



HALAL LABEL AND BPOM LABEL ON THE PURCHASE INTENTION OF COSMETICS IN WEST ACEH REVIEWED IN THE PERSPECTIVE OF ISLAMIC ECONOMICS

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ABSTRACT

Halal label and BPOM label are legalities that must be present in a cosmetic product. With the halal label and BPOM label, it can increase consumer confidence and buying interest. This study aims to analyse the effect of halal labels and BPOM labels on buying interest in cosmetics in West Aceh Regency from an Islamic economic perspective. This research uses quantitative methods with a survey approach. Primary data was obtained by distributing questionnaires to 110 respondents with *purposive sampling* technique, the data analysis method used was multiple linear regression with the help of the SPSS 26 application program. The results showed that partially the halal label variable had no significant effect on buying interest. While the BPOM label variable affects buying interest. Simultaneously the halal label variable and the BPOM label variable have a positive and significant effect on buying interest. The coefficient of determination *R Square* of 0.269 or 26.9% means that the contribution of variable X to variable Y is 26.9%, while the remaining 73.1% is influenced by other factors outside this study. The correlation coefficient (R) value of 0.519 or 51.9% means that variable X has a sufficient influence on variable Y.

1. Introduction

Every individual is a consumer because consume various types of goods and services to meet their daily needs (Rachmawaty, 2021) . Consumption can be interpreted as the use of goods and services to meet human needs. Consumer behaviour is the tendency of consumers to consume to maximize satisfaction (Mariyanti, 2017). According to Tjiptono, lifestyle is the way a person lives life, including the products he buys, the way the individual concerned uses the product, what he thinks about himself and how he feels about himself (Fandi Tjiptono, 2019) . Lifestyle is also part of human secondary needs that can change depending on the era or a person's desire to change their lifestyle (Andrian, 2022) . If used carefully, the concept of lifestyle can help marketers understand changing

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consumer values and influence purchasing behaviour (Armstrong, 2006) . Interest (*intention*) is a behavioural tendency. Interest is determined by the extent to which a person has a positive attitude towards certain behaviours and the extent of support from certain people, as well as how great the opportunity or opportunity for him to carry out certain actions can give birth to a high or strong *behavioural intention* (Abdul Aziz Nugraha Pratama, 2022) .

1.1 Purchase Intention

Purchase interest is an action taken by someone to buy a product that is in accordance with conscience, which can provide satisfaction and benefit value to him. (Nizar, 2019) Purchase interest arises because of a motive based on several consumer characteristics when using a product as needed (Adam et al., 2020). Therefore, the series of actions in potential consumers related to buying interest are important to study, one of which is by studying what these potential consumers think (Suci Ramadhani Putri, 2022) .

According to Kotler and Armstrong, buying interest is consumer behaviour where consumers have the desire to buy or choose a product based on experience in choosing, using and consuming or even in wanting a product. Consumers form preferences among many preferred brands which may lead to buying interest in a highly preferred brand (Wardana, 2024) .

Several factors influence consumer buying interest, namely: First. Level of awareness and strength of brand image, Second. Individual feelings and impulsive situations, Third. The influence of the social environment, interest in purchasing a product can be influenced by the attitudes and views of close people, friends, and individuals who have trust for consumers. Also, the options presented by these individual individuals play a role in shaping consumer buying interest in products, Fourth.

Contextual factors, buying interest in a product can be influenced by the surrounding environment situation, Fifth. Options "possible to buy", "intended to buy", and "considering buying" in measuring consumer buying interest, Sixth. *Perceived value* received by consumers, but *perceived value* cannot affect purchase intention directly, meaning that additional variables are needed, namely *trust* or trust. Seventh. Consumer attitudes towards related products and finally Eighth. *Halal awareness* shown (Adam et al., 2020) by halal certification or affixing a halal label on product packaging will affect purchase interest in a halal product (Wardana, 2024) .

1.2 Halal Label and BPOM Label

Halal certification and halal labelling are two different activities but are interrelated. Halal certification is the process of obtaining a halal certificate through several stages to prove that the ingredients used, the production process and the product halal assurance system have met the halal standards that have been determined according to the rules that apply. Meanwhile, halal label is the inclusion of text and images or a halal statement on the packaging that a product has obtained a halal certificate and has halal status . Before including a halal label on a product package, it is necessary to carry out halal certification first (Joharudin, 2023) .

The halal label listed on the product packaging will directly influence consumers, especially the Muslim community, to use these products. The emergence of a sense of security and comfort in consuming these products will increase their trust and buying interest (Syakir, 2021) .

Halal products are currently a new trend in the *marketing* world. Indonesian MSME entrepreneurs consider halal certification to be a means to increase customer satisfaction and trust

in a product, besides that the halal label also plays a role in convincing customers of the halal status of the products to be consumed. The number of halal-certified cosmetic companies continues to increase along with the increasing halal awareness of the public. In 2018 there were around 160 cosmetic companies that already had halal certificates from MUI. Meanwhile, products that already have a distribution permit from the POM Agency reached 60.6% in 2019 (Sukoso A. W., 2020) .

Indonesia as a country with a majority Muslim population, the government pays great attention to the halalness of products circulating in the community. The issuance of a legal umbrella that guarantees the halalness of a product in Indonesia is concrete evidence of the government's seriousness, which gave birth to Law of the Republic of Indonesia Number 33 of 2014 concerning Halal Product Guarantee (JPH). The JPH Law and its derivatives provide comfort, security, safety and certainty of the availability of halal products for the community in consuming and using each product and aims to increase added value for business actors who produce and sell halal products (Koeswinarno, 2022)

The government also confirmed in Government Regulation (PP) No. 39 of 2021 that all types of cosmetics circulating in Indonesia must have a halal certificate starting from 17 October 2021 until the deadline of 17 October 2026. Cosmetics circulating in Indonesia must include a halal label on the packaging until the specified limit of 17 October 2026. Meanwhile, products that are not halal are required to include a description of non-halal products such as "contains pork" and so on (M. Guffar Harahap, 2023) . In addition to the halal label, cosmetics circulating in Indonesia must also have a distribution permit number issued by the Food and Drug Monitoring Agency (BPOM). The legal basis is based on BPOM Regulation Number 12 of 2020 concerning Procedures for Submitting Cosmetic Notifications. (Ideasanti N. Z., 2020) This provision applies to every cosmetic product both domestically produced and imported products from abroad.

BPOM label is a label issued by BPOM which is authorised to audit product safety from a health perspective (Fadillah Pratama M, 2021) . Products that have a distribution permit number are entitled to include the BPOM label or *barcode* on the product packaging. With this legality, it can be ensured that the cosmetics to be sold meet quality standards and apply the rules of good and correct cosmetic manufacturing methods (CPKB) and are free from harmful chemicals that can cause diseases ranging from mild to fatal

Currently, cosmetic products containing harmful ingredients such as mercury, *formaldehyde* and *hydroquinone* are very popular in the market because of the lure that women will have glowing white skin in a short time or instantly. Based on the findings of BPKN-RI (National Consumer Protection Agency of the Republic of Indonesia), cosmetic sales have now undergone a transformation into online cosmetic sales that are packaged with marketing techniques that can influence consumers by involving *influencers* as *brand ambassadors* so as to make consumers interested in buying cosmetics without paying attention to the composition of cosmetic ingredients.

The results of the initial observations made by the author, there are several shops and supermarkets in West Aceh Regency that still sell cosmetics that do not have a BPOM distribution permit and are also not halal certified. This is very unfortunate considering that West Aceh Regency, especially the city of Meulaboh, has earned the nickname as the city of *Sufi Tawhid*

The results of supervision conducted by BPOM Aceh on cosmetics distribution facilities and beauty clinics in West Aceh, found 337 cosmetic items without distribution permits throughout 2024 and supervision conducted in January to March 2025 found 11 cosmetic items without distribution

permits and 9 items of cosmetic products containing hazardous ingredients, namely red dye which is prohibited in the type of cosmetic product *eyeshadow pallete* (<https://aceh.pm.go.id>, 2025) .

1.4 Sharia Overview

In reviewing the Islamic perspective, products that are traded must be halal products, do not contain *gharar* and fraud and products must not be mixed between low quality and good ones (Agustin, 2017) . Halal products are products that are processed and derived from halal materials, meaning that products that are still in the form of raw materials must be ensured of their substances, and processed properly in accordance with the provisions of Islamic law (Kurniawan, 2018) .

The consideration of every Muslim is not only on the benefits of the product he will consume but also the blessing content in the product. This behaviour of seeking blessings for every action is reflected in the behaviour of not *israf* (excessive), caring for the interests of others, not committing fraud and halal (Syaparuddin, 2021) .

Along with the increasing awareness of the community to implement Islamic law, it has an impact in various aspects of life, including in terms of consumption. The increasing enthusiasm for implementing Islamic law is an opportunity for business growth related to this practice. For the category of consumer goods, the halal label is currently a new trend in various types of national industries, including the cosmetics industry (Juliana, 2019).

Some cosmetic products such as facial makeup products usually used by women are also known to not fully support daily activities that have an obligation to carry out the five daily prayers which must first purify themselves or do ablution. The reason is that the cosmetic makeup products are *waterproof* so that they block the wudhu water (Rahajeng, 2022) .

Consuming a halal and good necessity has an influence on the lives of Muslims in carrying out sharia and conveying the sunnah of the Prophet Muhammad, and will also affect their subsequent behaviour. If a person consumes halal and good products, he will be inclined to good deeds. Conversely, if someone consumes something bad and vile, then he will also lean towards bad and vile deeds (Syaparuddin, 2021) .

2. Method

The method in this research is a survey method with a quantitative approach. Quantitative research is a research method used to research on certain populations or samples, data collection using research instruments, and data analysis is quantitative or statistical, to describe and test predetermined hypotheses (Sugiyono, 2018) .

2.1 Location, Population and Sample

This research was conducted in the West Aceh District. The distribution of questionnaires was aimed at people of female gender willing to fill out the questionnaires that the researchers had prepared and provide the necessary information related to this research.

The population in this study were all people of West Aceh Regency. Given the fairly large population, in sampling the authors used *purposive sampling* technique, which is a sampling technique where the researcher himself determines the sample according to certain provisions (Amelia, et al., 2023). The sample in this study were women of productive age or women in the age range 15-64 years who used cosmetics.

To determine the sample size using the *multivariate* method, the sample size must be 5 times the indicator or 10 times the indicator (Sahir, 2021) . Ferdinand states that the sample size depends on the number of indicators used in all variables, the number of samples is equal to the number of indicators multiplied by 5-10 (Izuddin, 2018) . Due to limited time, energy, costs and others, the researcher determined the number of samples in this study was 110 respondents. The indicators in this study were 11 multiplied by 10, so the number of respondents taken was 110 people.

2.2 Instruments and Measurement Scope

The instrument in this study is a questionnaire which is a pre-formulated list of written questions that respondents will answer, usually in clearly defined alternatives. The questionnaire in this study was compiled based on indicators of halal label, BPOM label and cosmetic purchase intention. The measurement scale in this study uses a *Likert* scale. *Likert* scale is a scale used to measure attitudes, opinions and perceptions of individuals or groups of people about a social symptom or phenomenon (Agustin, 2023) . With a *Likert* scale, the indicator is used as a starting point for compiling instrument items in the form of statements or questions. The answer to each statement item or question using a *Likert* scale has gradations or levels from very positive to very negative, namely in the form of words: always, often, sometimes and never (Sugiyono, 2018) .

Determination of Likert scale values in this study using five levels of answers to each statement can be seen in the table 1:

**Table 1
Likert Scale**

No.	Option Description	Score
1	Strongly Agree	5
2	Agree	4
3	Disagree	3
4	Disagree	2
5	Strongly Disagree	1

3. Results and Discussion

3.1 Validity Test

Validity test is conducted to determine the feasibility of each statement in a variable. Whether a questionnaire is valid or not can be seen by comparing the r_{count} value with the r_{table} value. If $r_{(count)} > t_{table}$ where $df = n-2$ with a significance of 5%, the questionnaire is declared valid. The validity test was carried out on each question item using the help of the SPSS 26 programme. The validity test results can be seen in the table 2,3 and 4.

**Table 2
Halal Label Validity Test**

No.	r_{count}	r_{table}	Description
1	0,626	0,187	Valid
2	0,582	0,187	Valid
3	0,711	0,187	Valid
4	0,696	0,187	Valid
5	0,742	0,187	Valid
6	0,633	0,187	Valid
7	0,624	0,187	Valid
8	0,693	0,187	Valid
9	0,747	0,187	Valid

Table 3
BPOM Label Validity Test

No.	r _{count}	r _{table}	Description
1	0,642	0,187	Valid
2	0,553	0,187	Valid
3	0,675	0,187	Valid
4	0,714	0,187	Valid
5	0,770	0,187	Valid
6	0,763	0,187	Valid
7	0,700	0,187	Valid
8	0,637	0,187	Valid
9	0,617	0,187	Valid
10	0,632	0,187	Valid
11	0,746	0,187	Valid
12	0,660	0,187	Valid

Table 4
Validity Test of Purchase Intention

No.	r _{count}	r _{table}	Description
1	0,658	0,187	Valid
2	0,733	0,187	Valid
3	0,755	0,187	Valid
4	0,679	0,187	Valid
5	0,598	0,187	Valid
6	0,739	0,187	Valid
7	0,676	0,187	Valid
8	0,763	0,187	Valid
9	0,648	0,187	Valid
10	0,785	0,187	Valid
11	0,775	0,187	Valid
12	0,587	0,187	Valid

From the table above, it shows that each statement item in the questionnaire on the halal label variable, BPOM Label and Purchase Interest is declared valid because it has an r_{count} value greater than the r_{table} value.

3.2 Reliability Test

Item reliability is tested by looking at the Alpha coefficient. In this study, reliability testing with the help of SPSS ver. 26. If the alpha value is > 0.7 , it means *sufficient reliability*, while if $\alpha > 0.80$, it suggests that all items are reliable and the entire test is internally consistent because it has strong reliability. There are also those who interpret it if $\alpha > 0.90$ then perfect reliability, if alpha is between $0.70 - 0.90$ then high reliability, if alpha is between $0.50 - 0.70$ then moderate reliability and if $\alpha < 0.50$ then low reliability. (Benny Pasaribu, 2022) The results of the reliability test can be seen in table 5.

Table 5
Test Results

No.	Variables	Cronbach's Alpha	Description
1	Halal Label	0,845	Reliable
2	BPOM Labels	0,888	Reliable
3	Purchase Intention	0,901	Reliable

Based on table 3.4, it can be seen that all variables in this study have a *Cronbach's alpha* value > 0.8 where the independent variables, namely the halal label and BPOM label, have a value of

0.845 and 0.888 respectively, while the dependent variable, namely buying interest, has a value of 0.901, meaning that all statement items are reliable and all tests consistently have strong reliability.

3.3 Classical Assumption Test

The classic assumption test aims to ensure that the data that has been obtained from distributing questionnaires previously does not experience bias and has a high level of consistency. The following are some classic assumption tests that will be carried out in this study, namely the normality test, multicollinearity test and heteroscedasticity test.

3.3.1 Normality Test

The normality test aims to determine whether the distribution of data in the variables used in a study. Good data is normally distributed data, meaning that the data has a normal distribution with a profile that can be said to represent the population so that the data can be used in parametric testing types, whereas if the data generated from distributing questionnaires does not have a normal distribution, the type of test used is a nonparametric statistical test. The normality test carried out in this study, namely by observing the *Histogram* and *Normal P-Plot* graphs, explained in Figure 1 .

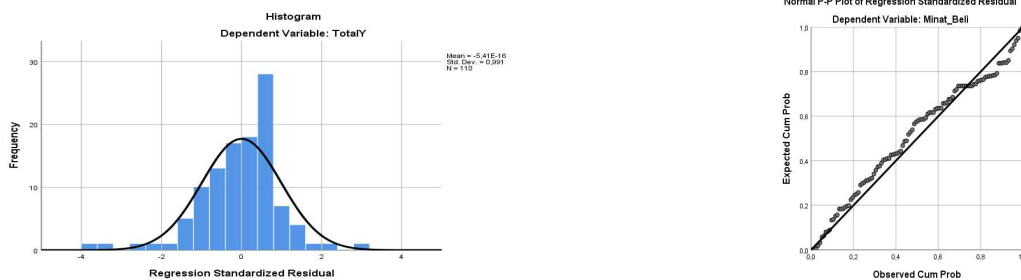


Figure 1. Histogram Graph and Normal Plot

Based on the histogram approach in Figure 3.1 above, it shows that the curve is bell-shaped. The data distribution does not deviate to the left or right or it can be interpreted that the data is normally distributed. Normality testing with the *normal p plot* approach in Figure 3.2 above, if observed, the resulting dot pattern is spread around the diagonal line, this indicates that the data obtained is normally distributed.

3.3.2 Multicollinearity Test

In the interpretation of multiple linear regression equations implicitly relies on the assumption that the independent variables are not correlated with each other, the regression coefficient is interpreted as a measure of the change in the dependent variable if one of the independent variables increases by one unit and all other independent variables are considered constant, but this interpretation becomes incorrect if there is a linear relationship in the independent variables or multicollinearity in the study (Nachrowi Djalal, 2005) .

The multicollinearity test aims to test whether the regression model found a correlation between independent variables. One way to identify the presence or absence of multicollinearity is by looking at the *Tolerance* value of less than 0.1 and the *Variance Inflation Factor* (VIF) of more than 10, so there are indications that the variables are multicollinear. Tolerance and VIF values can be observed in the following table.

Table 6
Multicollinearity Test Coefficients

Model	Tolerance	VIF
(Constant)		
Halal Label	,726	1,378
BPOM Labels	,726	1,378

From table 6 above shows that the tolerance value is 0.726 or greater than 0.1 and the VIF value of 1.378 is smaller than 10, so it can be assumed that there are no symptoms of multicollinearity between variables in this study.

3.3.3 Heteroscedasticity Test

The heteroscedasticity test is used to determine whether or not there is an inequality of variance of the residuals for all observations in the regression model. One way to detect heteroscedasticity is with the graphical method on SPSS by observing the *scatterplot*. Heteroscedasticity occurs if the scatterplot of data points has a regular pattern of either narrowing, widening, or wavy.

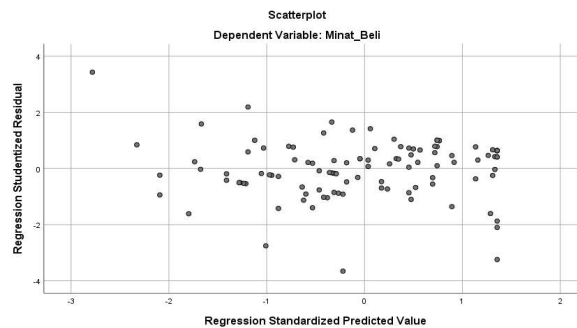


Figure 2 Scatterplot Graph

3.4 Multiple Linear Regression Tests

Hypothesis testing in this study is by multiple linear regression analysis. In this study, there is one dependent variable, namely purchase intention and 2 independent variables, namely the halal label and BPOM label. The results of multiple linear regression analysis can be seen in the following table.

Table 7
Multiple Linear Regression Analysis Results

Model	Unstandardised Coefficients		Standardised Coefficients		t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta				Tolerance	VIF
1 (Constant)	22,943	5,616			4,085	,000		
Label_Halal	,061	,143	,041		,424	,673	,726	1,378
Label_BPOM	,525	,103	,496		5,112	,000	,726	1,378

Based on the analysis results in the table above, estimation equation obtained by :

$$Y = \alpha + \beta_1LH + \beta_2LB + e$$

$$Y = 22.943 + 0.061LH + 0.525LB + e$$

From the results of the above equation, it can be explained that the effect of constants and independent variables, namely the halal label and BPOM label on the dependent variable, namely

the interest in buying cosmetics in West Aceh Regency, obtained a constant value of 22.943. This shows that if the halal label variable and the BPOM label variable remain (zero) then the interest in buying cosmetics in West Aceh Regency has increased by 22.943, the halal label regression coefficient value of 0.061 means that if the halal label increases by 1%, it will cause an increase in interest in buying cosmetics in West Aceh Regency by 6%. While the BPOM label regression coefficient value is 0.525, meaning that if the BPOM label variable is increased by 1%, it will cause an increase in interest in buying cosmetics in West Aceh Regency by 52.5%.

3.5 Partial Significance Test (t-test)

The partial significance test is conducted to determine whether the independent variables, namely the halal label and BPOM label, partially affect the dependent variable, namely the interest in buying cosmetics. At a significance level of 5% and $n = 110$, the t_{table} value of 1.65 was obtained. With the hypothesis testing criteria in this study are as follows:

1. If the value of $t_{table} > t_{calculated}$ then H_0 is accepted and H_a is rejected.
2. If the value of $t_{table} < t_{calculated}$ then H_0 is accepted and H_a is rejected.

Table 8
Partial Significance Test Results (t-test)

No.	Variables	t_{count}	t_{table}	Sig	Description
1	Halal Label	0,424	1,65	0,673	Not Significant
2	BPOM Labels	5,112	1,65	0,000	Significant

Source: Primary Data (processed), 2024

Based on table 4.15 above, partial testing (t test) can be explained as follows:

1. Halal Label Variable (X_1)

In the halal label variable, the $t_{calculated}$ value of 0.424 is smaller than the t_{table} value of 1.65 with a significance value of $0.673 > 0.05$ then H_0 is accepted and H_a is rejected. This shows that the halal label variable partially has no significant effect on buying interest in cosmetics in West Aceh Regency.

2. BPOM Label Variable (X_2)

The BPOM label variable obtained t_{count} value of 5.112 is greater than the t_{table} value of 1.65 with a significance value of $0.000 < 0.05$, so H_0 is rejected and H_a is accepted. Thus it can be interpreted that the BPOM label partially has a significant effect on buying interest in cosmetics in West Aceh Regency.

3.6 Simultaneous Test (F Test)

The F test which aims to test the effect of the independent variables in this study, namely the halal label variable and the BPOM label variable together or simultaneously on the dependent variable, namely purchase intention. The simultaneous test results can be seen in the Anova test table below:

Table 9
Analysis Of Variance (ANOVA) Test

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	775,399	2	387,700	19,687	,000 ^b
	Residuals	2107,192	107	19,693		
	Total	2882,591	109			

a. Dependent Variable: Purchase Intention
b. Predictors: (Constant), Label_BPOM, Label_Halal

In table 9, the significance value obtained is 0.000 which is smaller than 0.05. If the significance value is smaller than α then H_0 is rejected and H_a is accepted. This means that the halal label and BPOM label have a positive and significant effect on buying interest in cosmetics in West Aceh Regency.

3.7 Test Coefficient of Determination (R^2)

The coefficient of determination is a comparison between the variation of Y (interest in buying cosmetics) explained by X_1 (halal label) and X_2 (BPOM label) together compared to the total variable Y . In other words, this coefficient of determination test is to measure how far the model's ability to explain variations in the dependent variable, namely interest in buying cosmetics in West Aceh Regency. The results of testing the coefficient of determination in this study can be seen in table 10 below.

Table 10
Test Coefficient of Determination (R^2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,519 ^a	,269	,255	4,438

From table 10, it can be seen that the R square value is 0.269 or 26.9%, meaning that the independent variables, namely the halal label and BPOM label, affect the dependent variable, namely the interest in buying cosmetics by 26.9% and the remaining 73.1% is influenced by other factors not included in this study.

3.8 The Effect of Halal Label on Interest in Buying Cosmetics

The results showed that the halal label partially had no significant effect on buying interest in cosmetics in West Aceh Regency. From the results of the parsial test (t test) the significance value of the halal label is $0.673 > 0.05$, meaning that the halal label partially has no significant effect on buying interest in cosmetics in West Aceh Regency. This shows that women in West Aceh do not pay much attention to the importance of the halalness of a cosmetic product. The results of this study are in line with research conducted by Indina on female respondents, the halal label has no significant effect on cosmetic purchasing decisions in Banda Aceh with a low significance level value, but on male respondents it has a significant effect. (Lubis, 2024). Research conducted by Mulyarahardja which examined 289 women spread across various regions in Indonesia including Jakarta, Bogor, Depok, Bekasi etc. also shows the results that the halal label has no significant effect on cosmetic purchase intention with a value of $\beta = -0.47 < 0.05$ (Raymond Mulyarahardja, 2023).

Halal awareness of Muslim consumers who believe that consuming halal food and drinks brings blessings and health to humans, the same belief is also in terms of using cosmetics (Siti Khodijah Sara, 2022). With *halal awareness* or high halal awareness in society, it is a driving force for cosmetics manufacturers to be more concerned about efforts to produce halal products for Muslim consumers in particular. Halal products are not only limited to raw materials but also include safety and quality, handling of processing equipment, packaging, storage, and product distribution (Widyaningrum, 2019).

From the results of the descriptive analysis of the halal label variable, the statement with the lowest average value is statement no. 9 "The halal label can show the quality of cosmetics" with an

average value of 4.35. Where 7 respondents answered that they did not agree that the halal label could show the quality of cosmetics, 4 people answered that they disagreed, the rest chose to agree and strongly agree. Product quality affects customer satisfaction. Regarding product quality in the Islamic view, what is used to assess a quality product is sharia standardisation and not only provides material satisfaction. This means that halal and haram are very important parts and are of serious concern. Consumer products in Islam are those that are useful to produce material, moral and spiritual consumers (Tate Agape Bawana, 2020) . As the Word of Allah SWT in QS; Al-Baqarah Verse 168

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

Meaning: O mankind, eat of the lawful (food) of the earth and do not follow the steps of the devil. Indeed, he is a real enemy to you. (QS. Albaqarah: 168). Syeh wahbah Zuhaili in tafsir Al-Wajiz explains that the original law of all objects is permissible / permissible, either to eat or to use and things that are forbidden from it there are 2 types, namely: The first is forbidden because of its dirty substances which are the opposite of good, the second is forbidden because it is associated with something that is forbidden because it is related to the rights of Allah SWT or human rights which are the opposite of halal (Sukoso A. W., 2020) .

Protection of the quality and halalness of a product offered by producers or business actors is a consumer right of the Muslim community that must be fulfilled. On the other hand, consumer protection is the right of citizens, especially for halal and good products. The state is also obliged to provide protection for Muslim consumers. This is in accordance with the command of Allah Swt in the Al-Quran and As-sunnah so that humans only consume halal and good products (Azizah, 2021) .

Consumer awareness of halal cosmetics in West Aceh is still relatively low, because the lack of education regarding the importance of halal cosmetics to consumers is something that needs to be addressed. This is evidenced by the fact that there are still many assumptions in the community that the halalness of cosmetics does not need to be questioned because the use of cosmetics outside the skin or human body. Consumers also do not consider the halal label important if the producer is recognised and is Muslim (Siti Lailaturrohmah, 2021) . Another study states that halal certification and labeling have no significant effect on halal awareness of consumers using halal cosmetics in Medan city (Hasibuan, 2020) . Research conducted by Irawan shows the results of the halal label have no significant effect on wardah cosmetic purchasing decisions (Sophie Nazwah Irawan, 2023) .

Thus the government in this case can empower the increase in halal awareness in the community by conducting education and socialisation related to halal products involving religious leaders, academics and influencers. For the empowerment of business actors (UMKM Cosmetics) the government can provide guidance, assistance, facilitation of halal certification and provision of incentives so that it is expected to increase halal awareness and the quality of halal cosmetic products.

3.9 The Effect of BPOM Label on Buying Interest in Cosmetics

Based on the partial test results (t test), the $t_{\text{calculated}}$ value of 5.112 is greater than the t_{table} value of 1.65 with a significance value of $0.000 < 0.05$, then H_0 is rejected and H_a is accepted. It can be interpreted that the BPOM label partially has a significant effect on the interest in buying cosmetics. This shows that women in West Aceh pay attention to the safety of cosmetics from a

health review before buying cosmetics. Currently, the *2D Barcode* and *BPOM Mobile* application can facilitate the public to access various information and trace the safety of a cosmetic product to be purchased, so as to protect the public from counterfeit products and products that are harmful to health.

The results of this study are in line with research conducted by Lestari showing that the BPOM distribution permit has a significant effect on the interest in buying cosmetics in female students, (Mega Lestari, 2024) Research conducted by Anggriani et al also shows the results that the BPOM label partially and simultaneously has a significant effect on purchasing decisions for Implora cosmetics (Andi Putri Dian Angriani, 2023) .

3.10 The Effect of Halal Label and BPOM Label on Cosmetics Purchase Intention.

The results showed that the halal label and BPOM label simultaneously had a positive and significant effect on buying interest in cosmetics in West Aceh Regency. In the results table 3.8, the F_{count} value is 19.687 while the F_{table} value at the $\alpha = 5\%$ significance level is 2.30, meaning that the F_{count} value is greater than the F_{table} value. Therefore, it can be concluded that H_0 is rejected and H_a is accepted. This means that the halal label and BPOM label have a positive and significant effect on buying interest in cosmetics in West Aceh Regency. Brand identification and labels on packaging provide additional stimuli that are considered by consumers in purchasing a product (Firmansyah, 2018) . This is in line with the results of research conducted by Pratama that the BPOM label has a significant effect on cosmetic purchasing decisions (Fadillah Pratama M, 2021) .

4. Conclusions

Consumer attitudes are an important factor influencing consumer behaviour. The concept of attitude is closely related to belief and behaviour. Halal awareness is the level of understanding of Muslim consumers to find out information about the concept of halal, this knowledge includes understanding halal products and production process procedures according to halal standards set in Islamic law. The results showed that the BPOM label partially had a significant effect on buying interest in cosmetics in West Aceh Regency. The halalness and safety of a cosmetic product is not an easy thing to know, but requires a special study that is quite in-depth both in terms of technology and understanding of Sharia. This shows that not all Muslims will easily know the halal status and safety of a cosmetic product that they will use. Halal labels and BPOM labels are present to provide legal certainty and protection to consumers and increase the competitiveness of domestic products so that the products produced continue to be maintained with TQM (Total Quality Management).

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