



Research Article

Influence of Halal Certification, BPOM Authorization, and Streamer Product Knowledge on Cosmetic Purchasing Among Generation Z in Pragaan

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Influence of Halal Certification, BPOM Authorization, and Streamer Product Knowledge on Cosmetic Purchasing Among Generation Z in Pragaan

Abstract. This study aims to analyze the effects of halal certification, BPOM authorization, and streamer product knowledge on cosmetic purchasing among Generation Z in Pragaan. This study employed a quantitative explanatory approach involving 100 respondents selected through purposive sampling. Data were collected through questionnaires and analyzed using multiple linear regression analysis with the assistance of SPSS version 25. The results indicate that halal certification, BPOM authorization, and streamer product knowledge each have a positive and significant effect on cosmetic purchasing. Simultaneously, the three variables also have a positive and significant effect on cosmetic purchasing. Thus, cosmetic purchasing among Generation Z in Pragaan is influenced by considerations of product halal assurance, safety assurance through BPOM authorization, and product information communicated by streamers.

Keywords: Halal Certification, BPOM Authorization, Streamer Product Knowledge, Cosmetic Purchasing.

INTRODUCTION

The halal cosmetics industry in Indonesia has continued to attract increasing attention, particularly among Generation Z. As a digitally connected consumer group, Generation Z is increasingly exposed to information about cosmetic products through digital platforms, social media, and online commerce. Recent empirical studies have demonstrated the relevance of halal-related considerations in cosmetic purchasing among Generation Z (Afendi et al., 2024). For instance, examined 273 Generation Z consumers of halal cosmetics in Central Java and found that halal awareness played an important role in their purchasing decisions. Similarly (Mahdi et al., 2025), based on 211 Generation Z respondents across Java, found that halal marketing, halal labeling, halal knowledge, brand image and product quality significantly influenced interest in purchasing halal cosmetics. These findings indicate that Generation Z consumers increasingly consider information and assurances associated with halal cosmetic products when making purchasing decisions.

Halal certification is particularly relevant to Muslim consumers because it provides formal assurance regarding the halal status of a product. Recent research supports the importance of halal-related attributes in shaping Generation Z's responses to halal cosmetic. (Sudarsono et al., 2024), using data from Muslim Generation Z consumers in Indonesia, found that halal certification significantly influenced attitudes, subjective norms and perceived behavioral control toward halal cosmetics, which are associated with purchase intention. Furthermore, (Mahdi et al., 2025) reported that halal labeling significantly influenced the purchase intention of Generation Z consumers in Java. Although these studies demonstrate the importance of halal-related information, they primarily examine halal awareness, halal labeling, or halal knowledge rather than specifically examining halal certification as a determinant of cosmetic purchasing in a localized Generation Z context. This provides an opportunity to further investigate the role of halal certification in actual cosmetic purchasing behavior.

Apart from halal assurance, products safety and legality are also important considerations in cosmetic purchasing. In Indonesia, the distribution of cosmetic products is subject to regulatory oversight by the Indonesian Food and Drug Authority (Badan Pengawas Obat dan Makanan/BPOM). Consequently, the presence of BPOM authorization can serve as an important source of assurance regarding the legality and safety of cosmetic products. Empirical evidence supports the relevance of BPOM labeling in cosmetic purchasing decisions. (Cahyani et al., 2025), for example, examined Muslim female consumers in Palembang and specifically investigated the effects of halal and BPOM labels on cosmetic purchasing decisions. More recent research by (Putri et al., 2025) also found that both halal labeling and BPOM labeling

significantly influenced purchasing decisions for Wardah halal cosmetics. These findings suggest that, in addition to religious considerations, consumers may rely on regulatory information to reduce uncertainty and increase confidence when purchasing cosmetic products.

The growth of live-streaming commerce has introduced another important source of product information: streamer product knowledge. Streamers can provide consumers with detailed explanations regarding product ingredients, benefits, usage, quality, and suitability during live shopping sessions. Such information may help consumers evaluate products before making purchasing decisions. (Oktavianti et al., 2023) found that streamer product knowledge was relevant to consumer purchase intention in live shopping, particularly through the role of consumer trust. More specifically, (Utari & Fikriyah, 2025) examined streamer product knowledge in the context of halal cosmetics among Muslim consumers in East Java. Their findings showed that streamer product knowledge positively influenced purchase intention and trust. These findings are particularly relevant to the present study because they demonstrate that the knowledge possessed and communicated by streamers can become an important source of information in consumers' cosmetic purchasing processes.

Despite the growing number of studies on halal cosmetics, several research gaps remain. First, previous studies have predominantly examined halal cosmetics through variables such as halal awareness, halal labeling, halal knowledge, religiosity, and product-related factors among Generation Z (Afendi et al., 2024). Second, studies examining BPOM labeling have generally combined it with halal labeling and focused on particular brands, consumer groups, or geographical areas, such as Muslim consumers in Palembang and Wardah consumers in other local contexts. (Cahyani et al., 2025) Third, research on streamer product knowledge has emerged primarily within the context of live shopping and purchase intention, while its integration with halal certification and BPOM authorization in explaining cosmetic purchasing remains limited (Oktavianti et al., 2023). Therefore, there is still a need for an integrated model that considers religious assurance, product safety, and digital product information simultaneously in explaining cosmetic purchasing among Generation Z.

Based on these gaps, this study aims to examine the influence of halal certification, BPOM authorization, and streamer product knowledge on cosmetic purchasing among Generation Z in Pragaan. The study examines both the individual and simultaneous effects of these three factors. Theoretically, this research contributes to the literature on Islamic consumer behavior by integrating halal assurance, regulatory product safety, and digital information sources within a single framework for understanding cosmetic purchasing behavior. Practically, the findings are expected to provide insights for cosmetic businesses, marketers, and streamers regarding the importance of halal certification, product safety assurance, and credible product knowledge in influencing Generation Z consumers' purchasing decisions.

The relationships examined in this study are interpreted through the Theory of Planned Behavior (TPB), which explains that individual behavior is influenced by attitudes, subjective norms and perceived behavioral control (Huston, 2004). In the

context of cosmetic purchasing, halal certification may shape consumers' attitudes toward purchasing halal products, BPOM authorization may strengthen perceived control by providing product safety assurance, and streamer product knowledge may serve as a source of social influence in digital purchasing environments. Therefore, this study examines the effects of halal certification, BPOM authorization and streamer product knowledge on cosmetic purchasing among Generation Z in Pragaan.

RESEARCH METHOD

This study employed a quantitative research approach with an explanatory design (causal associative). Quantitative research uses numerical data and statistical analysis to examine relationships between variables, while explanatory research aims to explain causal relationships between independent and dependent variables. (Sihotang, 2023) Accordingly, this study examined the effects of halal certification, BPOM authorization and streamer product knowledge on cosmetic purchasing among Generation Z in Pragaan.

The study used primary data collected directly from respondents through a structured questionnaire. The population consisted of Generation Z residents of Pragaan born between 1997-2012. Based on population data for 2025, (*Dinas Kependudukan Dan Pencatatan Sipil Sumenep - Penelusuran Google*, n.d.) the number of Generation Z residents in Pragaan was 20,867 people. The sampling technique used was purposive sampling, in which respondents were selected based on predetermined criteria relevant to the research objectives. Using the Solvin formula with a 10% margin of error, the minimum sample size was calculated at 99.5 and rounded to 100 respondents.

The research instrument was a closed-ended questionnaire using a four-point Likert scale ranging from 1 (Strongly Disagree) to 4 (Strongly Agree). The questionnaire consisted of statements measuring four variables: halal certification (X_1), BPOM authorization (X_2), streamer product knowledge (X_3), and cosmetic purchasing (Y). Data were collected from October 1 to December 12, 2025, through online and offline questionnaire distribution. Data analysis was conducted using IBM SPSS Statistics 25.

The analysis included validity and reliability tests, followed by classical assumption tests consisting of normality, multicollinearity, and heteroscedasticity tests. Multiple linear regression analysis was subsequently employed to examine the effects and direction of the relationships between the independent variables and cosmetic purchasing. Hypothesis testing consisted of the partial significance test (t-test), simultaneous significance test (F-test), and coefficient of determination (R^2). The t-test was used to examine the partial effect of each independent variable, while the F-test was used to examine their simultaneous effect on cosmetic purchasing. The coefficient of determination (R^2) was used to determine the proportion of variation in cosmetic purchasing explained by the independent variables (Darma, n.d.).

RESULT AND DISCUSSION

Instrument Quality Tests

a. Validity test

Table 1. Validity test results

No	Statement Item	r-Count	r-Table	Result
1.	X1.1	0,741	0,197	VALID
2.	X1.2	0,711	0,197	VALID
3.	X1.3	0,586	0,197	VALID
4.	X1.4	0,659	0,197	VALID
5.	X2.1	0,691	0,197	VALID
6.	X2.2	0,685	0,197	VALID
7.	X2.3	0,775	0,197	VALID
8.	X2.4	0,562	0,197	VALID
9.	X3.1	0,736	0,197	VALID
10.	X3.2	0,687	0,197	VALID
11.	X3.3	0,641	0,197	VALID
12.	X3.4	0,695	0,197	VALID
13.	Y.1	0,518	0,197	VALID
14.	Y.2	0,624	0,197	VALID
15.	Y.3	0,713	0,197	VALID
16.	Y.4	0,725	0,197	VALID

The validity test showed that all questionnaire items for the four variables were valid. For halal certification (X_1), the calculated correlation coefficients ranged from 0,586 to 0,741, while the critical value was 0,197. For BPOM authorization (X_2), the calculated coefficients ranged from 0,562 to 0,775. For streamer product knowledge (X_3), the coefficients ranged from 0,641 to 0,736. Meanwhile, the cosmetic purchasing variable (Y) produced coefficients ranging from 0,518 to 0,725. All calculated values exceeded the critical value of 0,197, indicating that all questionnaire items were valid.

b. Reliability test

Table 2. Reliability test results

No	Variable	Cronbach's Alpha	Result
1.	Sertifikasi Halal (X_1)	0,598	Reliable
2.	Izin Edar BPOM (X_2)	0,603	Reliable
3.	Streamer Product Knowledge (X_3)	0,632	Reliable
4.	Keputusan Pembelian (Y)	0,732	Reliable

The reliability test produced Cronbach's Alpha values of 0.598 for halal certification, 0.603 for BPOM authorization, 0.632 for streamer product knowledge, and 0,732 for cosmetic purchasing. Based on the criterion used in the study, all variables were considered reliable because their Cronbach's Alpha values were above 0,60.

Classical Assumption Tests

a. Normality test

Table 3. Normality test results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.29227582
Most Extreme Differences	Absolute	.076
	Positive	.044
	Negative	-.076
Test Statistic		.076
Asymp. Sig. (2-tailed)		.164 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

The normality test using the One-Sample Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0,164. Because the value was greater than 0,05, the residuals were considered normally distributed.

b. Multicollinearity test

Table 4. Multicollinearity test results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.296	1.304		2.528	.013		
	sertifikasi halal	.178	.083	.177	2.134	.035	.861	1.162
	izin edar BPOM	.167	.077	.183	2.163	.033	.819	1.222
	SPK	.416	.074	.473	5.606	.000	.827	1.209

a. Dependent Variable: keputusan pembelian

The multicollinearity test showed tolerance values of 0,861 for halal certification, 0,819 for BPOM authorization, and 0,827 for streamer product knowledge. The corresponding VIF values were 1,162, 1,222, and 1,209, respectively. Since all tolerance values exceeded 0.10 and all VIF values were below 10,00, the model showed no indication of multicollinearity.

c. Heteroscedasticity test

Table 5. Heteroscedasticity test results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.692	.833		.831	.408
	sertifikasi halal	.040	.053	.082	.757	.451

izin edar BPOM	.004	.049	.010	.086	.932
SPK	-.025	.047	-.058	-.528	.599

a. Dependent Variable: abs_RES

The Glejser heteroscedasticity test produced significance values of 0,451 for halal certification, 0,932 for BPOM authorization, and 0,599 for streamer product knowledge. All values exceeded 0,05, indicating that the regression model did not exhibit heteroscedasticity.

Hypothesis Testing

a. Multiple linear regression analysis

Table 6. Multiple linear regression results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.296	1.304		2.528	.013
	sertifikasi halal	.178	.083	.177	2.134	.035
	izin edar BPOM	.167	.077	.183	2.163	.033
	SPK	.416	.074	.473	5.606	.000

a. Dependent Variable: keputusan pembelian

The multiple linear regression analysis generated the following coefficients: a constant of 3,296 indicates that if halal certification, BPOM authorization and streamer product knowledge remain constant (unchanged), the purchase decision value is 3,296. furthermore a coefficient of 0,178 for halal certification, 0,167 for BPOM authorization and 0,416 for streamer product knowledge indicate that these three variables have positive and significant effect on purchase decisions. Thus, the regression equation can be expressed as:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 3,296 + 0,178 + 0,167 + 0,416 + e$$

The positive coefficients indicate that increases in halal certification, BPOM authorization, and streamer product knowledge are associated with increases in cosmetic purchasing.

b. Partial significance test (t-test)

Table 7. Partial significance test results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.296	1.304		2.528	.013

sertifikasi halal	.178	.083	.177	2.134	.035
izin edar BPOM	.167	.077	.183	2.163	.033
SPK	.416	.074	.473	5.606	.000

a. Dependent Variable: keputusan pembelian

The results show that all independent variables have a positive and significant partial effect on cosmetic purchasing. Halal certification obtained a t-value of 2,134 with a significance value of 0,035. BPOM authorization obtained a t-value of 2,163 with a significance value of 0,033. Streamer product knowledge produced the highest t-value of 5,606, with a significance value of 0,000. Since all significance values were below 0,05, H₁, H₂, and H₃ were accepted.

c. Simultaneous test (f-test)

Table 8. Simultaneous test results

ANOVA ^a					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	123.685	3	41.228	23.955	.000 ^b
Residual	168.668	98	1.721		
Total	292.353	101			

a. Dependent Variable: keputusan pembelian

b. Predictors: (Constant), SPK, sertifikasi halal, izin edar BPOM

The f-test shows that halal certification, BPOM authorization and streamer product knowledge jointly have a positive and significant effect on cosmetic purchasing. The calculated F-value was 23,955, greater than the critical f-value of 2,70, with a significance value of 0,000, below 0,05. Therefore, the three independent variables simultaneously influence cosmetic purchasing, supporting the overall research model.

d. Coefficient of determination test (R²)

Table 9. R² test results

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650 ^a	.423	.405	1.31191

a. Predictors: (Constant), SPK, sertifikasi halal, izin edar BPOM

The coefficient of determination shows an R value of 0,650, an R Square of 0,423, an Adjusted R Square of 0,405, and a Standard Error of the Estimate of 1,31191. Thus, halal certification, BPOM authorization and streamer product knowledge collectively explain 42,3% of the variation in cosmetic purchasing, while the remaining 57,7% is explained by other factors outside the research model.

The Influence of Halal Certification on Cosmetic Purchasing

The partial test shows that halal certification has a positive and significant effect

on cosmetic purchasing. The calculated t-value was 2,134, which exceeded the critical t-value of 1,984, with a significance value of 0,035, which was below 0,05. Therefore, H₁ was accepted.

This finding indicates that halal certification is an important consideration for Generation Z consumers in Pragaan. The descriptive findings further show that 94,85% of respondents agreed that the halal logo could increase their sense of security when purchasing cosmetic products. The highest level of agreement within the halal certification indicators concerned trust in cosmetic products carrying halal certification.

From the perspective of the Theory of Planned Behavior, halal certification can be associated with the attitude toward behavior component. Consumers' beliefs regarding the halal status of a cosmetic product may generate a more positive attitude toward purchasing the product. The presence of halal certification provides assurance regarding compliance with Islamic principles and can therefore strengthen consumers' confidence in making purchasing decisions.

This finding is consistent with (Munirah Siti, 2021), who found a positive and significant relationship between halal labeling and cosmetic purchasing decisions in Makassar. However, it differs from (Rahman & Puspita, 2022), who reported that halal labeling did not significantly influence cosmetic purchasing decisions among adolescents. The difference suggests that the influence of halal-related information may vary according to consumer characteristics and research context.

The Influence of BPOM Authorization on Cosmetic Purchasing

The partial test indicates that BPOM authorization has a positive and significant effect on cosmetic purchasing. The calculated t-value was 2,163, exceeding the critical t-value of 1.984, while the significance value was 0,033, below 0,05. Therefore, H₂ was accepted.

The finding demonstrates that product safety assurance represented by BPOM authorization is an important consideration for Generation Z consumers in Pragaan. The descriptive results show that 93,63% of respondents believed that the BPOM label could guarantee cosmetic product safety. The presence of BPOM authorization may make it easier for consumers to identify products that have received regulatory authorization and consequently reduce uncertainty when selecting cosmetic products.

Within the Theory of Planned Behavior, BPOM authorization is related to perceived behavioral control. Information concerning product authorization can increase consumers' perceived ability to distinguish products that are considered safe from those that may pose risks. This perceived ease and confidence can subsequently encourage consumers to proceed with purchasing decisions.

This finding is consistent with (Susilo & Herdiatna, 2025), who found that BPOM labeling had a positive and significant effect on the purchase decision for Wardah cosmetics. In contrast (Kusuma & Dewi Ratna, 2020), reported that BPOM labeling did not have a significant effect on cosmetic purchasing decisions in Bandung. The different findings reinforce the importance of examining BPOM authorization within specific consumer and geographical contexts.

The Influence of Streamer Product Knowledge on Cosmetic Purchasing

The partial test shows that streamer product knowledge has a positive and significant effect on cosmetic purchasing. The calculated t-value was 5,606, substantially higher than the critical t-value of 1,984, with a significance value of 0,000, which was below 0,05. Therefore, H_3 was accepted.

Among the three independent variables, streamer product knowledge had the largest standardized regression coefficient ($Beta = 0,473$). This indicates that, within the regression model, streamer product knowledge had the strongest relative contribution to cosmetic purchasing compared with halal certification and BPOM authorization. This result is also supported by the descriptive data, in which 86,03% of respondents considered streamer product knowledge capable of influencing cosmetic purchasing decisions.

From the perspective of the Theory of Planned Behavior, streamer product knowledge can be associated with subjective norms because streamers may act as sources of information and social influence. Streamers who understand the products they promote can provide explanations and recommendations regarding product benefits, quality, and usage. For Generation Z consumers who frequently encounter product information through digital platforms, such information may strengthen confidence and encourage purchasing behavior.

(Oktavianti et al., 2023) The finding is consistent with (Wang et al., 2022), who examined live-streaming marketing by online influencers and demonstrated the relevance of influencer-related expertise to consumer purchasing intentions. It is also related to (Oktavianti et al., 2023), whose study examined streamer product knowledge and streamer image in live shopping. However, the latter study reported that streamer product knowledge did not significantly influence cosmetic purchasing in its research context. The different findings indicate that the effect of streamer product knowledge may depend on the characteristics of consumers, products, and live-shopping environments.

The Influence of Halal Certification, BPOM Authorization and Streamer Product Knowledge on Cosmetic Purchasing

The simultaneous test results show that halal certification, BPOM authorization and streamer product knowledge jointly have a positive and significant effect on cosmetic purchasing among Generation Z in Pragaan. This is evidenced by an f-value of 23,955, which exceeds the critical f-value of 2,70, with a significance value of 0,000, which is below the 0,05 significance level.

These findings indicate that cosmetic purchasing among Generation Z is influenced not only by a single consideration but by the combination of religious assurance, product safety, and digital information. Halal certification provides assurance regarding the suitability of cosmetic products with consumers' religious values, BPOM authorization provides confidence regarding product safety and regulatory compliance, while streamer product knowledge provides product-related information that can assist consumers in evaluating available options. When these factors are considered together, they strengthen consumers' confidence in making cosmetic purchasing decisions.

The simultaneous findings can also be interpreted through the Theory of Planned Behavior. Halal certification may contribute to a positive attitude toward cosmetic purchasing by providing assurance that products are compatible with consumers' religious beliefs and values. BPOM authorization may strengthen perceived behavioral control by providing information that helps consumers identify products that have received regulatory authorization and are perceived as safer. Meanwhile, streamer product knowledge may be associated with subjective norms because knowledgeable streamers can function as sources of information and social influence in digital purchasing environments. Together, these factors may contribute to stronger purchasing intentions and, ultimately, purchasing behavior.

The findings demonstrate that cosmetic purchasing behavior should be understood as a multidimensional decision-making process. The significant simultaneous effect of the three variables indicates that religious considerations, product safety, and digital communication are interconnected factors in Generation Z's cosmetic purchasing behavior. Therefore, cosmetic brands targeting Generation Z should not rely solely on halal certification or regulatory authorization but should also ensure that product information communicated through streamers is accurate, credible and easy for consumers to understand.

CONCLUSION

This study concludes that halal certification, BPOM authorization and streamer product knowledge significantly influence cosmetic purchasing among Generation Z in Pragaan.

1. Halal certification has a positive and significant effect on cosmetic purchasing, indicating that halal assurance can strengthen consumer trust and encourage purchasing decisions.
2. BPOM authorization has a positive and significant effect, demonstrating that product safety and quality assurance are important considerations for consumers when purchasing cosmetic products.
3. Streamer product knowledge has a positive and significant effect on cosmetic purchasing, indicating that streamers' ability to provide product information and recommendations can strengthen consumers' confidence in making purchasing decisions.

Furthermore, halal certification, BPOM authorization, and streamer product knowledge simultaneously have a positive and significant effect on cosmetic purchasing. However, the three variables explain only 42,3% of the variation in cosmetic purchasing, while the remaining 57,7% is attributable to other factors outside the present research model. This indicates that cosmetic purchasing among Generation Z is influenced by a broader range of factors than those examined in this study. Therefore, future research should incorporate additional variables, such as price, product quality, brand image, consumer trust, or social media use intensity, and expand the research context to obtain a more comprehensive understanding of the factors influencing cosmetic purchasing.

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