

Determinants of the Decision to Purchase Halal Toiletries with Trust as a Mediating Variable and Religiosity as a Moderation Among the Muslim Community in Padang City

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Abstract

Halal Toiletries are personal care products produced in accordance with halal principles and are intended to meet the needs of Muslim consumers. The purpose of this study is to reveal the determinants of purchasing decisions for halal toiletries products, including halal awareness, brand image, and product quality with trust as a mediating variable and religiosity as a moderating variable. The method in this study uses quantitative, with the population being the Muslim community in Padang City who have purchased halal toiletries products. The sample size used 156 samples. The sampling technique used purposive sampling and technical analysis used Sem-PLS with Smart-PLS 4 software. The results of this study indicate that product quality and brand image variables have a positive and significant effect on purchasing decisions for halal toiletries products, while halal awareness has a negative and insignificant effect. Halal awareness and product quality have a positive and significant effect on purchasing decisions for halal toiletries products with trust as a mediator, while brand image has a positive and insignificant effect on purchasing decisions with trust as a mediator. Halal awareness has a positive and insignificant effect on purchasing decisions for halal toiletries products with religiosity as a moderating factor. Product quality has a negative and insignificant effect on purchasing decisions for halal toiletries, with religiosity as a moderating factor. Therefore, this study offers insights for the halal industry in optimizing product quality and brand image to influence consumer purchasing decisions for halal products

INTRODUCTION

The halal industry is a sector that provides a wide range of halal-certified products, such as food, beverages, cosmetics, toiletries, and even medicines (Ozkan et al., 2024). Given the wide variety of these products, it can be concluded that halal products have become an essential need deeply embedded in the lives of Muslim consumers, serving as both an identity marker and a guarantee of halal standards in daily consumption (Martianto et al., 2023; Yulia, 2019). One key category in the halal industry is halal toiletries, which include soap, toothpaste, shampoo, conditioner, deodorant, and other personal care products lainnya (Andani et al., 2024; Abd Rahman et al., 2015). Globally, the toiletries market reached USD 173.33 billion in 2024 and is projected to grow to USD 263.31 billion by 2032, with an average annual growth rate of 5.44% (Insights, 2025). However, despite the rapid growth of halal products, many consumers still face difficulties in making purchasing decisions (Nengsih et al., 2024; Slamet, 2023), even though purchasing decisions are crucial in determining the purchase of a product (Kotler & Keller, 2020).

One of the issues in halal product purchasing decisions stems from consumers' lack of attention to the halal aspect itself (Ahmad et al., 2015). This situation can hinder the formation of optimal purchasing decisions and even cause discomfort in the decision-making process (Nabilah & Zulaikha, 2024). Based on previous research, factors influencing purchasing decisions consist

of internal and external factors. Internal factors include halal awareness, religiosity, trust, attitude, price, and social norms (Putra & Andriani Zakariya, 2023). Halal awareness has been shown to significantly influence purchasing decisions as it relates to consumers' understanding of product ingredients, processes, and certification (Anggraini & Dewanti, 2020; Normasyuhri et al., 2024; Jannah & Al-banna, 2021). Furthermore, religiosity as a belief manifested in daily activities also influences consumers to prioritize halal products (Putriana, 2022; Wulandari, 2021; Rustandi & Marlina, 2022), and can even serve as a mediating variable between halal awareness and purchase decisions (Khairunnisa et al., 2022; Setyawati, 2021; Puji Yuwanna Prasetyo, 2023). Meanwhile, external factors such as brand image, product quality, and promotions also influence purchasing decisions (Amrillah et al., 2023; Arifin & Fachroddi, 2015; Fitriyani et al., 2023; Hakim et al., 2024). Brand image is known to have a significant influence on purchasing decisions (Khalid, 2024; Maulina et al., 2022), whereas product quality yields mixed results, with some studies finding a positive effect (Alitakrim et al., 2021), while others indicate no direct effect (Karimah & Dahruji, 2024).

Based on these studies, the objective of this research is to analyze the influence of halal awareness, brand image, and product quality on purchasing decisions, with trust as the mediating variable and religiosity as the moderating variable. The selection of these variables is based on their prominence and relevance in previous research on consumer behavior regarding halal products (Mardiana & Sijabat, 2022). Halal awareness was chosen because it serves as the primary foundation for purchasing decisions regarding halal products (Martianto et al., 2023), brand image influences consumers' perceptions of the product (Sulaiman & Chau, 2021) and product quality remains a critical consideration in purchasing decisions (Manurung et al., 2024b). Trust is positioned as a mediating variable because it explains the psychological mechanism underlying the relationship between the independent variables and purchase decisions (Febriandika & Millatina, 2023), while religiosity acts as a moderating variable that can strengthen or weaken this relationship (Rafiki et al., 2024).

Purchase decisions are based on consumer behavior theory, which explains that an individual's decision to consume a product is influenced by internal factors such as attitudes, perceptions, and values, as well as external factors such as the social and cultural environment. In an Islamic context, consumers consider not only the functional aspects of a product but also its compliance with Sharia principles. One relevant approach is the Theory of Planned Behavior (TPB) developed by Icek Ajzen, which states that a person's intention to engage in a behavior is influenced by attitudes, subjective norms, and perceived behavioral control, which then serve as predictors of actual consumer behavior in selecting products aligned with Islamic values (Ajzen, 1991). The purchasing decision is a consumer process involving identifying needs, seeking information, evaluating alternatives, and ultimately deciding whether or not to purchase a product (Khalid, 2024a; Santuso et al., 2024; Afendi et al., 2024). According to Philip Kotler and Kevin Lane Keller, a purchase decision is a stage of consumer evaluation through the formation of preferences regarding various brand choices (Kotler & Keller, 2020), while Leon G. Schiffman and Leslie Lazar Kanuk state that a purchase decision is the selection of one alternative from several available options so that consumers can evaluate their choices and determine their next course of action (Schiffman & Kanuk, 2004; Rihayana et al., 2021).

The term "halal awareness" was introduced academically by Abdul Aziz and Chok, who defined halal awareness as the level of consumer knowledge and understanding of the concept of halal, which includes familiarity with Sharia principles in products and the ability to distinguish halal products from non-halal ones (Y. A. Aziz & Chok, 2013). Halal awareness emphasizes how a person understands, perceives, and experiences a particular event or object (Puji Yuwanna Prasetyo, 2023). It is important to understand the purpose of halal awareness in order to make

decisions based on knowledge (Amalia & Rozza, 2022.; Jannah & Al-banna, 2021). According to Aaker, brand image stems from the development of brand equity theory, which encompasses brand awareness, brand associations, perceived quality, and brand loyalty. Brand image is a key component of brand associations that form the overall brand equity (Aaker, 1996). According to Faircloth et al., brand image is the impression consumers have of a brand; it is formed from messages and consumer experiences related to the brand, thereby creating an image or impression (Faircloth et al., 2001).

Product quality encompasses all of a product's features that meet consumer needs. Product quality is also a factor that consumers consider when deciding to purchase a product (Yusuf et al., 2019). Product quality is a product's ability to align with consumer desires and needs in accordance with high and appealing quality standards (Chaerudin & Syafarudin, 2021). According to Kotler & Keller, product quality is the capacity of a product to deliver results or performance that exceed consumer expectations (Kotler & Keller, 2020). Product quality also involves meeting consumer expectations regarding comfort and functionality to attract them to make a purchase (Komari, 2023). Trust is a crucial factor for companies that provide products, as it helps build consumer confidence in the products they offer (Suhaily & Darmoyo, 2017). The importance of trust ensures that consumers receive products that are honest in terms of how they are made, how they are distributed, and how consumers are guided in understanding a product. Religiosity. Religiosity refers to an individual's level of religious commitment and (Koc et al., 2024). According to Delener, religiosity is the extent to which a person upholds their religion and practices it to enhance their worship (Delener, 1990). So far, all definitions of religiosity are interrelated and share commonalities. That is, religiosity is the belief held by an individual, which they practice in accordance with their own understanding and convictions (Valente & Smith, 2023).

Previous research on purchasing decisions for halal products has largely focused on the food, beverage, and cosmetics categories, while studies specifically examining halal toiletries remain limited. In fact, toiletries are essential daily-use products that come into direct contact with the body (Martianto et al., 2023), making their halal status particularly important for Muslim consumers (Panca, 2016). Previous research has also shown that halal awareness and attitudes influence purchasing decisions regarding halal toiletries *toiletries* (Fiandari & Andharini, 2024), yet studies that comprehensively integrate various factors remain limited. Furthermore, compliance with halal product standards is essential to provide a sense of security and ensure that production and distribution processes adhere to Sharia principles (Andani et al., 2024). Therefore, this study is important to fill the gap in the literature by focusing on halal toiletries and examining in greater depth the factors influencing purchasing decisions using a mediation and moderation approach.

METHODS

This study employs a quantitative approach using traditional quantitative methods grounded in the philosophy of positivism. This method was chosen because it adheres to scientific principles that are empirical, objective, measurable, rational, and systematic, and utilizes numerical data analyzed through statistical methods (Sugiyono, 2020). The research was conducted in Padang City, West Sumatra Province, with the study period running from September to December 2025. The research variables consist of halal awareness, brand image, and product quality as independent variables; purchase decision as the dependent variable; trust as the mediating variable; and religiosity as the moderating variable. The research data utilized primary data obtained through the distribution of an online questionnaire via Google Forms to Muslim residents in the city of Padang who had previously purchased halal toiletries, as well as secondary data derived from

relevant journals and scientific documents (Chandra & Priyono, 2023). The sampling technique used non-probability sampling with a purposive sampling method, resulting in a sample size of 156 respondents based on the calculations of (Hair et al., 2019).

Data analysis in this study utilized descriptive analysis and Structural Equation Modeling (SEM) based on SmartPLS. Descriptive analysis was used to describe data characteristics through minimum values, means, and standard deviations. Meanwhile, SEM-PLS analysis was employed to test relationships among variables via the measurement model (outer model) and the structural model (inner model). The outer model was tested using convergent validity with an outer loading standard > 0.70 and AVE ≥ 0.50 , as well as discriminant validity using cross-loadings, the Fornell-Larcker Criterion, and HTMT with recommended values below 0.85 (Hair et al., 2019; Latan, 2023). Reliability testing was conducted using Cronbach's Alpha ≥ 0.60 and Composite Reliability ≥ 0.70 (Hair et al., 2019). In the inner model, testing was conducted using the R-Square value, categorized as 0.75 (strong), 0.50 (moderate), and 0.25 (weak), as well as Effect Size (F-Square) with values of 0.02 (small), 0.15 (moderate), and 0.35 (large) (Hair et al., 2019). Hypothesis testing used bootstrapping, with a t-statistic value > 1.96 or a p-value < 0.05 indicating a significant relationship. Additionally, this study employed an independent samples t-test, with the decision criterion being that if the significance level is > 0.05 , there is no significant difference between groups, whereas a significance level < 0.05 indicates a significant difference (Hair et al., 2019).

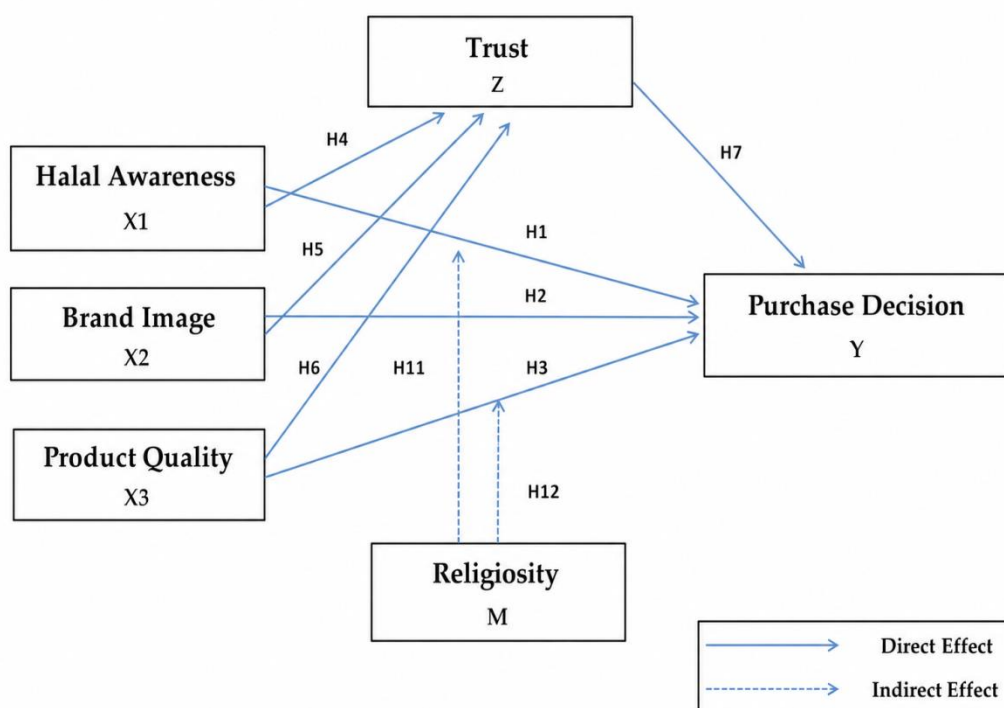
Table 1. Indicator

No	Variable Name	Indicators	Authors
1	Halal Awareness (X1)	1. Understanding or Knowledge 2. Priority in Consuming Halal Products 3. Product Safety	Ozturk, (2022)
2	Brand Image (X2)	1. Corporate Image 2. Product Image 3. User Image	(Keller et al., 2015)
3	Product Quality (X3)	1. Performance 2. Features 3. Conformance 4. Durability 5. Serviceability 6. Aesthetics 7. Perceived Quality	(Keller et al., 2016)
4	Purchase Decision (Y)	1. Confidence in purchasing after obtaining product information 2. Deciding to purchase because the product is the most preferred 3. Purchasing based on wants and needs 4. Purchasing based on recommendations from others	(Kotler & Keller, 2020)
5	Trust (Z)	1. Reliability 2. Integrity 3. Competence 4. Benevolence 5. Transparency	(Keller, 2013)
6	Religiosity (Z)	1. Religious Pre-occupation 2. Belief 3. Religious Emotional Attachment	(Joseph & DiDuca, 2007).

4. Life Guidance

Source : Research 2026

Picture 1 Framework Model



Source: Research 2026

RESULTS AND DISCUSSION

1. Measurement Model Evaluation (Outer Model)

The measurement model evaluation was conducted separately for reflective and formative constructs based on the characteristics of their indicators. For reflective constructs (Religiosity Variable [Z] and Purchase Decision [Y]), the evaluation criteria used included outer loading values (>0.70), Composite Reliability/CR (>0.70), and Average Variance Extracted/AVE (>0.50) (Hair et al., 2022). Based on the first-stage testing, indicator Y4 had an outer loading value of 0.666 and was therefore removed from the model to satisfy convergent validity requirements. After model purification (second stage), all reflective indicators met the required criteria with outer loading values above 0.70, CR values above 0.80, and AVE values above 0.60.

Meanwhile, formative constructs (Halal Awareness Variable [X1], Brand Image [X2], and Product Quality [X3]) were evaluated based on Outer Weight values, significance levels using p-values (<0.05), and multicollinearity testing through the Variance Inflation Factor (VIF) with a threshold value of <5.0 (Henseler et al., 2009). The testing results showed that the VIF values for all formative indicators were below 3.0, indicating that there were no serious multicollinearity issues among the indicators, and all outer weight values were statistically significant

Table 2. Outer loading/weight, Composite Reliability, AVE

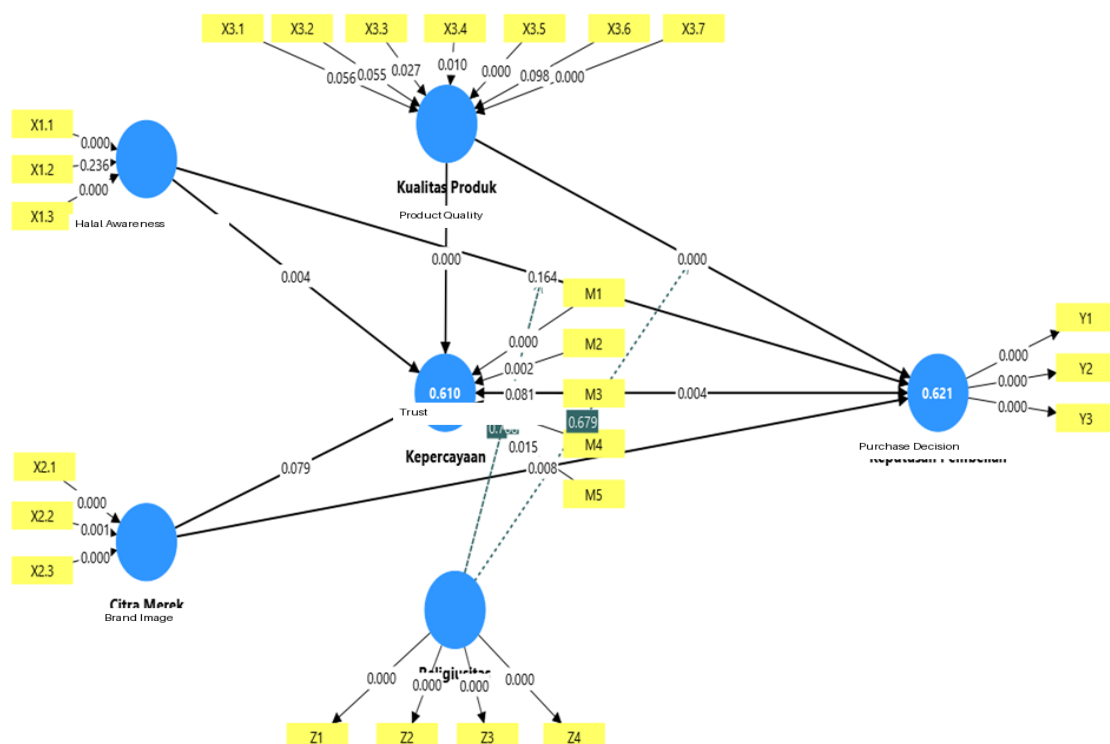
Construct / Variable	Indicators	Outer Loading / Weight	Composite Reliability	AVE
Purchase Decision (Y) – Reflective	Y1, Y2, Y3	0.793 – 0.825	0.852	0.658
Religiosity (Z) – Reflective	Z1, Z2, Z3, Z4	0.791 – 0.868	0.890	0.668
Halal Awareness (X1) – Formative	X1.1 – X1.4	Significant (VIF < 3.0)	N/A	N/A
Brand Image (X2) – Formative	X2.1 – X2.3	Significant (VIF < 3.0)	N/A	N/A
Product Quality (X3) – Formative	X3.1 – X3.5	Significant (VIF < 3.0)	N/A	N/A

Source: Research 2026, SmartPLS 4

2. Path Diagram Model Analysis

The path diagram below presents the path coefficients and R-Square values for the final model. The R-Square value for the Trust variable is 0.551, indicating that 55.1% of the variance in Trust can be explained by Halal Awareness, Brand Image, and Product Quality. Meanwhile, the R-Square value for the Purchase Decision variable is 0.682, indicating that 68.2% of the variance in Purchase Decision is influenced by the independent variables together with the mediating and moderating variables in this research model.

Picture 2 Result Bootstrapping



Source : Research 2026, SmartPLS 4

3. Hypothesis Testing Through Bootstrapping

Table 3 Hypothesis

Hypothesis Relationship	Original Sample (O)	T-Statistic	P-Value	Conclusion
Halal Awareness -> Trust	0.198	2.915	0.004	Accepted
Halal Awareness -> Purchase Decision	-0.116	1.400	0.164	Rejected
Brand Image -> Trust	0.119	1.769	0.079	Rejected
Brand Image -> Purchase Decision	0.259	2.691	0.008	Accepted
Product Quality -> Trust	0.561	9.096	0.000	Accepted
Product Quality -> Purchase Decision	0.434	4.080	0.000	Accepted
Trust -> Purchase Decision	0.266	2.943	0.004	Accepted
Religiosity -> Purchase Decision	0.004	0.058	0.954	Rejected

Source : Research 2026, SmartPLS 4

DISCUSSION

The findings of this study indicate that halal awareness has a negative and insignificant effect on purchasing decisions for halal toiletries products. This condition suggests that consumers with a high level of halal awareness tend to be more selective and cautious in making purchasing decisions, particularly when the information regarding the halal status of products is perceived as incomplete or less convincing. Consumers become more critical of raw materials, production processes, and halal certification of products. According to (Hudzaifah et al., 2024) consumers with stronger halal awareness generally apply stricter considerations before deciding to purchase halal products. These findings are consistent with (Hudzaifah et al., 2024), who found that halal awareness does not significantly influence purchasing decisions, but differ from the studies conducted by (Afendi, 2020; Pratiwi & Falahi, 2023; Putriana, 2022), which reported a positive and significant effect. Therefore, halal awareness in this study has not become the primary determinant of Muslim consumers' purchasing decisions for halal toiletries products.

The analysis results demonstrate that brand image has a positive and significant effect on purchasing decisions for halal products. These findings imply that the better the brand image of a product, the higher the consumers' purchasing decisions toward the product. Indicators such as corporate image, product image, and user image are able to create positive consumer perceptions, thereby increasing confidence in making purchases. (Rahmaniah et al., 2024) explained that a strong brand image is capable of encouraging consumers to make purchasing decisions more confidently. These results are in line with the studies conducted by (Mahri et al., 2024; Rahmaniah et al., 2024; Syayyidati Farichah, 2024; Utami & Genoveva, 2020), which stated that brand image positively and significantly affects purchasing decisions. Therefore, brand image becomes one of the important factors influencing purchasing decisions for halal toiletries products.

The empirical findings reveal that product quality has a positive and significant effect on purchasing decisions for halal products. This finding indicates that the better the product quality perceived by consumers, the higher the purchasing decisions toward halal products. Product quality indicators such as performance, features, conformity, durability, aesthetics, and perceived quality are capable of influencing consumers in making purchasing decisions. (Imani et al., 2023) stated that consumers tend to prefer products with better quality because they provide greater satisfaction and confidence. These findings are consistent with the studies of (Imani et al., 2023; Manurung et al., 2024a; Rasmewahni et al., 2023; Sarumaha et al., 2024), which found that product quality positively and significantly affects purchasing decisions. Thus, product quality becomes an important factor that producers should maintain to improve consumers' purchasing decisions for halal toiletries products.

The findings of this study further show that halal awareness positively and significantly affects consumer trust in halal products. This means that the higher the consumers' halal awareness, the higher their trust in halal products. Consumers who understand the importance of halal products tend to place greater trust in products perceived to comply with halal standards, both in terms of raw materials and production processes. (Rahayu et al., 2025) emphasized that consumers with high halal awareness generally develop stronger trust toward products that are clearly certified and comply with halal standards. These findings are supported by the studies of (Jaiyeoba et al., 2020; Julpa & Napitu, 2023), which found that halal awareness has a positive and significant effect on consumer trust. Therefore, halal awareness plays an important role in building consumer trust in halal products.

The hypothesis testing results indicate that brand image has a positive but insignificant effect on consumer trust in halal products. These findings suggest that improvements in brand image have not been able to optimally build consumer trust in halal products. Although the direction of the relationship is consistent with the theory, brand image in this study has not become the dominant factor in shaping consumer trust. (Kholidah et al., 2025) argued that a positive brand image alone is not always sufficient to strengthen consumer trust, particularly in halal product markets where consumers prioritize halal assurance. These results are in line with (Hudzaifah et al., 2024), who found that brand image has a positive but insignificant effect on trust, but differ from (Montana & Kurniawati, 2024), who stated that brand image positively and significantly affects trust. Therefore, consumers of halal products appear to consider factors other than brand image in establishing trust toward a product.

The results obtained from this study indicate that product quality positively and significantly affects consumer trust in halal products. These findings imply that the better the product quality perceived by consumers, the higher the level of consumer trust in halal products. Good product quality is able to provide consumers with confidence that the products they use are safe, reliable, and consistent with their expectations. (Rusmewahni et al., 2023) explained that high-quality products are more likely to strengthen consumer trust because they meet consumer expectations consistently. These findings are supported by the studies of (Rahmawati, 2025; Rusmewahni et al., 2023), which stated that product quality has a positive relationship with consumer trust. Therefore, product quality becomes one of the key factors in building consumer trust in halal toiletries products.

The research analysis demonstrates that trust positively and significantly affects purchasing decisions for halal products. These findings indicate that the higher the level of consumer trust in halal products, the higher the consumers' purchasing decisions toward those products. Trust in the halalness, safety, and quality of products is able to reduce perceived risk, thereby increasing consumer confidence in making purchases. (Manurung et al., 2024b) highlighted that trust plays a strategic role in encouraging consumers to make purchasing decisions, especially for halal products that require assurance of compliance with Islamic principles. These findings are consistent with the studies of (Kholidah et al., 2025; Manurung et al., 2024a), which found that trust positively and significantly affects purchasing decisions. Thus, trust becomes an important factor in encouraging consumers' purchasing decisions for halal toiletries products.

The model testing results indicate that halal awareness does not significantly affect purchasing decisions directly, but has a significant indirect effect through trust as a mediating variable. These findings suggest that the relationship between halal awareness and purchasing decisions is fully mediated by trust (indirect-only mediation). In other words, consumers with high halal awareness are more likely to make purchases when such awareness is able to build trust in halal products. (Julpa & Napitu, 2023) explained that halal awareness tends to influence purchasing decisions indirectly through the establishment of consumer trust in halal products. These findings are in line with the studies of (Ivanisa, 2023; Julpa & Napitu, 2023), which found that trust is capable of mediating the effect of halal awareness on purchasing decisions. Therefore, trust becomes the primary mechanism bridging halal awareness and purchasing decisions for halal toiletries products.

The subsequent findings reveal that brand image through trust has a positive but insignificant effect on purchasing decisions. This condition indicates that trust is unable to mediate the relationship between brand image and purchasing decisions, meaning that the relationship is categorized as direct-only mediation. In other words, brand image has a more direct influence on purchasing decisions without going through trust as a mediating variable. (Montana & Kurniawati,

2024) explained that consumers may directly respond to a strong brand image without necessarily developing trust as an intermediary factor. These findings are consistent with (Montana & Kurniawati, 2024), who found that trust could not mediate the relationship between brand image and purchasing decisions, but differ from (Ghaisani & Purbawati, 2020), who reported that trust was able to act as a mediator. Therefore, there are other factors beyond brand image that are more dominant in shaping consumer trust in halal products.

The empirical findings in this study indicate that product quality positively affects purchasing decisions both directly and indirectly through trust. This condition demonstrates that trust acts as a complementary mediation in the relationship between product quality and purchasing decisions. In other words, good product quality not only directly increases purchasing decisions but also enhances consumer trust, which subsequently strengthens purchasing decisions for halal products. (Rahmawati, 2025) stated that high product quality can create stronger trust among consumers, which eventually contributes to higher purchasing decisions. These findings are supported by the studies of (Rahmawati, 2025; Rasmewahni et al., 2023) which stated that product quality positively affects trust and purchasing decisions. Therefore, product quality and trust have a mutually supportive relationship in increasing purchasing decisions for halal toiletries products.

The findings related to the moderating variable show that religiosity has a positive but insignificant effect in moderating the relationship between halal awareness and purchasing decisions for halal products. These findings indicate that religiosity has not been able to strengthen the relationship between halal awareness and purchasing decisions. This may be caused by the similarity in respondents' religiosity levels, where religious consumers tend to choose halal products regardless of the moderating effect. (Fatmawati & Islam, 2025) explained that religiosity may not always strengthen halal purchasing behavior because consumers can already perceive halal products as a common consumption standard. These findings differ from previous studies which found that religiosity positively and significantly moderates the relationship between halal awareness and purchasing decisions, including the studies of (Fatmawati & Islam, 2025; Muslichah M. et al., 2019; Putriana, 2022; Rafiki et al., 2024). Therefore, religiosity in this study has not been able to act as a strengthening factor in the relationship between halal awareness and purchasing decisions.

The moderating variable testing also indicates that product quality has a negative effect on purchasing decisions with religiosity as a moderating variable. These findings suggest that religiosity is unable to strengthen the relationship between product quality and purchasing decisions for halal products. Religious consumers tend to focus more on halal aspects and trust in products rather than product quality itself. In addition, purchasing decisions are also influenced by other factors such as halal labels, price, brand image, and trust in producers. (Fanani & Purwanti, 2025) argued that religiosity does not always strengthen the effect of product quality because consumers may prioritize halal assurance over functional product attributes. These findings differ from the studies of (Fanani & Purwanti, 2025; Rahmawati, 2025), which found that religiosity moderates the effect of product quality on purchasing decisions positively, although insignificantly. Therefore, religiosity in this study has not been able to strengthen the influence of product quality on purchasing decisions for halal toiletries products.

CONCLUSION

Based on the results of the study, it can be concluded that purchasing decisions for halal toiletries products are more dominantly influenced by product quality and brand image compared to halal awareness. The findings indicate that product quality and brand image have a positive and

significant effect on consumers' purchasing decisions, while halal awareness does not show a significant direct effect and tends to have a negative direction. This finding suggests that consumers, in choosing halal toiletries products, do not only consider the halal aspect but also place greater emphasis on product quality and the strength of brand image in shaping positive perceptions among consumers.

Furthermore, this study proves that trust plays an important role as a mediating variable in the relationship between halal awareness and product quality on purchasing decisions. Consumer trust is proven to be the main factor that encourages consumers in making purchasing decisions for halal toiletries products. Meanwhile, religiosity is unable to moderate the relationship between halal awareness and product quality toward purchasing decisions, although it shows a positive relationship direction. These findings indicate that halal consumer behavior is not solely influenced by religious factors, but is also affected by rational and psychological considerations, particularly in building trust toward the products being used.

This study also provides both practical and theoretical implications for the development of halal consumer behavior studies. From a practical perspective, halal toiletries producers need to focus their marketing strategies on improving product quality, strengthening brand image, and building consumer trust in order to increase purchasing decisions. From a theoretical perspective, this study reinforces the importance of integrating trust factors into halal consumer behavior models. However, this study still has several limitations, including the research scope being limited to Padang City, the number and diversity of respondents not fully representing broader consumer behavior, and the data collection method relying solely on questionnaires. Therefore, future studies are recommended to expand the research area, involve more diverse respondents, apply mixed-method approaches, and develop additional variables such as perceived ingredient safety, price, packaging, and usage convenience in order to obtain more comprehensive research findings.

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