

The Influence of Product Quality on Purchase Interest in Halal Cosmetics

Didit Darmawan¹, Ayu Mubarokatun Maulidah²

Universitas Sunan Giri, Surabaya

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Abstract

Cosmetics or make-up are care products used to beautify appearance or enhance body fragrance, with the procedure for their use known as makeup application. This study aims to examine the impact of product quality on interest in purchasing halal cosmetics using a qualitative approach with a literature review method. Data were collected from various academic sources discussing the relationship between product quality and consumer interest in purchasing halal cosmetics. Descriptive analysis was conducted to identify patterns of findings and draw conclusions based on relevant academic literature. The results of the study indicate that the quality of halal products significantly affects consumer purchasing interest, which is assessed not only in terms of effectiveness and durability, but also compliance with halal standards. These findings confirm that product quality is a major factor in building consumer trust, value perception, and loyalty. Therefore, manufacturers are advised to maintain consistent quality, effectiveness, and halal compliance, supported by halal regulations and certification, in order to increase competitiveness and create a competitive advantage in the market.

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Ayu Mubarokatun Maulidah

Universitas Sunan Giri, Surabaya

Email Correspondent: ayummaulidah24@gmail.com

1. INTRODUCTION

According to Hanzaee and Ramezani (2011), the halal industry has evolved from a primary focus on the food sector to encompass various sectors, including lifestyle, non-food products such as cosmetics and toiletries, Islamic finance, and tourism. Cosmetics are products or substances used in care products that enhance or enhance the natural fragrance of the human body. The methods of using cosmetics are known as makeup. Currently, in the era of free trade, the market is filled with various products of various types and brands, especially cosmetics. In Indonesia, the circulation of cosmetic products is strictly regulated, including legal protection efforts and preventive measures by the BPOM (Indonesian Food and Drug Authority) against illegal cosmetics (Mustika et al., 2023). Rapid economic development has led to rapid changes in human needs, including in the fields of pharmaceuticals, medicines, cosmetic products, and medical devices. The dynamics of continued economic growth have created new challenges in health protection, especially those related to cosmetics. Consumer protection has become a primary focus, including in the circulation of inappropriate products (Prasetyo et al., 2023; Sumito et al., 2024). Cosmetics play a crucial role in fulfilling women's basic beauty needs and are often used as a way for consumers to demonstrate their social identity. Furthermore, cosmetics play a role in maintaining and caring for the skin, both on the inner and outer layers (Ferrinadewi, 2005). Schiffman and Kanuk (2000) state that interest is a psychological aspect that significantly influences individual behavior and attitudes. Interest serves as a motivational driver that directs a person in carrying out an activity. Meanwhile, consumer behavior

towards purchasing interest indicates an urge to choose and make a purchase that is influenced by experience and perception of the product (Kotler et al., 2003). Wu et al. (2011) define purchasing interest as the possibility where consumers make plans or have a desire to consume a product or service in the future. If the information obtained is in line with consumer expectations, it will later generate interest in purchasing. Purchasing interest can be defined as a consumer's attitude or intention that indicates their desire to purchase a product from a particular brand (Munzilin & Darmawan, 2025). The dynamics of purchase intention are also found through word of mouth (WOM) (Yusuf et al., 2025). Purchase intention is one stage in the consumer decision-making process, where at this point, customers must stop the evaluation stage. Consumers begin to show a deep interest and desire to make a purchase, with a tendency toward a particular brand (Morissan, 2014).

According to Wijaya and Teguh (2012), the desire to buy is a component of consumer behavior that reflects consumption patterns and tendencies to act before making a purchase decision. Several factors can increase consumer purchasing interest, namely social and psychological factors. Social factors that influence purchasing desire are influenced by family, community groups, and social status, which are then influenced by marketing mix management, including price, product, promotion, and distribution. This marketing strategy also includes a variety of products offered, where product diversity has been shown to influence purchasing decisions in the market (Margareta & Darmawan, 2025). In addition, psychological factors such as risk perception also play an important role in shaping purchasing interest (Issalillah et al., 2021; Cahyani & Darmawan, 2025). An individual's lifestyle is also one of the psychological and social factors that influence purchasing decisions (Sinambela, 2024; Putri & Darmawan, 2025).

According to Ferdinand (2014), it can be explained through four main indicators, namely: 1) Transactional interest, namely the individual's tendency to make a purchase; 2) Referential interest, namely the tendency to recommend a product to other parties; 3) Preferential interest, namely interest that describes the existence of a primary preference for a product and tends to persist as long as there are no significant changes to the product; 4) Exploratory interest, the individual's tendency to seek and dig up information to strengthen positive perceptions of the product they are interested in.

According to Lupiyoadi and Hamdani (2006), customers generally prefer products with superior quality, performance, and supporting innovation. Essentially, a quality product offers value and benefits to consumers. Product quality is crucial for attracting customer interest in the products offered, as consumers tend to seek products with high quality standards. To increase purchasing interest, it is crucial for a company or business to understand the fashion desired by consumers (Iskandar & Darmawan, 2003). Product quality, along with brand image, is a key driver of repeat purchase interest in various products (Munzilin & Darmawan, 2025; Nahar et al., 2025) and also influences customer satisfaction (Safirah et al., 2025). In halal products, compliance with these quality standards encompasses legal and ethical dimensions, such as a legal analysis of the responsibility of cosmetic manufacturers to meet the halal needs of Muslim consumers (Alfiyah et al., 2023). Attention to product quality is a crucial aspect for companies, with consistent quality improvement prioritized to minimize the risk of consumer disappointment or loss after a purchase. Legal protection for consumers in online transactions involving counterfeit halal products on electronic platforms is also critical in maintaining the promised quality (Amin et al., 2023). Good product quality plays a crucial role in attracting new consumers while maintaining the loyalty of existing ones through repeat purchases. With an increasing number of customers, a company's opportunity to grow and achieve its goal of achieving sustainable profits increases. Quality is a feature of goods or services that can be assessed based on quality standards, including reliability, additional uniqueness, taste, consistency,

and function and performance, to meet user expectations (Mutmainnah, 2019). Conversely, a product is any offering presented to the market to attract attention, interest, and meet consumer needs and desires. Implementing halal standards is a strategy to strengthen the global halal market and international trade (Rojak et al., 2021). Product quality is a crucial factor in consumer satisfaction; improving product quality will directly increase user satisfaction.

Superior product quality is essential for attracting market share because it positively impacts customer satisfaction. Customer satisfaction refers to the emotional level experienced by customers after comparing their perceived performance (relative value) with their expectations (Tjiptono, 2012). Product quality plays a crucial role in determining customer satisfaction after purchasing and using the product.

Product quality significantly influences consumer purchasing decisions. This aligns with Tamara and Santoso's (2016) view that companies with high-quality products are able to foster customer trust in their products. In Indonesia, a supervisory structure and sanctions for violations of halal product assurance regulations have been established to ensure product quality and safety (Aziz et al., 2023). When consumers are familiar with a company, it is easier for the company to introduce its quality products, thereby increasing consumer purchasing decisions. Halal certification itself is not only mandatory but can also improve business quality with superior Islamic ethics (Hakiky et al., 2023; Mardikaningsih & Chasanah, 2024). Monitoring the use of additives to protect consumer health is a concrete example of enforcing standards compliance (Kahfi et al., 2023).

According to Tutor et al. (2024), product quality can be measured through nine interrelated key indicators. The first indicator is performance, which indicates the product's ability to perform its primary function well. Next are features, which are additional characteristics that provide added value and increase the product's appeal to consumers. Conformance indicates the product's level of compliance with standards or specifications set by the manufacturer or regulatory agency. Durability refers to how long a product can be used before it experiences damage, while reliability emphasizes the product's consistency in providing satisfactory performance repeatedly. Furthermore, serviceability relates to how easily a product can be repaired or maintained if damaged. Aesthetics encompass the product's appearance, including attractive design, color, and packaging. Perceived quality relates to consumers' perceptions of product quality, influenced by brand reputation or user experience. Finally, environmental friendliness highlights the extent to which the product and its production process prioritize environmental preservation and sustainability. These nine indicators form the basis for evaluating the quality of halal cosmetic products, which are believed to influence customer interest and purchasing decisions.

In halal cosmetics, product quality is assessed not only by performance and aesthetics, but also by compliance with halal standards, safety, and business ethics. Therefore, a comprehensive study of the impact of halal cosmetic product quality on consumer purchasing intention is crucial, as a basis for businesses and regulators to formulate marketing strategies, improve quality, and ensure sustainable consumer protection. This approach is expected to provide theoretical and practical contributions to the development of the halal cosmetics industry in Indonesia.

2. METHOD

This study uses a qualitative study method with a literature review strategy to examine how product quality influences the intention to purchase halal cosmetics. This literature review compiles various scientific works in the form of research articles, journals, citations, and other academic sources that discuss the relationship between product quality and consumer interest in choosing halal cosmetics. The collected data is descriptive in nature

and is obtained from various articles, journals, and websites that have been selected based on their relevance and academic quality, as well as their suitability with the applied theoretical framework (Darmawan, 2009). This study treats product quality as the independent variable, while the intention to purchase halal cosmetics is used as the dependent variable. To understand the relationship between these two variables, a qualitative descriptive data analysis is conducted, which is expected to provide a scientific understanding of the factors that influence consumer interest in purchasing halal cosmetics.

3. RESULTS AND DISCUSSION

Product quality is dynamic and related to various aspects, such as people, product characteristics, the environment, and the services provided, which are reflected in the product or service's ability to meet or even exceed consumer expectations (Paramita et al., 2022). Meanwhile, according to Wijaya and Teguh (2012), purchasing intention is an aspect of consumer behavior that reflects consumption activities and the intention to act before making a purchase decision.

In this discussion, various findings from the literature related to the research will be summarized in order to provide a more in-depth view regarding the influence of product quality on the interest in purchasing halal cosmetics.

1. Adinar Zahra Nabillah, Helmi Ivan Taruna, and Warsono (2023).

This study aims to analyze the influence of promotions through social media, product variations, and product quality on the purchase intention of Somethinc skincare among Generation Z consumers in Jabodetabek. Samples were taken using a purposive sampling technique, and data were collected through online questionnaires from 100 respondents, then analyzed using SPSS 25. The results showed that promotions through social media and product variations had a significant effect on purchase intention, while product quality did not have a significant effect on the purchase intention of Somethinc skincare products among Generation Z in Jabodetabek.

2. Afiqah Luthfatul Harahap and Ahmad Afandi (2023)

This study aims to analyze the influence of product quality, halal labeling, and BPOM certification on Wardah skincare purchase intention among students of the Faculty of Islamic Studies, Muhammadiyah University of North Sumatra. A purposive sampling method was used to select 286 respondents, and data were collected through a questionnaire and then analyzed using multiple linear regression. The results indicate that product quality, halal labeling, and BPOM certification have a positive and significant effect on Wardah cosmetic product purchase intention.

3. Lilit Biati, Ribut Suprpto, Mamlukhah, and Suci Muliana (2022)

This study aims to analyze the influence of halal product quality and religiosity, both partially and simultaneously, on the purchase intention of Wardah cosmetic products among female students of IAI Darussalam. Data were obtained by distributing questionnaires. The sample of this study was seventh-semester students of the Sharia Economics study program. The sample was taken using purposive sampling, and the data were analyzed using multiple linear regression. The study shows that halal product quality has a significant effect on purchase intention, religiosity has no effect, and simultaneously, both have a significant effect on the purchase intention of Wardah cosmetic products.

4. Zulfah Yuliani, M. Fadhli Nursal, and Franciscus Dwikotjo Sri Sumantyo (2025)

"This study aims to analyze the influence of price and product quality on purchasing decisions for Azarine skincare products through consumer purchase intention. The sample was obtained using purposive sampling, and data were collected through questionnaires from 171 Management Study Program students at Bhayangkara

University, Jakarta Raya, who had used Azarine skincare products. Data analysis was conducted using regression, and the results showed that price and product quality both had a positive and significant influence on purchasing decisions, both directly and through purchase intention.

5. Ayu Paramita, Hapzi Ali and Fransiskus Dwikoco (2022)

This quantitative study aims to analyze the purchasing decision model through consumer purchase intention, focusing on the influence of halal labels and product quality in 2022 in the Bekasi area, on consumers who have used Wardah products. The sampling technique applied in this study was accidental sampling with a sample size of 204 respondents. Data were analyzed using Structural Equation Modeling (SEM) with the SmartPLS version 3.0 application. The results showed that halal labels had a positive effect on purchase intention but were not significant on purchase decisions. Product quality had a positive and important effect on purchase intention and a significant effect on purchase decisions, and purchase intention had a positive and significant effect on purchase decisions.

6. Novrita Dewi Yanti and Darwanto (2021)

This study aims to identify variables that influence customer purchasing intention. This study applies a quantitative method with an associative approach, emphasizing the correlation between variables that influence purchasing intention. This study collected data from a sample of 100 people, where the respondents were Muslim students at Diponegoro University who had purchased or used halal cosmetics. The research sample was drawn using purposive sampling. Primary data were collected through an online Google Form questionnaire, while secondary data were obtained from previous studies. Data analysis was performed using multiple linear regression. The results showed that brand, brand ambassador, and digital selling had a partial effect on purchasing intention, while product quality and halal labeling had no effect. Simultaneously, all independent variables influenced consumer purchasing intention of cosmetics.

7. Nurul Hanifah Maulidyah, Fitriani Latief, and Nurhaeda Zaeni (2023)

This quantitative study with an associative approach aims to evaluate how halal labels and product quality impact purchasing interest in Wardah cosmetics at the Satu Sama Hertasning Makassar Store, both individually and as a whole, and to identify the variables that most influence purchasing decisions. The sampling method applied was purposive sampling with a sample size of 109 participants. Data were analyzed using multiple linear regression analysis with data collected through a Likert-scale questionnaire. "The results of the study show that partially (t-test), halal labeling (X1) has no significant effect on purchasing interest in Wardah cosmetics, while product quality (X2) has a significant effect on purchasing interest. Simultaneously (F-test), halal labeling and product quality together have a significant effect on purchasing interest.

8. Veny Melinda, Nyimas Artina, and Retno Budi Lestari (2021)

This study aims to analyze the influence of product quality, brand image, brand ambassador, and word of mouth on purchasing interest in Nature Republic skincare products in Palembang City. This study was conducted by distributing questionnaires using a Likert scale to 170 respondents. The sampling technique followed the Roscoe method, and the data were analyzed using SPSS 26 software. The results showed that both partially and simultaneously, product quality, brand image, brand ambassador, and word of mouth had a positive and significant effect on consumer purchasing interest.

9. Antik Kristyaningsih, Bayu Kurniawan and Heri Prabowo (2024)

This quantitative study aims to analyze the influence of promotion and product quality on purchasing decisions for halal cosmetics, with purchase intention as an intermediary variable. The object of this study was Wardah cosmetics users in Semarang City. The

sampling technique used was purposive sampling. This study involved 170 respondents who were Wardah cosmetics users in Semarang City as samples. Data processing was carried out using the Structural Equation Model (SEM) method and analyzed using the AMOS 24 application. The results of the hypothesis testing showed that the product quality variable significantly influenced purchase intention.

10. Suyinah and Firman Setiawan (2024)

This study aims to analyze the influence of halal labeling, product quality, and brand on purchasing decisions for Artha skincare products in Robatal District, Sampang Regency. A purposive sampling method was used to select 100 respondents, and data were collected through questionnaires from customers who had purchased and used Artha skincare products in the area. Data analysis was performed using multiple linear regression, and the results showed that halal labeling, product quality, and brand had a positive and significant influence on purchasing decisions.

Table 1. Research Results

Researchers	Research Location	Research Focus	Key Findings
Nabillah <i>et al.</i> (2023)	Greater Jakarta	The influence of promotion through social media, product variety, and product quality on purchasing interest	Product quality does not have a significant influence on purchasing interest.
Harahap and Afandi (2023)	Faculty of Islamic Studies, Muhammadiyah University of North Sumatra	The influence of product quality, halal labels, and BPOM on purchasing interest	Product quality, halal labels, and BPOM have a positive and significant impact on purchasing interest.
Biatiet <i>al.</i> (2022)	IAI Darussalam Blokagung Karangdoro Tegalsari Banyuwangi	The influence of halal product quality and religiosity levels, both partially and simultaneously, on purchasing interest	The quality of halal products has a significant influence on purchasing interest.
Yulianiet <i>al.</i> (2025)	Bhayangkara University of Greater Jakarta	The influence of price and product quality on purchasing decisions through consumer purchasing interest.	Product price and quality contribute positively and significantly to purchasing decisions through purchasing interest.
Parameterset <i>al.</i> (2022)	Bekasi	Analyzing the purchasing decision model through consumer purchasing interest, with a focus on the	Product quality plays a positive and significant role in purchasing interest and purchasing decisions.

		influence of halal labels and product quality.	
Yanti and Darwanto (2021)	Siponegoro University Semarang	Brand, <i>brand ambassador</i> , <i>digital Selling</i> , halal labeling, and digital selling on purchasing interest	Product quality and halal labeling do not contribute to purchasing interest.
<i>Maulidiyah et al.</i> (2023)	One Shop at Hertasing, Makassar	Halal labeling and product quality on purchasing interest	Product quality plays a strong role in purchasing interest.
Melinda <i>et al.</i> (2021)	Palembang City	Product quality, brand image, the role of brand ambassadors, and word of mouth have an influence on product purchasing interest.	Product quality plays a positive and significant role in purchasing interest.
<i>Kristyaningsih et al.</i> (2024)	Semarang City	Promotion and product quality on purchasing decisions with purchase interest as a mediating variable	Product quality plays a strong role in purchasing interest.
Suyyinah and Setiawan (2024)	Robatal District, Sampang Regency	Halal label, product quality, and brand on purchasing interest	Halal label, product quality, and brand contribute positively and significantly to purchases.

Based on the analysis of relevant previous studies, it was found that product quality has a significant influence on the purchase intention of halal cosmetics. The findings of these various studies are in line with the study by Pradipta et al. (2024), with the result that purchasing decisions tend to increase when the product offered has a high level of quality. The study also stated that product quality is a major factor assessed by consumers; simply put, purchasing decisions are influenced by product quality to increase positive perceptions and consumer emotions to increase purchasing power. This is in line with the research of Yuliani et al. (2025), which indicates that product quality has a positive and significant effect on purchase intention directly and through purchase intention. This is also strengthened by the results of research by Paramita et al. (2022), which found that product quality has a positive and significant influence on purchase intention and purchase decisions, and purchase intention has a positive and significant influence on purchase decisions.

This study also strengthens the Product Quality Theory proposed by Kotler et al. (2010), which states that product quality is one of the main determinants influencing consumer purchasing decisions. Product quality is defined as a product's ability to deliver performance that meets consumer expectations, encompassing dimensions of reliability, durability, suitability, and aesthetics. Product quality is assessed based on the requirements that must be met (Putra et al., 2022). One concrete way to maintain product quality and

information is through the implementation of cosmetic product labeling regulations, which aim to protect consumers and create healthy business competition in the market (Purwanto et al., 2023). In halal cosmetic products, product quality is not only related to effectiveness and durability, but also to compliance with halal standards, which are important factors for Muslim consumers in making purchasing decisions (Mahdi, 2025). These halal standards are an integral part of Muslim consumer protection, as their distribution is also monitored by authorities such as the BPOM (Indonesian Food and Drug Authority) (Romli et al., 2023). In this study, which focuses on halal cosmetic products, product quality encompasses not only effectiveness and durability but also compliance with halal standards, a primary concern for Muslim consumers. Consumer knowledge of the halal concept is crucial in purchasing decisions, especially for Muslim consumers (Machbubah & Fahmi, 2024). Based on theory and previous research findings, it can be concluded that halal product quality is a strategic element in increasing competitiveness and consumer trust. Therefore, in this study, the focus on halal cosmetic product quality is defined as a combination of effectiveness, safety, and compliance with Sharia principles, which serve as moral and spiritual standards for Muslim consumers.

Every consumer will ultimately make a decision about quality during or after using a product, which will then influence customer satisfaction and assessment (Darmawan, 2019). Thus, it can be implied that product quality plays a significant role in increasing interest in purchasing halal cosmetics, as it is the primary indicator that shapes consumer trust and value perception. Theoretically, this finding reinforces the view of Kotler et al. (2010) that product quality is a dominant factor in purchasing decisions, and in the halal context, religiosity becomes an additional dimension that deepens the value of quality itself. Practically, halal cosmetics producers need to maintain effectiveness, safety, and compliance with halal standards to be able to increase consumer loyalty and competitiveness in the market. This increased competitiveness also requires attention to external service factors, such as those found in the intention to reuse services (Rahayu & Darmawan, 2025). Meanwhile, from a policy perspective, the results of this study emphasize the important role of the government and certification bodies such as BPJPH and LPPOM MUI in strengthening regulations, supervision, and support for innovation and halal certification for cosmetics producers, in order to realize a quality and globally competitive halal industry ecosystem.

4. CONCLUSION

The quality of halal cosmetic products significantly contributes to consumer purchasing interest. This study aims to examine the extent to which halal cosmetic product quality influences purchasing interest and to provide strategic recommendations for companies to increase competitiveness. Companies with halal cosmetics as their core business should improve product quality, which can be achieved by enhancing quality control to ensure consistency and reducing customer complaints, creating a positive perception that can increase consumer purchasing interest in the company's products.

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