (TCV) across different cultural and market contexts.

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