



**BUILDING CONSUMER PURCHASE INTENTION FOR HALAL PERFUME
PRODUCTS: THE ROLE OF HALAL MARKETING, HALAL
CERTIFICATION, AND ATTITUDE****Arva Ilka Kamal¹****Universitas Negeri Jakarta, Jakarta, Indonesia**arvailka.13@gmail.com**Andrian Haro²****Universitas Negeri Jakarta, Jakarta, Indonesia**andrian.haro@unj.ac.id**Nofriska Krissanya³****Universitas Negeri Jakarta, Jakarta, Indonesia**nofriskakrissanya@unj.ac.id

Abstract

This study examines the effect of halal marketing and halal certification on purchase intention through attitude towards halal perfume as a mediating variable, using a quantitative survey of 320 Muslim respondents in DKI Jakarta administrative area, aged 17 years or older who had not purchased or used halal-certified perfume in the past three months. Data were analyzed using covariance-based Structural Equation Modeling with IBM SPSS AMOS version 29, supported by IBM SPSS Statistics for descriptive analysis and instrument testing. The results show that halal marketing and halal certification have a positive and significant effect on attitude towards halal perfume. Attitude towards halal perfume also has a positive and significant effect on purchase intention. In addition, halal marketing and halal certification are shown to have a positive and significant direct effect on purchase intention. Bootstrapping results indicate that attitude towards halal perfume significantly mediates the effect of halal marketing and halal certification on purchase intention. Because both the direct and indirect effects are significant, attitude towards halal perfume acts as a partial mediator. These findings support the Stimulus–Organism–Response (S-O-R) mechanism, whereby marketing and certification stimuli shape a positive attitude that in turn drives purchase intention toward halal perfume.

Keywords: Attitude Towards Halal Perfume, Halal Marketing, Halal Certification, Halal Perfume, Purchase Intention



INTRODUCTION

The halal industry has developed into one of the most dynamic global economic forces in recent decades. According to the State of the Global Islamic Economy Report 2024/25, global Muslim consumer spending in the six main sectors of the halal economy reached USD 2.43 trillion in 2023 (Kawsar, 2025). Indonesia, as the country with the largest Muslim population in the world, ranks third in the development of the global sharia economic ecosystem, with projected halal product consumption reaching USD 282 billion by 2025 (Jauhari, 2024).

One sector that has also grown rapidly is cosmetics and personal care, including halal perfume. Indonesia's cosmetics market was valued at USD 7.5 billion in 2024, with projections reaching USD 11.7 billion by 2032 (GMI Research, 2025). This growth has been driven in part by the expansion of halal certification coverage, reflected in the increasing number of halal-certified cosmetic companies, from 64 companies in 2017 to 245 companies by the end of 2021 (LPPOM MUI, 2023). The mandatory halal certification policy for cosmetic products, including perfume, which will take effect in October 2026 (BPJPH, 2025), further reinforces the urgency of studying consumer acceptance of halal-certified perfume.

Although the trends of halal marketing and halal certification have been widely studied in cosmetic products in general (Hasan et al., 2024; Ibeabuchi et al., 2024; Soliman et al., 2025), studies specifically focusing on the halal perfume category remain relatively limited, particularly those positioning attitude as a mediating variable within the Stimulus-Organism-Response (S-O-R) framework. Several previous studies on other halal products found a full mediation pattern, in which attitude is the sole pathway through which stimulus affects purchase intention (Widyanto & Sitohang, 2022). On the other hand, research on the role of attitude in purchase intention for other product categories, such as the study by Lukiarti (2019) published in the *Buletin Bisnis & Manajemen (BBM)*, shows that consumer attitude plays an important role in shaping purchase intention, but the strength of the direct pathway between stimulus and response may vary depending on the characteristics of the product category studied. This discrepancy indicates a research gap regarding the mediating role of attitude in the halal perfume category that needs to be confirmed empirically.

Based on the above, this study aims to analyze the effect of halal marketing and halal certification on purchase intention, both directly and through attitude towards halal perfume as a mediating variable, among consumers of halal perfume products in the Jakarta Administrative City area. This study is expected



to enrich the literature on consumer behavior toward halal products, particularly in the perfume category, and to provide practical input for industry players and regulators in facing the mandatory halal certification of cosmetic products effective October 2026.

LITERATURE REVIEW

Stimulus–Organism–Response (S-O-R) Theory

The Stimulus–Organism–Response (S-O-R) theory proposed by Mehrabian and Russell (1974) explains that external stimuli received by an individual can influence their internal condition and subsequently produce a response. In the context of this study, halal marketing and halal certification serve as the stimulus (S) received by individuals through marketing activities and information regarding product halalness, while attitude towards halal perfume represents the organism (O), i.e., the individual's evaluation and attitudinal tendency toward halal perfume. Purchase intention, in turn, is positioned as the response (R), reflecting the individual's tendency to make a purchase. Thus, S-O-R theory is used to explain how marketing and halal certification stimuli can shape attitudes that subsequently drive purchase intention toward halal perfume (Mehrabian & Russell, 1974).

Halal Marketing

Halal marketing is a marketing activity that integrates sharia principles into the process of designing, communicating, promoting, and delivering products to individuals. This concept is not only oriented toward meeting market needs, but also emphasizes the delivery of halal values through marketing strategies consistent with Islamic principles (Fatia & Kurniawati, 2025). In this study, halal marketing encompasses perceptions of halal brand usage, the price of halal products, product quality and benefits, and promotional activities based on Islamic concepts, adapted from Hasan et al. (2024) and Mahliza and Prasetya (2021). Good implementation of halal marketing can build a positive perception of halal products and ultimately foster attitude and purchase intention toward the product.

Halal Certification

Halal certification is a form of assurance that a product has met the halal standards established by an authorized institution. In this study, halal certification encompasses individuals' knowledge of halal certification, the presence of the halal logo on products, and the value and benefits provided by halal certification, adapted from Briliana (2025) and Mahliza and Aditantri (2022). The presence of halal certification and logos can provide confidence regarding a



product's halal status and become one of the considerations individuals use when choosing a product. Therefore, the more positive an individual's perception of halal certification, the greater the likelihood of forming a positive attitude and purchase intention toward halal products (Mahliza & Aditantri, 2022; Briliana, 2025).

Attitude Towards Halal Perfume

Attitude towards halal perfume describes an individual's evaluation and tendency to give a positive or negative assessment of halal perfume products. In this study, attitude towards halal perfume is reflected through positive evaluation, preference, and individual belief toward halal perfume, with indicators adapted from Hasan et al. (2024) and Ibeabuchi et al. (2024). A positive attitude toward halal products indicates that individuals regard the product as an important, favored, and reliably safe choice. The more positive an individual's attitude toward halal perfume, the greater their tendency to consider and have an intention to purchase the product.

Purchase Intention

Purchase intention is an individual's tendency or desire to make a purchase of a product in the future. In the context of this study, purchase intention reflects an individual's tendency to seek information, consider, select, purchase, and recommend halal perfume. Purchase intention can be formed through various stimuli received by individuals, including halal marketing activities and the presence of halal certification, as well as through positive attitude toward halal products. Previous research shows that halal marketing can increase purchase intention (Hasan et al., 2024; Karimah & Darwanto, 2021; Cisandra & Kuswati, 2026).

Hypothesis Development and Conceptual Model

The Effect of Halal Marketing and Halal Certification on Attitude Towards Halal Perfume

Halal marketing, as a marketing strategy that integrates halal values and principles, can shape an individual's perception and positive evaluation of a product. Research by Hasan et al. (2024) shows that halal marketing has a positive and significant effect on attitude toward halal cosmetic products. Similar results were found by Cisandra and Kuswati (2026), showing that a well-implemented halal marketing strategy can foster a positive attitude toward halal products. Thus, the more positive an individual's perception of halal marketing applied to perfume products, the more positive the attitude towards halal perfume formed.



In addition to halal marketing, halal certification can serve as a stimulus that provides assurance and confidence regarding a product's halalness. The presence of halal certification can increase feelings of security and trust, thereby fostering a positive evaluation of halal products. Research by Ibeabuchi et al. (2024), Shahniah et al. (2024), Sudarsono et al. (2024), and Widyanto and Sitohang (2022) provides empirical grounding for the relationship between halal certification and attitude toward halal products. Based on the above, the proposed hypotheses are:

H1. Halal Marketing has a positive and significant effect on Attitude Towards Halal Perfume.

H2. Halal Certification has a positive and significant effect on Attitude Towards Halal Perfume.

The Effect of Attitude Towards Halal Perfume on Purchase Intention

Attitude towards halal perfume reflects an individual's evaluation and tendency in assessing halal perfume products. A positive attitude toward a product can increase an individual's tendency to consider and have an intention to purchase the product. In the context of halal products, various studies show that attitude is one of the important factors in forming purchase intention. This finding is supported by research from Ibeabuchi et al. (2024), Koc et al. (2024), Nawaz et al. (2024), Riswandi et al. (2023), Cisandra and Kuswati (2026), and Soliman et al. (2025), which show a relationship between positive attitude toward halal products and increased purchase intention. Therefore, the more positive an individual's attitude toward halal perfume, the higher their tendency to have purchase intention toward the product. Based on the above, the proposed hypothesis is:

H3. Attitude Towards Halal Perfume has a positive and significant effect on Purchase Intention.

The Effect of Halal Marketing and Halal Certification on Purchase Intention

Halal marketing can directly drive purchase intention by conveying information regarding a product's quality, benefits, price, and halal value. Research by Hasan et al. (2024), Karimah and Darwanto (2021), and Cisandra and Kuswati (2026) shows that halal marketing has a positive and significant effect on purchase intention. However, research by Purwanto and Sudargini (2021) and Mahliza and Prasetya (2021) shows different results, so the relationship between halal marketing and purchase intention still needs to be tested in different product contexts. This discrepancy in findings also forms one basis for testing the relationship between halal marketing and purchase intention in halal perfume products.



Meanwhile, halal certification can increase individuals' confidence regarding a product's halal status, thereby driving purchase intention. Positive effects of halal certification on purchase intention were found by Karimah and Darwanto (2021), Mahliza and Aditantri (2022), Sinaga et al. (2025), Widyanto and Sitohang (2022), and Shahniah et al. (2024). However, Khanfani et al. (2023) and Ibeabuchi et al. (2024) found that halal certification does not have a significant effect on purchase intention, while Sudarsono et al. (2024) found differences in effect based on respondent characteristics. This inconsistency shows that the effect of halal certification on purchase intention remains relevant to be tested in the context of halal perfume products. Based on the above, the proposed hypotheses are:

H4. Halal Marketing has a positive and significant effect on Purchase Intention.

H5. Halal Certification has a positive and significant effect on Purchase Intention.

The Mediating Effect of Attitude Towards Halal Perfume on Halal Marketing and Halal Certification toward Purchase Intention

Attitude towards halal perfume is expected to serve as a mechanism connecting the stimuli of halal marketing and halal certification with purchase intention. Halal marketing that effectively communicates a product's value and benefits can shape a positive evaluation of halal products, which subsequently increases individuals' tendency to make a purchase. Hasan et al. (2024) show that attitude plays a mediating role in the relationship between halal marketing and intention toward halal cosmetics. This relationship is also supported by previous research showing that halal marketing can shape attitude, which in turn can increase purchase intention. Thus, the effect of halal marketing on purchase intention may occur not only directly, but also through the formation of attitude towards halal perfume.

Halal certification is also expected to increase purchase intention through the formation of a positive attitude toward halal products. Ibeabuchi et al. (2024) show that attitude significantly mediates the relationship between halal certification and purchase intention. Similar findings were presented by Letsoin and Riorini (2023), who show that the presence of halal certification can shape a positive attitude toward products and subsequently increase purchase intention. The mediating role of attitude in bridging halal certification and purchase intention is also supported by Widyanto and Sitohang (2022) and Shahniah et al. (2024). Based on the above, the proposed hypotheses are:

H6. Halal Marketing has a positive and significant effect on Purchase Intention through Attitude Towards Halal Perfume.
H7. Halal Certification has a positive and significant effect on Purchase Intention through Attitude Towards Halal Perfume.

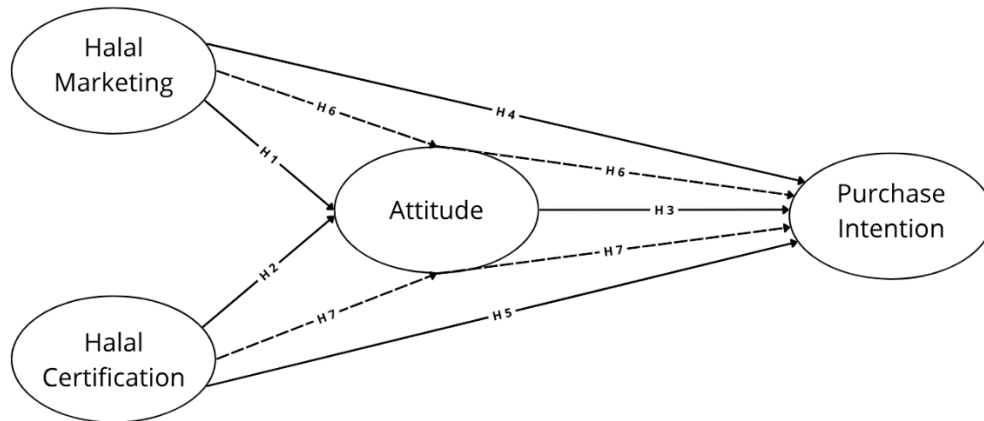


Figure 1.
Conceptual Model

Source: Data processed by the Researcher (2026)

RESEARCH METHOD

This research uses quantitative research methods. This research involves the dominant use of numerical data, from data collection and interpretation to the results or conclusions drawn. In its presentation, quantitative research predominantly displays and interprets numbers accompanied by images, tables, graphs, or other displays. (Machali, 2021). This research uses primary data sourced from respondents' questionnaire answers at the Kediri City Pratama Tax Service Office (KPP). The population in this study was all residents of Kediri City. The total population in this study was 140 samples. The sampling in this study used purposive sampling, a sampling method based on criteria relevant to the research objectives. The data collection techniques used in this study were closed-ended questionnaires and documentation. The data analysis techniques in this study used SPSS (Statistical Product and Service Solution). The variables studied in this research consist of independent variables, namely: tax awareness (X1), tax sanctions (X2), and tax literacy (X3) and dependent variables, namely: tax compliance (Y).



This study employs a quantitative approach using a causal survey research design to test cause-and-effect relationships between variables (Bougie & Sekaran, 2019). The study was conducted from February to July 2026 in the Jakarta Administrative City area, covering Central Jakarta, West Jakarta, North Jakarta, East Jakarta, and South Jakarta, considering the heterogeneous characteristics of the population and broad access to halal perfume products.

The population of this study is the Muslim community residing in the Jakarta Administrative City area. The sample was determined using a non-probability sampling technique with the purposive sampling method, with the following criteria: at least 17 years old, Muslim, residing in the Jakarta Administrative City, and not having purchased or used halal-certified perfume in the past three months. The sample size was determined based on the recommendation of Hair et al. (2021), which requires a minimum sample of 250 respondents using the rule of 10 times the number of indicators (25 indicators). This study successfully obtained 320 respondents who met the criteria, exceeding the minimum sample requirement.

This study uses four variables: Halal Marketing (X1) and Halal Certification (X2) as independent variables, Attitude Towards Halal Perfume (Z) as the mediating variable, and Purchase Intention (Y) as the dependent variable. Primary data were collected through an online questionnaire using Google Forms with a six-point Likert scale (Strongly Disagree to Strongly Agree), to reduce respondents' tendency to select neutral answers (central tendency bias) in accordance with the recommendations of Dawes (2008) and Leung (2011).

The data analysis technique used covariance-based Structural Equation Modeling (SEM) with the aid of IBM SPSS AMOS version 29 and IBM SPSS Statistics 26 software. SEM was chosen because it is able to test direct and indirect relationships between latent variables simultaneously within one integrated model. Direct hypothesis testing (H1–H5) was carried out using the criteria of Critical Ratio (C.R.) ≥ 1.96 and p-value < 0.05 , while mediation effect testing (H6–H7) was conducted using the bootstrapping method with a p-value < 0.05 criterion.

RESULTS AND DISCUSSION

Table 1.

Respondent Characteristics by Gender and Age			
Characteristic	Category	Frequency	Percentage
Gender	Male	145	45.3%



Characteristic	Category	Frequency	Percentage
Age	Female	175	54.7%
	17–20 years	38	11.9%
	21–25 years	113	35.0%
	26–30 years	115	35.9%
	31–35 years	37	11.6%
	36–40 years	12	3.7%
	41–45 years	5	1.6%
	46–50 years	1	0.3%

Source: Data processed by the Researcher (2026)

Based on gender characteristics, respondents in this study were dominated by females, totaling 175 respondents or 54.7%, while males numbered 145 respondents or 45.3%. Nevertheless, the proportional difference between female and male respondents is not very large. Based on age, respondents were dominated by the 26–30 age group at 35.9%, followed by the 21–25 age group at 35.0%. Overall, respondents in the 21–30 age range accounted for 70.9% of total respondents, indicating that the majority of respondents fall within this age range.

Table 2.
Respondent Characteristics by Domicile, Occupation, and Monthly Income

No.	Characteristic	Category	Frequency	Percentage	Total Frequency	Total Percentage
1	Domicile	North Jakarta	42	13.1%	320	100%
		West Jakarta	99	30.9%		
		Central Jakarta	62	19.4%		
		East Jakarta	71	22.2%		
		South Jakarta	46	14.4%		
2	Occupation	Student	110	34.4%	320	100%



No.	Characteristic	Category	Frequency	Percentage	Total Frequency	Total Percentage
3	Monthly Income	Self-employed	50	15.6%	320	100%
		Civil servant	52	16.2%		
		Private employee	99	30.9%		
		Other	9	2.8%		
		<IDR 1,000,000	25	7.8%		
		IDR 1,000,001–3,000,000	110	34.4%		
		IDR 3,000,001–5,000,000	88	27.5%		
		>IDR 5,000,000	97	30.3%		

Source: Data processed by the Researcher (2026)

Based on domicile, the largest number of respondents came from West Jakarta with 99 people (30.9%), followed by East Jakarta with 71 people (22.2%), Central Jakarta with 62 people (19.4%), South Jakarta with 46 people (14.4%), and North Jakarta with 42 people (13.1%). The distribution of respondents across all administrative areas of Jakarta indicates that the study successfully reached respondents in accordance with the regional coverage set in the research criteria.

Based on employment status, respondents were dominated by students, with 110 people (34.4%), followed by private employees with 99 people (30.9%), civil servants with 52 people (16.2%), self-employed individuals with 50 people (15.6%), and other occupations with 9 people (2.8%). The dominance of students was also found in the study by Najib et al. (2022) regarding purchase intention for local halal cosmetics. Nevertheless, respondents in this study had diverse occupational backgrounds, indicating representation from various occupational groups.



Based on monthly income level, the largest respondent group earned between IDR 1,000,001–3,000,000, with 110 people (34.4%), followed by those earning more than IDR 5,000,000 with 97 people (30.3%), IDR 3,000,001–5,000,000 with 88 people (27.5%), and less than IDR 1,000,000 with 25 people (7.8%). This distribution shows that respondents came from diverse income levels.

Table 3.
Validity Test Results

Variable	Item	r-count	CFA	AVE	Note
Halal Marketing	HM1	0.745	0.785	0.597	Valid
	HM2	0.771	0.823		Valid
	HM3	0.728	0.785		Valid
	HM4	0.777	0.821		Valid
	HM5	0.732	0.762		Valid
	HM6	0.681	0.711		Valid
	HM7	0.680	0.713		Valid
Halal Certification	HC1	0.772	0.811	0.624	Valid
	HC2	0.730	0.76		Valid
	HC3	0.759	0.789		Valid
	HC4	0.748	0.779		Valid
	HC5	0.754	0.792		Valid
	HC6	0.728	0.773		Valid
	HC7	0.779	0.824		Valid
Attitude Towards Halal Perfume	AT1	0.757	0.816	0.647	Valid
	AT2	0.757	0.809		Valid
	AT3	0.798	0.850		Valid
	AT4	0.756	0.778		Valid
	AT5	0.696	0.765		Valid
Purchase Intention	PI1	0.760	0.821	0.638	Valid
	PI2	0.749	0.801		Valid
	PI3	0.784	0.816		Valid
	PI4	0.753	0.778		Valid
	PI5	0.777	0.809		Valid



Variable	Item	r-count	CFA	AVE	Note
	PI6	0.718	0.765		Valid

Source: Data processed by the Researcher (2026)

Based on the validity test results, all items on the Halal Marketing, Halal Certification, Attitude Towards Halal Perfume, and Purchase Intention variables were declared valid. The r-count values for all items ranged from 0.680–0.798 and met the established criteria, while the CFA factor loading values ranged from 0.711–0.850, all above the minimum threshold of 0.50. The Average Variance Extracted (AVE) value for each construct also exceeded 0.50, namely Halal Marketing at 0.597, Halal Certification at 0.624, Attitude Towards Halal Perfume at 0.647, and Purchase Intention at 0.638. Thus, all research items met the validity criteria and were able to represent the constructs measured, making them suitable for further analysis.

Table 4.
Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	N of Items	Note
Halal Marketing	0.911	0.912	7	Reliable
Halal Certification	0.921	0.921	7	Reliable
Attitude Towards Halal Perfume	0.900	0.901	5	Reliable
Purchase Intention	0.913	0.913	6	Reliable

Source: Data processed by the Researcher (2026)

Based on the reliability test results, all research variables were declared reliable, having Cronbach's Alpha and Composite Reliability values above 0.70. The Halal Marketing variable obtained a Cronbach's Alpha of 0.911 and Composite Reliability of 0.912; Halal Certification, 0.921 and 0.921, respectively; Attitude Towards Halal Perfume, 0.900 and 0.901; and Purchase Intention, 0.913 and 0.913. Thus, all variables show good internal consistency, and the research instrument can be declared reliable for use in further analysis.

Table 5.
Goodness of Fit Model

Indicator	Cut-off Value	Value	Note
Chi-Square Expected to be low		74.644	Good Fit
p-value	> 0.05	0.082	Good Fit

Indicator	Cut-off Value	Value	Note
CMIN/DF	≤ 2.00	1.265	Good Fit
RMSR	≤ 0.05	0.045	Good Fit
RMSEA	≤ 0.05	0.033	Good Fit
GFI	≥ 0.95	0.966	Good Fit
AGFI	≥ 0.90	0.947	Good Fit
CFI	≥ 0.95	0.994	Good Fit
IFI	≥ 0.95	0.994	Good Fit
PNFI	> 0.60	0.994	Good Fit
PGFI	> 0.60	0.994	Good Fit

Source: Data processed by the Researcher (2026)

The initial model did not meet all fit criteria, so the model was modified in stages, taking into account CFA results, Modification Indices, and theoretical grounding. After modification, the final model consisted of 13 indicators representing four research constructs. All indices reported for the final model met the goodness of fit criteria, so the model was deemed suitable for hypothesis testing. The final structural model after modification is presented in Figure 2.

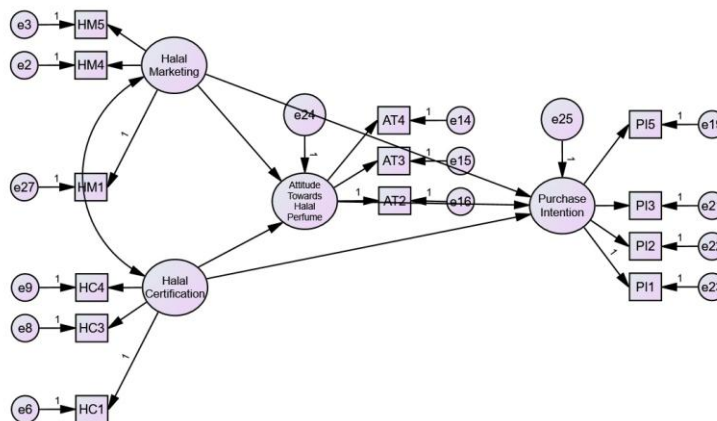


Figure 2.

Structural Model After Modification

Source: Data processed by the Researcher (2026)

Based on the final structural model, the relationships between variables were then analyzed to test the research hypotheses. Direct effect testing was



carried out by examining the Critical Ratio (C.R.) and p-value, while indirect effect testing was carried out through bootstrapping. A hypothesis was declared accepted if the C.R. value ≥ 1.96 and the p-value ≤ 0.05 . The direct effect test results are presented in Table 6.

Table 6.
Direct Effect Hypothesis Testing Results

Hypothesis	Path	C.R.	P-value	Result
H1	Halal Marketing → Attitude Towards Halal Perfume	6.239	***	Accepted
H2	Halal Certification → Attitude Towards Halal Perfume	5.369	***	Accepted
H3	Attitude Towards Halal Perfume → Purchase Intention	3.906	***	Accepted
H4	Halal Marketing → Purchase Intention	4.121	***	Accepted
H5	Halal Certification → Purchase Intention	4.538	***	Accepted

Source: Data processed by the Researcher (2026)

The Effect of Halal Marketing on Attitude Towards Halal Perfume

The test results show that *halal marketing* has a positive and significant effect on *attitude towards halal perfume*, with a C.R. value of 6.239 and a *p-value* < 0.001 . Thus, **H1 is accepted**. This result indicates that the more positive an individual's perception of the implementation of *halal marketing*, the more positive the attitude formed toward halal perfume. Perceptions of halal brand, price, product quality and benefits, and promotional activities that emphasize halal value can encourage individuals to give a more positive evaluation of halal perfume. From the perspective of *Stimulus–Organism–Response* (S-O-R) theory, *halal marketing* acts as an external *stimulus* capable of influencing individuals' internal condition in the form of *attitude towards halal perfume* as the *organism*. This finding is consistent with Hasan et al. (2024) and Cisandra and Kuswati (2026), which show that *halal marketing* has a positive and significant effect on *attitude*. Thus, this study's findings reinforce the evidence that the implementation of *halal marketing* can play a role in shaping individuals' positive attitude toward halal products.

The Effect of Halal Certification on Attitude Towards Halal Perfume

The test results show that halal certification has a positive and significant effect on attitude towards halal perfume, with a C.R. value of 5.369 and a p-value



< 0.001 . Therefore, H2 is accepted. This finding shows that the more positive an individual's perception of halal certification, the more positive their attitude toward halal perfume. Knowledge of halal certification, the presence of the halal logo, and an understanding of the value and benefits of certification can give individuals confidence regarding a product's halal status, thereby fostering a positive evaluation of halal perfume. From the perspective of S-O-R theory, halal certification acts as an external stimulus that influences attitude towards halal perfume as an internal condition or organism. This finding is consistent with Ibeabuchi et al. (2024), Shahniah et al. (2024), Sudarsono et al. (2024), and Widianto and Sitohang, which show a positive relationship between halal certification and attitude toward halal products. Thus, halal certification serves not only as a marker of a product's halal status, but also plays a role in shaping a positive attitude toward halal perfume.

The Effect of Attitude Towards Halal Perfume on Purchase Intention

The test results show that attitude towards halal perfume has a positive and significant effect on purchase intention, with a C.R. value of 3.906 and a p-value < 0.001 . Thus, H3 is accepted. This result indicates that the more positive an individual's attitude toward halal perfume, the higher their tendency to have purchase intention toward the product. A positive attitude, reflected in evaluation, preference, and belief toward halal perfume, can encourage individuals to consider, seek information about, select, and have a desire to purchase halal perfume products. Within the S-O-R theoretical framework, attitude towards halal perfume acts as the organism that drives the formation of purchase intention as the response. This finding is consistent with Haro (2018), who found that *attitude* has a positive and significant effect on *purchase intention* for halal cosmetic products. This result is also supported by Ibeabuchi et al. (2024), Koc et al. (2024), Nawaz et al. (2024), Riswandi et al. (2023), Cisandra and Kuswati (2026), and Soliman et al. (2025), which show that a positive attitude toward halal products can increase purchase intention. Within the S-O-R theoretical framework, this finding reinforces the role of *attitude towards halal perfume* as the *organism* representing individuals' internal condition, which subsequently drives the formation of *purchase intention* as the *response*.

The Direct Effect of Halal Marketing and Halal Certification on Purchase Intention

The test results show that halal marketing has a positive and significant effect on purchase intention, with a C.R. value of 4.121 and a p-value < 0.001 , so H4 is accepted. In addition, halal certification also has a positive and significant effect on purchase intention, with a C.R. value of 4.538 and a p-value < 0.001 , so



H5 is accepted. This finding indicates that halal marketing and halal certification have a direct role in increasing purchase intention for halal perfume.

The positive effect of halal marketing on purchase intention shows that marketing activities capable of communicating a product's halal value, benefits, and characteristics can drive individuals' intention to make a purchase. This result is consistent with Hasan et al. (2024), Karimah and Darwanto (2021), and Cisandra and Kuswati (2026), who found a positive and significant effect of halal marketing on purchase intention. However, this finding differs from Purwanto and Sudargini (2021) and Mahliza and Prasetya (2021), who found that the effect was not significant.

Meanwhile, the positive effect of halal certification on purchase intention shows that halal certification can provide confidence regarding a product's halal status and become a consideration that drives purchase intention. This finding is consistent with Karimah and Darwanto (2021), Mahliza and Aditantri (2022), Shahniah et al. (2024), Sinaga et al. (2025), and Widyanto and Sitohang, who found a positive effect of halal certification on purchase intention. However, this result differs from Khanfani et al. (2023) and Ibeabuchi et al. (2024), who found that halal certification does not have a significant direct effect on purchase intention.

From the perspective of S-O-R theory, these findings show that halal marketing and halal certification as stimuli can directly drive purchase intention as the response. Thus, purchase intention for halal perfume can be formed not only through a change in internal condition in the form of attitude towards halal perfume, but also through the direct effect of the stimuli received by individuals.

Table 7.
Mediation Path Test Results with Bootstrapping

Hypothesis	Indirect Path	Indirect Effect	p-value	Result
H6	Halal Marketing → Attitude → Purchase Intention	0.139	0.007	Accepted
H7	Halal Certification → Attitude → Purchase Intention	0.167	0.016	Accepted

Source: Data processed by the Researcher (2026)

The Mediating Role of Attitude Towards Halal Perfume

The bootstrapping test results show that attitude towards halal perfume significantly mediates the effect of halal marketing on purchase intention, so H6 is accepted. This finding indicates that the positively perceived implementation of halal marketing can shape a more positive attitude toward halal perfume,



which subsequently drives an increase in purchase intention. This finding is consistent with Hasan et al. (2024), who found that attitude serves as a mediator in the relationship between halal marketing and intention toward halal cosmetic products. From the perspective of S-O-R theory, these results show that halal marketing as a stimulus can influence purchase intention as a response through a change in individuals' internal condition in the form of attitude towards halal perfume as the organism.

Furthermore, attitude towards halal perfume was also shown to significantly mediate the effect of halal certification on purchase intention, so H7 is accepted. This finding indicates that a positive perception of halal certification can shape a more positive attitude toward halal perfume and subsequently increase purchase intention. This result is consistent with Ibeabuchi et al. (2024), who found that attitude significantly mediates the relationship between halal certification and purchase intention. This finding is also supported by Letsoin and Riorini (2023), as well as by the studies of Widyanto and Sitohang (2021) and Shahniah et al. (2024), which lend support to the role of attitude in the relationship between halal attributes and purchase intention. Within the S-O-R framework, halal certification acts as a stimulus that shapes attitude towards halal perfume as the organism, which then drives purchase intention as the response.

Furthermore, the results show that the direct effect of halal marketing and halal certification on purchase intention remains significant, while the indirect effect through attitude towards halal perfume is also significant. Therefore, attitude towards halal perfume functions as a partial mediator in both relationships. This finding indicates that attitude is one of the mechanisms explaining the effect of halal marketing and halal certification on purchase intention, but not the only pathway, since both variables are also capable of directly influencing purchase intention.

CONCLUSION

This study aims to analyze the effect of halal marketing and halal certification on purchase intention through attitude towards halal perfume. Based on the test results from 320 respondents, all the hypotheses proposed in this study were accepted. Halal marketing and halal certification were shown to have a positive and significant effect on attitude towards halal perfume, while attitude towards halal perfume had a positive and significant effect on purchase intention. In addition, halal marketing and halal certification also had a positive and significant direct effect on purchase intention.



The mediation test results show that attitude towards halal perfume significantly mediates the effect of halal marketing and halal certification on purchase intention. However, because the direct effect of both variables on purchase intention remains significant, attitude towards halal perfume acts as a partial mediator. This finding indicates that purchase intention for halal perfume can be formed both directly through perceptions of marketing and halal certification, and indirectly through the formation of a positive attitude toward halal perfume. Theoretically, this study's results support the Stimulus–Organism–Response (S-O-R) mechanism, with halal marketing and halal certification as the stimulus, attitude towards halal perfume as the organism, and purchase intention as the response.

Based on the research findings, perfume industry players are advised to integrate halal values more consistently into their marketing strategies, not only through the use of halal attributes but also by clearly communicating product quality, benefits, safety, and value. Halal certification also needs to be obtained and communicated credibly to increase individuals' confidence in the product. Given that attitude towards halal perfume is shown to act as a partial mediator, marketing strategies and halal certification communication should be directed not only toward directly encouraging purchase intention, but also toward building positive evaluation, preference, and belief toward halal perfume.

For future research, it is recommended to expand the research area beyond the Jakarta Administrative City to obtain a broader picture of purchase intention for halal perfume. Future research could also involve respondents with different characteristics and consider other variables that may potentially explain purchase intention. In addition, future studies could test the model on other halal product categories to determine whether the partial mediation pattern of attitude found in this study also applies in different product contexts.

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