

**HALAL SUNSCREENS: HALAL AWARENESS, QUALITY, PRICE, AND MUSLIM CONSUMER CHOICE**Lathifah Rizqi Khairunnisa^{1✉}¹Diponegoro University**Article Information Abstrak***History of Article:*

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Penelitian ini bertujuan untuk menganalisis variabel halal *awareness*, kualitas produk, dan harga terhadap minat beli *sunscreen* halal pada Generasi Z di Jawa Tengah. Penelitian ini menggunakan teknik pengumpulan data *purposive sampling* menggunakan kuesioner dengan 100 responden. Teknik analisis dalam penelitian ini menggunakan metode kuantitatif analisis regresi linier berganda dengan bantuan IBM SPSS *Statistics 27*. Hasil menunjukkan bahwa *halal awareness*, kualitas produk, dan persepsi harga memiliki pengaruh positif terhadap minat beli *sunscreen* halal. Implikasi dari penelitian ini mengarahkan perusahaan di sektor kecantikan dan farmasi untuk lebih memperhatikan sertifikasi halal, meningkatkan kualitas produk, serta memberikan edukasi mengenai kualitas produk halal khususnya pada Generasi Z. Selain itu, strategi harga kompetitif seperti diskon juga disarankan untuk meningkatkan daya tarik produk bagi konsumen Generasi Z.

Abstract

This study aims to analyze the factors that influence buying interest in halal sunscreen products for generation Z in central java. Primary data was obtained from questionnaires distributed online via google form. The sample collected was 100 respondents who had bought sunscreen products that had been certified halal. The analytical tool in this study used IBM SPSS Statistics 27 with multiple linear regression analysis. The results show that the variables of halal awareness, product quality, dan price perception have a positive and significant effect on the interest in halal sunscreen products. The suggestion of this research is for companies engaged in the beauty and medicine industry to pay attention to halal certification on sunscreen products and develop better quality sunscreen products and can educate consumers regarding this quality. Companies can also provide discounts or other competitive pricing strategies to increase buying interest in generation Z

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INTRODUCTION,

Indonesia with the world's largest Muslim population has a huge market potential for halal products. The rapid growth of the Islamic economy is driving increased demand not only in halal food products, but also in non-food sectors such as cosmetics, finance, and tourism. The increasing awareness of healthy lifestyle and selfcare trends also contribute to the increasing demand for halal products, especially cosmetics. This shows that halal products are not only a religious necessity, but have also become part of a modern lifestyle that is increasingly in demand by the public.

Sunscreen is a very important skincare product to protect the skin from UV damage. UV exposure can cause various skin problems such as premature aging, hyperpigmentation, and skin cancer. Regular use of sunscreen can prevent these problems and maintain skin health in the long run. The demand for sunscreen in Indonesia, especially among Generation Z, continues to increase. This is due to several factors such as awareness of the importance of skincare, skin dullness, and availability of various products.

For Muslim consumers, the halal aspect is an important consideration in choosing skincare products including sunscreen. Halal product is not only related to the ingredients used, but also the production and distribution process. Awareness of the importance of halal products is increasing among Muslim consumers. Muslim consumers not only consider the halal of a product, but also the quality of the product itself. Product quality according to Kotler and Armstrong is a characteristic that makes a product able to meet consumer needs. In addition to halal and quality, price perception is influenced by various factors such as personal experience, recommendations, and economic situation. This means that Muslim consumers are not only looking for halal products, but also products that are of good quality and at a price they consider reasonable.

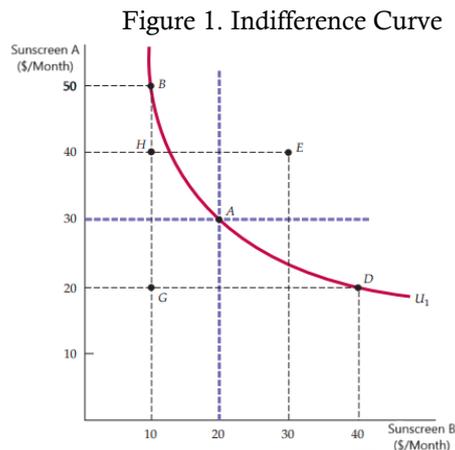
This study aims to identify the factors that have the most influence on Generation Z's decision to buy halal sunscreen products in Central Java. Understanding these factors is

expected to provide input for manufacturers and marketers of halal sunscreen products.

LITERATURE REVIEW

Utility Theory

Utility is a numerical approach that describes a consumer's level of satisfaction by assigning a value to the corresponding level of satisfaction on each indifference curve (Pyndick & Rubinfeld, 2013).



Source: Pyndick and Rubinfeld (2013)

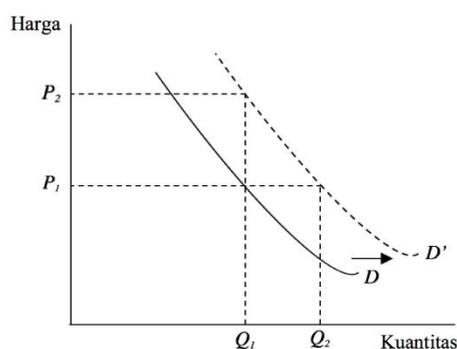
The term utility refers to a numerical score and indicates how satisfied the customer is. Consumers want to maximize the utility they get. This means that consumers try to choose a combination of goods and services that provide the highest satisfaction with a limited budget. This theory gives rise to 'The Law of Diminishing Marginal Utility', which explains that the utility gained from consuming one additional good will decrease as consumption increases. In the context of consumption, consumers will make decisions based on the use value or benefits they feel from the products they consume. Consumers will choose halal products because they feel added value, both from compliance with religion, health, and ethics.

Demand Theory

Demand Theory is one of the fundamental concepts in economic studies that explains the correlation between the quantity of a commodity or service demanded by consumers and the elements that influence it (Case & Fair, 2007). This theory gives rise to

the law of demand which explains the direct correlation between the quantity of goods demanded and the price of goods. The demand curve in Figure 1 below illustrates the inverse relationship between the quantity of a commodity demanded and the price of the commodity.

Figure 2. Demand Curve



Source: Sukirno (2004)

The factors that affect demand are the price of the good itself. In addition, there are a number of other factors that can shift the demand curve, namely income, price of substitute goods, price of complementary goods, consumer preferences, population, consumer expectations, and other factors. Halal awareness, product quality, and price are factors that affect demand. Halal awareness is an interesting phenomenon that is changing the consumption landscape, especially in countries with significant Muslim populations. Halal awareness can be viewed as an external factor that can shift the demand curve. Halal awareness can increase the demand for halal products even if the price of the product does not change. Product quality is an external factor that can cause a shift in the demand curve. An increase in quality will cause the demand curve to shift to the right, as with every price level, the quantity of the product demanded will increase as consumers value better quality more. Price and quantity demanded have a negative relationship, causing the demand curve to shift to the left.

The Theory of Planned Behavior

Theory of Reason Action (TRA) and Theory of Planned Behavior (TPB) were introduced in 1967 to explain how individuals

behave in a rational way and avoid interference from their actions. This theory states that individuals' intensity is the main factor in determining their behavior, influenced by subjective criteria such as attitudes, subjective norms, and perceived behavioral control. The theory also identifies three components: attitude towards the behavior, subjective norms, and perceived behavioral control. This theory is important in determining the intensity of behavior, with perceived behavioral control playing an important role in controlling and understanding behavior. The theory is effective in guiding and explaining consumer behavior.

Theory of Consumer Behavior

Consumer behavior is the process by which customers decide on human decisions, which involves the interaction between human decisions, environmental challenges, and the drive to complement needs and wants with commodities and services. The consumer decision-making process includes consideration of various elements, both external and internal elements that encourage individuals to act. An understanding of volitional control in human behavior forms individual intentions, which are tendencies or interests before action is taken.

Theory of Consumer Behavior from Islamic Perspective

The theory of consumer behavior in Islam sees consumers based on divine theology, which means that every action is based on justice and tawhid. Consumption refers to human activities in using good commodities and avoiding haram ones to meet needs, maximizing the role as servants of Allah SWT with the aim of gaining welfare or happiness in this world and the hereafter and towards falah. Consumption patterns are formed into three types, namely:

1. Dharuriyyah Needs

Dharuriyyah needs are also referred to as basic needs that must be met immediately according to ability. Ignoring this need will be dangerous for the person who lives life, namely the risk of death.

2. Hajjiyah Needs

Hajjiah needs are something that humans need to help them overcome the difficulties of life which are subjective and can be influenced by their economic situation. This level of provision is not immediate.

3. Tahsiniyyah Needs

Tahsiniyyah needs are needs for comfort and satisfaction. This need is usually fulfilled to avoid insults from others. This need should not be fulfilled beyond the needs of dharuriyyah and hajjiah because it will make people dissolve in worldly pleasures and neglect Allah SWT.

Purchase Intention

Purchase intention is the most critical stage of the buying process that reveals a decisive consumer reaction to stimuli. It creates a continuous motivation in the consumer's mind, which will drive them to buy that product when their needs must be met. The importance is not certain to occur in the future, the calculation to the object of purchase intention is crucially applied to predict the actual purchase.

General Definition of Sunscreen

Sunscreen is a skincare product intended to protect the skin from damage caused by exposure to ultraviolet (UV) rays from the sun. According to research from the Skin Cancer Foundation (2023), regular use of sunscreen can reduce the potential for skin cancer by 50%. Sunscreen works by absorbing, reflecting, or blocking UV rays which are divided into two types, namely UVA and UVB rays. UVA can penetrate deeper into the skin and contribute to skin aging and wrinkles. UVB contributes to sunburn and plays a major role in the development of skin cancer.

Halal Awareness

Halal awareness refers to the ability of individuals to understand, understand, and buy a product. Consumers who understand the importance of halal products will prefer such products. Halal awareness is very important for businesses, as it helps them use halal-certified products, which are not only available in products produced by Muslims but also in non-

Muslim products. This knowledge motivates manufacturers to give more support to such products.

H1: Halal awareness has a positive effect on buying interest in halal sunscreen

Product Quality

Product quality is a continuous process of satisfying consumer needs, either explicitly or implicitly. However, quality plays a key role in skincare products, which are delivered by product providers to meet a certain level of quality. Quality satisfies the expectations expressed or implied by the consumer, and quality is the guarantee given by the product provider.

H2: Product quality has a positive effect on buying interest in halal sunscreen.

Price Perception

Peter and Olson (2014) explain price perception is the extent to which consumers actually understand and interpret price information. The objectives of business actors setting prices are sales growth, maximizing profits, survival, excelling in a product or service, and filtering the market to the maximum. Indicators of other price perceptions are explained by Hidayat and Sutopo (2016), among others:

1. The price is in line with the quality provided.

Consumers usually believe that when the price of a product is higher, the quality is also better.

2. The price is in line with the satisfaction received.

Consumers will usually be willing to pay any price for commodities or services if customers feel satisfaction with the benefits provided.

3. Price affordability

Some brands usually release several products but still within the same type so that they are more able to reach many consumers because of price variations.

4. Competitiveness.

Customers typically analyze the price of a commodity against similar commodities before making a purchase decision.

H3: Price perception has a positive effect on buying interest in halal sunscreen.

RESEARCH METHODS,

This study aims to analyze the influence of factors that influence generation Z Muslims in Central Java in their interest in buying halal sunscreen products. Quantitative method is used in this research.

The population used in this research is consumers from generation Z Muslims in Central Java who have purchased, intend to purchase, or have used sunscreen products with halal certification. While the sample in this research was taken randomly as many as 100 respondents using purposive sampling method. Specific and consistent requirements are implemented in selecting samples. The characteristics of respondents in this study include, Respondents are Muslim, domiciled in Central Java, aged 12 - 27 years, Respondents have made purchases, plan to buy, or have used any brand of halal sunscreen.

Quantitative data were collected through questionnaires related to subjective perceptions in purchasing halal sunscreen. Data analysis uses classical assumption tests (multicollinearity test, heteroscedasticity test, and autocorrelation test), multiple linear regression, and hypothesis testing (t test and F test) to test the relationship between halal awareness, product quality, and price with purchase intention of halal sunscreen.

RESULT AND DISCUSSION

Descriptive Statistics Result

Table.1 Descriptive Statistics Result

	Halal Awareness	Product Quality	Price Perception
N=100			
Average	23.37	25.72	16.42
Std. Dev	2.139	3.342	2.128
Minimum	17	18	12
Maximum	25	30	20

Source: secondary data (processed, 2024)

Based on table 1, the average score analysis shows that the product quality variable has the highest average score compared to other variables. This indicates that product quality is the main consideration factor for Generation Z Muslims in choosing halal sunscreen. The average score for the *halal awareness* variable is also relatively high at 23.37. This shows that halal awareness is a factor that is quite concerned.

Assumption Test Result

Multicollinearity Test

Table.2 Multicollinearity Test Result

	Halal Awareness	Product Quality	Price Perception
Tolerance	0.756	0.668	0.737
VIF	1.323	1.497	1.356

Source: secondary data (processed, 2024)

The test results in table 2 show that the three variables do not show multicollinearity problems as evidenced by all variables having VIF < 10, meaning that no multicollinearity is detected in the variables used.

Heteroscedasticity Test

Table.3 Glejser Test Result

	(Constant)	Halal Awareness	Product Quality	Price Perception
B	.481	.156	-.014	-.131
Std. Error	1.770	.081	.055	.082
Beta		.221	-.032	-.185
t	.270	1.931	-.262	-.1597
Sig.	.786	.056	.794	.114

Source: secondary data (processed, 2024)

The results in table 3., halal awareness, product quality, and price variables produce sig values > α (0, 05), namely 0.056; 0.798; and 0.114, meaning that there is insufficient evidence to prove that there are symptoms of heteroscedasticity

Autocorrelation Test

Table.4 Durbin Watson Test

R	.630
R Square	.397
Adjusted R Square	.379

Std. Error of the Estimate	.2.243
Durbin Watson	2.281

Source: secondary data (processed, 2024)

Based on table 4, the durbin watson (d) value is obtained as 2.281. The value of n in this study is 100 and k = 3. Based on the durbin watson table with a value of $\alpha = 5\%$, the du value = 1.736 and the dl value = 1, 613. These results indicate that the value of $dl < d$ or $4 - du < d < 4 - dl$, namely $1.613 < 2.281$ or $2.264 < 2.281 < 2.387$, so it cannot be concluded whether there is autocorrelation or not.

Hypothesis Test Result

t Test (partial)

Table.5 t-Test

	(Constant)	Halal Awareness	Product Quality	Price Perception
B	1.987	.250	.286	.350
Std. Error	2.651	.121	.083	.123
Beta		.188	.336	.261
t	.748	2.062	3.466	2.834

Source: secondary data (processed, 2024)

Based on the table above, the t number in the halal awareness variable is superior to the t table number ($2.062 > 1.660$). Thus the interest in buying halal sunscreen products (Y) is positively influenced by halal awareness (X1). The indicators used in this variable are religious beliefs, halal certification, composition, and health reasons. According to these results, it can be concluded that halal awareness has a significant effect on buying interest in halal sunscreen products.

Generation Z Muslims are proven to agree that the use of halal sunscreen is in accordance with the beliefs shown by the halal certification or halal logo on the sunscreen product packaging. Commodities that have been certified halal are guaranteed to be safe in composition and do not contain haram ingredients. In addition, health reasons also contribute to influencing buying interest in halal sunscreen because sunscreen has a function to provide skin protection from UV rays that can cause skin health problems, such as premature aging, dull skin, and skin cancer. The results of the research that has been conducted are in line with previous research by Albra et al., (2023) that halal awareness has a positive and significant impact on purchase intention. This means that if consumer

awareness of halal when consuming a product increases, then buying interest in halal products will increase, and vice versa.

The calculated t number on the product quality variable is greater than the t number in the table ($3.466 > 1.660$). Thus, the interest in buying halal sunscreen products (Y) is positively influenced by product quality (X2). According to these results, product quality is something crucial for Generation Z Muslim consumers in Central Java to consider when buying halal sunscreen products, or in other words, consumers will selectively choose commodities that have high standards and provide better benefits. The quality of an item, especially sunscreen products, is said to be good or not, of course, different for each individual, because it depends on the expectations of the consumer himself. This is reinforced by the statement of Kharim (2011) which explains that quality includes the characteristics of a product to satisfy consumer expectations. This has a strong influence on consumer interest in buying.

The t number on the price perception variable is more than the t table number ($2.834 > 1.660$). Thus, the interest in buying halal sunscreen products (Y) is positively influenced by price perceptions (X3). According to these results, price perception is something that is considered by generation Z consumers who buy halal sunscreen products, meaning that consumers tend to see the price comparison with the benefits that will be obtained. Consumers will buy sunscreen products according to the budget they have and of course have the expected benefits. If the benefits of sunscreen products received are comparable or greater than the price, it is possible to increase customer buying interest in shopping for halal sunscreen products. The findings of this research are in line with previous research by Shima et al., (2018) which has concluded that price perceptions have implications for buying interest in skin care products. The research explains that consumers are willing to pay more for halal products.

F Test (simultaneuos)

Table.6 F Test

	Regression	Residual	Total
Sum of Squares	318.435	482.925	801.306
Df	3	96	99
Mean Square	106.145	5.030	

F	21.100
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Source: secondary data (processed, 2024)

The purchase intention variable is simultaneously influenced by the three variables studied, namely halal awareness, product quality, and price. The calculated F number obtained is 21.10 which is greater than the hypothesis test findings, namely the F table of 2.70.

CONCLUSION,

The findings in this research aim to address the factors that play a role in influencing buying interest in halal-certified sunscreen products among Generation Z Muslims in Central Java:

1. Generation Z Muslims in Central Jawa tend to buy halal sunscreen products when they are aware of halal awareness.
2. Generation Z Muslim in Central Jawa are more likely to buy halal sunscreen products when they are of high quality.
3. Price perception has positive implications for the purchase intention of halal sunscreen products for Gen-Z Muslims in Central Jawa. This means that consumers are more likely to buy halal sunscreen products when the price offered is within their budget.

The research that has been carried out certainly has limitations that the author hopes can be used for improvement, evaluation, and reference for further research. These limitations can be described as follows:

1. The variables used in this research only describe 37.9% of the variation in purchase intention, so it is still possible to add other variables regarding the factors that influence purchase intention.
2. Researchers collected answer form 100 respondents who live in the Central Jawa region, so future researchers are expected to expand the sample in other regions outside Central Jawa.

3. Researchers used research locations in Central Jawa Province but did not represent all districts/cities in Central Jawa so that future researchers are expected to complete shortcoming in areas that have not been studied.
4. This study uses the independent variable halal awareness which describe a person's awareness consuming something halal, but there is no explanation of thayyib awareness is needed to increase understading of the importance of consuming something according to portions and not overdoing it.

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