

The Influence of Halal Awareness and Online Customer Reviews on Purchase Decisions of Luxcrime Cosmetics through TikTok Shop; Moderated by Religiosity (A Study on Muslim Female Students of Politeknik Negeri Medan)

Farah Dhiba¹, Rizal Agus², Ahmad Kholil³, Muhammad Zuhirsyan⁴,

Anriza Witi Nasution⁵, Ermyna Seri⁶

^{1,2,3,4,5,6}Keuangan dan Perbankan Syariah, Akuntansi, Politeknik Negeri Medan

farahdhiba@students.polmed.ac.id¹, rizalagus@polmed.ac.id², ahmadkholil@polmed.ac.id³, muhammadzuhirsyan@polmed.ac.id⁴, anrizanasution@polmed.ac.id⁵, ermynaseri@polmed.ac.id⁶

ABSTRACT

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This study aims to determine the influence of halal awareness and online customer reviews on the purchase decisions of Luxcrime cosmetics through TikTok Shop, as well as the moderating effect of religiosity on the relationship between halal awareness and online customer reviews toward purchase decisions. The dependent variable in this study is purchase decision, while the independent variables consist of halal awareness and online customer reviews, with religiosity serving as the moderating variable.

The research sample consisted of 94 respondents, all of whom were Muslim female students from Politeknik Negeri Medan. Primary data were collected through questionnaires, while secondary data were obtained from company publications. The questionnaire instrument was tested for validity and reliability using a Likert scale. Data analysis was conducted using multiple regression, t-test (partial), F-test (simultaneous), and the coefficient of determination at a 5% significance level, employing SPSS version 26.

Keywords: Halal Awareness, Online Customer Reviews, Purchase Decision, Religiosity, TikTok Shop

INTRODUCTION

The development of information and communication technology has brought significant changes in social, economic, and cultural aspects at an extraordinary pace, making the world feel increasingly borderless. In particular, innovations in smartphone technology have made communication and daily activities easier. Over time, with the advancement of technology, consumer demand for cosmetics and other beauty products has continued to grow. The cosmetics used should not only be safe but also comply with Islamic law—meaning they must be halal in all aspects, especially regarding the ingredients used, which must be halal and of high quality, particularly for Muslim women (Helmi, Arief & Sarasi, 2020).

The use of halal cosmetic products for Muslim women is a necessity, as stated in the Qur'an, Surah Al-Baqarah verse 168, which implies that what is halal and good (*thayyib*) is an absolute requirement that must be observed and fulfilled by Muslim women. *Halal* means

permissible according to Islamic law, while *thayyib* emphasizes product quality and the benefits derived from its use so that the product does not cause harm to the body (Damayanti, 2019). In this era, technological advancements have rapidly progressed in all aspects of life, particularly in online shopping technology. The rise of e-commerce has made it easier for consumers to shop for cosmetics online. Examples of popular e-commerce platforms include Shopee, Lazada, Tokopedia, Zalora, Shein, and the currently trending TikTok Shop (Murhadi & Reski, n.d.).

E-commerce has become a trend among consumers as a platform that allows practical and convenient purchasing of products, including cosmetics (Shafwah et al., 2024). Menurut Loudon dalam Nursani et al (2019), According to Loudon in Nursani et al. (2019), e-commerce is the process of buying and selling products electronically, where consumers and companies use computers as intermediaries for business transactions.

TikTok Shop is an e-commerce feature integrated directly into the TikTok application. It offers a safe, easy, fast, and reliable online shopping experience for consumers. TikTok Shop was established and began operating in Indonesia in 2023. It enables users to buy and sell products without leaving the platform, combining entertainment content with live shopping experiences (*social commerce*). The platform supports various payment methods, including Dana, OVO, Gopay, bank transfers via virtual accounts, QRIS, credit cards, debit cards, TikTok Paylater, and cash on delivery (COD) (Murhadi & Reski, n.d.). According to Islamic economic law, conducting transactions on TikTok Shop using payment methods such as Dana, OVO, Gopay, virtual account transfers, QRIS, debit cards, TikTok Paylater, and COD is permissible as long as it complies with *fiqh muamalah* and the *akad salam* principles. However, transactions involving credit cards or TikTok Paylater are prohibited, as they involve financing instruments that contain elements of interest (*riba*) and late payment fees, which are not in accordance with Islamic law (Juliana et al., 2023).

TikTok Shop offers a wide range of product categories, including health, accessories, household items, fashion, food, beverages, electronics, beauty, and cosmetics. Luxcrime cosmetics fall into the beauty and cosmetics category. Luxcrime is a local Indonesian cosmetics brand founded by Achmad Nurul Fajri in December 2015. Although relatively new to the market, Luxcrime has gained significant attention from consumers, especially women, and has received various awards from Beautyfest Asia, Sociolla Awards, and Female Daily Awards. These achievements have strengthened Luxcrime's brand image among consumers. Luxcrime markets its products through various e-commerce platforms such as Shopee, Tokopedia, Lazada, and TikTok Shop, offering attractive promotions. On both Shopee and TikTok Shop, Luxcrime has achieved high sales and received positive reviews and ratings from customers (G.S. Suwito, 2024).

A purchase decision is the final choice made by a consumer to buy a product or service to meet their needs, after considering several factors. According to Schiffman and Kanuk in Indrasari (2019), a purchase decision is a process of choosing between two or more available alternatives, which must exist for a decision to be made. The decision-making process generally includes several stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Kotler & Keller, 2016). Public awareness of halal cosmetics remains relatively low compared to halal food products, as Muslim consumers already understand the importance of halal food because it is directly consumed and digested by the body. In contrast, many still perceive cosmetics as non-food products that are not directly consumed. However, cosmetics are applied to the skin and come into contact with the body

during acts of worship such as prayer (LPPOM MUI, 2020).

The halal certification of products in Indonesia is also supported by Law No. 33 of 2014 concerning Halal Product Assurance, under the supervision of the Halal Product Assurance Organizing Agency (BPJPH). BPJPH operates under the Ministry of Religious Affairs and is responsible for implementing halal product assurance according to prevailing laws. BPJPH cannot issue halal certificates without the halal determination from MUI. According to BPJPH's official website, all Luxcrime cosmetic products have obtained halal certification. A study by Nasution et al. (2023) found that halal awareness significantly affects purchase decisions, while another study by Fitria et al. (2023) found that halal awareness does not significantly influence purchase decisions. This indicates that other factors may affect consumer purchase decisions, such as online customer reviews.

Online customer reviews refer to opinions, feedback, and experiences shared by consumers through online media based on their actual experience with a product or service (Damayanti, 2019). Prospective consumers can easily access such reviews on TikTok Shop, allowing them to obtain accurate information about a product and compare its advantages and disadvantages with similar products (Sangkardi et al., 2022). TikTok Shop provides a rating and review feature that displays feedback from previous buyers. This feature includes star ratings (from one to five) and written, photo, or video reviews covering aspects such as product quality, packaging, delivery, and product accuracy. These reviews and promotional offers often influence consumers' purchase decisions (Ariska et al., 2022). Based on the reviews and ratings on TikTok Shop, consumers can decide whether to purchase Luxcrime cosmetic products. In addition to halal awareness and online customer reviews, another important factor that may influence Muslim women's purchase decisions is religiosity.

Religiosity refers to a person's level of faith and quality of religious practice. It encompasses aspects of belief, emotion, behavior, and actions aligned with religious teachings—particularly in Islam. In Islam, not only food and beverages must be halal, but cosmetics should also be proven halal, containing no prohibited ingredients such as pork and other haram substances (Chusna & Mustofa, 2024). A study by Zane K & Lestari (2024) demonstrated that online customer reviews have a positive and significant effect on purchase decisions, whereas Rahmawati (2021) found that online customer reviews do not influence purchase decisions.

Literature Review

Purchase Decision

A purchase decision is an activity in which an individual is directly involved in making a decision to purchase a product or service offered by a seller. In Islam, the concept of a purchase decision is also known as *khiyar*. Linguistically, *khiyar* means "choice." According to Wahbah Zuhaily, *khiyar* refers to the right possessed by one or both parties involved in a transaction to decide whether to proceed with or cancel the agreement that has been made. According to Islamic jurists (*ulama fiqh*), the legal ruling (*hukm*) of *khiyar* is *mubah* (permissible) because it fulfills an urgent need to ensure mutual benefit (*maslahah*) for all parties involved in the transaction (Hasanah et al., 2019).

There are various indicators used to measure purchase decisions. According to Kotler and Keller in Indrasari (2019:74), the indicators of a purchase decision consist of five dimensions, namely:

1. Product Choice
2. Brand Choice
3. Dealer Choice (Distribution Channel)
4. Purchase Timing
5. Purchase Quantity

Halal Awareness

Halal awareness is the process of conveying information aimed at increasing understanding and awareness regarding what is permissible (*halal*) for Muslims to eat, drink, and use. Halal awareness refers to the level of consumer knowledge and understanding of the concept of *halal* when considering their purchase decisions. This awareness includes, for example, paying attention to halal certification when selecting products (Azura et al., 2023). Halal awareness also reflects Muslim consumers' knowledge and perspectives regarding products that comply with Islamic law (*sharia*), which influence their intentions and behaviors in purchasing activities. This includes understanding halal standards, production processes, and certification procedures, as well as demonstrating obedience to Allah SWT's command to consume products that are *halal* and *thayyib* (lawful and good). A halal certification or label serves as assurance that a product has undergone proper testing and verification in accordance with Islamic law (Azura et al., 2023).

This concept aligns with the command of Allah in the Qur'an, which instructs His followers to consume lawful and wholesome food, as stated in Surah Al-Baqarah verse 168 (Pratiwi et al., 2024). According to Ma'rifat and Istiqomah as cited in Fitria et al. (2023), the indicators of halal awareness include:

1. Level of Halal Self-Efficacy
2. Halal Label or Certification
3. Level of Piety (Taqwa)

Online Customer Reviews

Online customer review is a form of opinion or feedback delivered digitally by consumers based on their experience using a product or service from a company (Damayanti, 2019). Online customer reviews represent a form of word-of-mouth communication in the context of online sales, where prospective customers obtain information about a product from previous users who have experienced its benefits. This facilitates prospective buyers in comparing the product with similar offerings from other online sellers (Ardianti & Widiartanto, 2019). Consumer reviews serve as a source of information about a product. However, in Islamic teachings, the dissemination of information follows specific rules, where not all information—even if true (*shahih*)—should be widely spread. This principle aligns with the teachings in Surah Al-Baqarah, verse 42.

According to Agesti et al. (2021) and Aulia et al. (2024), the indicators of online customer reviews consist of five dimensions:

1. Perceived Usefulness
2. Source Credibility
3. Argument Quality
4. Volume of Online Reviews
5. Valence of Online Consumer Review

Religiosity

According to Wardani & Pitensah (2021:20) and Fadlilah et al. (2023), religiosity is the connection an individual has with the religion they follow and believe in. This religiosity causes the person to use religious perspectives to interpret their life, which in turn influences their mindset, behavior, and decision-making in solving problems. Therefore, religiosity can be concluded as a belief inherent in a person that serves as a guideline in carrying out all aspects of life.

From an Islamic perspective, religiosity involves practicing religious teachings comprehensively in all aspects of a Muslim's life (Zanki, 2021), as stated in Allah's command in Surah Al-Baqarah, verse 208.

According to Glock and Stark, as cited by Wahyoedi (2022:39-40), religiosity consists of five indicators:

1. Ideological or Belief
2. Ritualistic or Religious Practice
3. Experiential or Emotional Experience
4. Intellectual or Religious Knowledge
5. Consequential

Research Methodology

Quantitative research is a method based on the philosophy of positivism, used to study a specific population or sample. Data collection is conducted using research instruments, and data analysis is performed quantitatively or statistically with the aim of testing predetermined hypotheses (Sugiyono, 2022:15). This study is designed to measure the extent of the influence of independent variables on the dependent variable. The independent variables in this research are Halal Awareness (HA) and Online Customer Reviews (OCR), while the dependent variable is Purchase Decision (PD), and the moderating variable is Religiosity (R).

In this study, the population consists of Muslim female students of Politeknik Negeri Medan who have purchased Luxcrime cosmetic products through the TikTok Shop platform. Therefore, the total population in this study cannot be determined with certainty. In this study, the sampling technique used is probability sampling with the simple random sampling method.

Results and Discussion

Table 1. Results of Multiple Linear Regression Analysis

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	4,508	4,006		1,125	,263
KH(X1)	,384	,163	,182	2,352	,021
UPD(X2)	,637	,075	,656	8,495	,000

Based on the

a. Dependent Variable: KP(Y)
 (Source: Data processing using SPSS 26)

regression equation above, the regression coefficient values can be stated as follows:

1. The constant value of 4.508 indicates that if the halal awareness and online customer review variables remain unchanged (zero), the purchase decision will have a value of 4.508.
2. The coefficient of halal awareness is 0.384, indicating that if halal awareness increases by 1%, the purchase decision will increase by 0.384%.
3. The coefficient of online customer review is 0.637, showing that a 1% increase in online customer reviews will be followed by a 0.637% increase in the purchase decisions.

Based on the data above, it can be concluded that:

1. The Influence of Halal Awareness on the Purchase Decision of Luxcrime Cosmetics Through TikTok Shop Among Muslim Female Students of Politeknik Negeri Medan

Based on Table 4.20 above, it is known that the *t*-calculated value for the Halal Awareness variable is 2.352. The *t*-table value at a significance level of $\alpha = 5\%$ with degrees of freedom ($df = n - k = 94 - 3 = 91$ (because there are 2 independent variables and 1 constant)) is approximately 1.986. Since the *t*-calculated value of $2.352 > t$ -table value of 1.986, and the significance value obtained is $0.021 < 0.05$, this means that H_0 is rejected and H_a is accepted. This indicates that, partially, the Halal Awareness variable has a significant effect on the Purchase Decision of Luxcrime cosmetics through TikTok Shop among Muslim female students of Politeknik Negeri Medan.

2. The Influence of Online Customer Reviews on the Purchase Decision of Luxcrime Cosmetics Through TikTok Shop Among Muslim Female Students Of Politeknik Negeri Medan

Based on Table 4.20 above, it is known that the *t*-calculated value for the Online Customer Review variable is 8.495. The *t*-table value at a significance level of $\alpha = 5\%$ with degrees of freedom ($df = n - k = 94 - 3 = 91$ (because there are 2 independent variables and 1 constant)) is approximately 1.986. Since the *t*-calculated value of 8.495 $> t$ -table value of 1.986, and the significance value obtained is $0.000 < 0.05$, this means

that H₀ is rejected and H_a is accepted. This indicates that, partially, the Online Customer Review variable has a significant effect on the Purchase Decision of Luxcrime cosmetics through TikTok Shop among Muslim female students of Politeknik Negeri Medan.

T-Test

Based on Table 1 above, the calculated t-value for the Halal Awareness variable is 2.352, which is greater than the critical t-value of 1.986, and the significance value is 0.021, which is less than 0.05. This indicates that partially, the Halal Awareness variable has a significant effect on the Purchase Decision of Luxcrime Cosmetics through TikTok Shop among Muslim female students at Politeknik Negeri Medan. The calculated t-value for the Online Customer Review variable is 8.495. Since the t-value of 8.495 is greater than the critical t-value of 1.986 and the significance value is 0.000, which is less than 0.05, it means that partially, the Online Customer Review variable has a significant effect on the Purchase Decision of Luxcrime Cosmetics through TikTok Shop among Muslim female students at Politeknik Negeri Medan.

F-Test

Table 2. Results of Simultaneous Influence Test (F-Test)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
	Regression	13,863	5	2,773	3,101	,013 ^b
	Residual	78,690	88	,894		
	Total	92,553	93			

a. Dependent Variable: KP10

b. Predictors: (Constant), X2M, TOTAL KH, TOTAL R, TOTAL UPD, X1M
 (Source: Data processing using SPSS 26)

Based on the results of the ANOVA test in the table above, the calculated F-value is 3.101. To determine the F-table value, a significance level of $\alpha = 5\%$ was used, with degrees of freedom (df) $df_1 = 5$ (number of independent variables) and $df_2 = 88$ (number of samples minus the number of variables). Referring to the F-distribution table, the F-table value is 2.31. Therefore, it can be concluded that, simultaneously and significantly, the variables Halal Awareness, Online Customer Reviews, and the moderating variable Religiosity along with their interaction terms (X1M and X2M) have a significant effect on the Purchase Decision of Luxcrime cosmetics through TikTok Shop among Muslim female students at Politeknik Negeri Medan.

Moderated Regression Analysis (MRA) Test

Table 3. Results of Moderated Regression Analysis (MRA)

Coefficients ^a			
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta

1	(Constant)	2,779	12,673		,219	,827
	TOTAL KH	,386	,495	,905	,781	,437
	TOTAL UPD	-,212	,188	-1,089	-1,130	,261
	TOTAL R	-,066	,370	-,221	-,178	,859
	X1M	-,011	,014	-1,646	-,750	,455
	X2M	,008	,005	2,333	1,528	,130

a. Dependent Variable: KP10

(Source: Data processing using SPSS 26)

Based on the results of the Moderated Regression Analysis (MRA), the interaction variable between Halal Awareness and Religiosity (X1M) has a significance value of 0.455, while the interaction between Online Customer Reviews and Religiosity (X2M) has a significance value of 0.130. Both significance values are greater than the threshold of 0.05. Therefore, it can be concluded that the Religiosity variable does not significantly moderate the relationship between Halal Awareness and Online Customer Reviews toward Purchase Decision. This means that an individual's level of religiosity does not strengthen or weaken the influence of the two independent variables on purchase decisions. Hence, the moderation hypothesis in this study is rejected.

Coefficient of Determination (R²) Test

Tabel 4 Hasil Uji Koefisien Determinasi (R²):

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,387 ^a	,150	,101	,94563

a. Predictors: (Constant), X2M, TOTAL KH, TOTAL R, TOTAL UPD,

X1M

(Source: Data processing using SPSS 26)

Based on the results shown in Table 4, the coefficient of determination (R²) in this study is 0.150. This indicates that 15% of the variation in the dependent variable, namely Purchase Decision, can be explained by the model. Meanwhile, the remaining 85% is influenced by other factors outside the variables included in this research model. Therefore, it can be inferred that there are many other potential variables that may influence the Purchase Decision of Luxcrime cosmetics through TikTok Shop among Muslim female students at Politeknik Negeri Medan.

Conclusion

Halal awareness and online customer reviews have a significant influence on the purchase decision of Luxcrime cosmetics through TikTok Shop. Religiosity does not act as a moderating variable. The company should maintain its halal certification and the quality of positive online reviews in order to increase sales performance.

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