

Islamic Entertainment, Advertising Value, and Purchase Intention in the Context of Halal Cosmetics: An Empirical Study of Consumer Behavior

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Abstract. This study aims to analyze the effect of Islamic entertainment and advertising value on purchase intention for halal cosmetic products. This study uses a quantitative approach with Structural Equation Modeling (SEM-PLS) analysis techniques. A sample of 375 female respondents in Salatiga City was obtained using the Isaac and Michael formula. The results show that Islamic entertainment has a positive and significant effect on advertising value and purchase intention. In addition, advertising value also has a positive effect on purchase intention. The advertising value variable is proven to mediate the relationship between Islamic entertainment and consumer purchase intention. Overall, this study confirms that the integration of Islamic values in digital marketing content can improve consumer perception of advertisements and encourage interest in purchasing halal cosmetics.

Keywords: entertainment, advertising value, purchase intention, halal cosmetics

1 Introduction

The halal cosmetics industry is experiencing rapid growth as Muslim consumers become more aware of halal, safety, and Islamic values in product use. Indonesia, as the country with the largest Muslim population, is a very potential market, because consumers not only demand products that work well, but also comply with sharia principles. The Global Islamic Economy Report 2023/2024 confirms that demand for halal cosmetics continues to rise in line with changing lifestyles and strengthening religious preferences among Muslim consumers.

In the context of consumer behavior, religiosity, halal awareness, and product value perception have been proven to influence purchasing interest. Saifudin et al.(2020) shows that religiosity, attitudes, and subjective norms play a significant role in the intention to purchase halal cosmetics. The findings of Nurhayati & Hendar (2020) and Mudi Awalia & Bin Lahuri(2021) also show that understanding of halal and levels of religiosity encourage consumers to be more selective in choosing sharia-compliant products.

The development of digital media has also given rise to Islamic entertainment as a relevant means of communication for Muslim consumers. Islamic content such as digital preaching and Muslimah influencers are considered capable of strengthening consumer trust and closeness to marketing messages, although empirical studies related to their influence in the context of halal cosmetics are still limited.

Advertising value is an important factor in explaining consumer responses to marketing messages. Ducoffe (1995) states that advertising value is formed through informativeness, entertainment, and irritation, which influence consumer attitudes toward advertising. In halal cosmetics, advertising value is increasingly important because consumers need clear, credible information that is in line with sharia principles.

The integration of Islamic entertainment and advertising value has the potential to strengthen Muslim consumers' purchasing interest. However, there is still a gap in research examining the relationship between the two in halal cosmetics marketing. Therefore, this study aims to analyze the influence of Islamic entertainment and advertising value on the purchase intention of halal cosmetic products, as well as to contribute to the development of Islamic marketing literature and halal industry communication strategies.

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1.1 Literature Review

1.1.1 Halal Cosmetics

Halal cosmetics are beauty products that are processed in accordance with sharia law, from raw materials and production methods to distribution. Growth in this sector continues to increase as Muslim communities become more aware of product halal status and safety. Saifudin et al. (2020) explains that the market opportunity for halal cosmetics in Indonesia is enormous, although the level of selection of halal-certified products still needs to be improved through education and targeted marketing approaches. In line with this, Nurhayati & Hendar (2020) found that halal knowledge and intrinsic religiosity play a role in building awareness and encouraging consumers' intention to purchase halal products.

1.1.2 Islamic Entertainment

Islamic entertainment refers to Islamic-themed entertainment content delivered through digital media, such as online preaching, Muslimah content, and influencers who promote Islamic identity. This type of content is considered capable of building consumer affinity and trust in marketing messages. The findings of Mudi Awalia & Bin Lahuri (2021) show that exposure to Islamic values in the media can influence consumers' tendency to choose halal products because messages that are in line with religious values are more easily accepted. Thus, Islamic entertainment can be an effective means of promoting halal cosmetics.

1.1.3 Advertising Value

Advertising value describes the extent to which consumers consider advertising useful. According to Ducoffe (1995), this perception is determined by three main elements, namely informativeness, entertainment, and irritation. Informativeness and entertainment contribute positively to consumer acceptance, while irritation has the opposite effect. In halal cosmetics marketing, the value of advertising is an important element because consumers want clear and reliable information about the halal status and quality of the products offered.

1.1.4 Religiosity

Religiousness is the level of an individual's belief in religious teachings and the extent to which religious values influence their daily attitudes and behavior. In the context of halal product consumption, religiousness plays a significant role because consumers with high levels of religiousness tend to choose products that comply with sharia principles. Saifudin et al. (2020) proving that religiosity has a positive and significant effect on the interest in purchasing halal cosmetics, along with attitudes and subjective norms as other supporting factors. In line with these findings, Nurhayati & Hendar (2020) emphasizes that intrinsic religiosity strengthens halal awareness and directly influences purchasing decisions regarding halal products. Similarly, Mudi Awalia & Bin Lahuri (2021) show that the dimension of religiosity influences consumer behavior in choosing halal-labeled cosmetics because religious values are used as the main basis for decision making.

1.1.5 Purchase Intention

Minat beli (*purchase intention*) merupakan kecenderungan atau niat konsumen untuk membeli suatu produk di masa mendatang. Berdasarkan Theory of Reasoned Action (TRA) dan Theory of Planned Behavior (TPB), niat beli dipengaruhi oleh sikap terhadap perilaku, norma subjektif, serta persepsi kontrol perilaku. Saifudin et al. (2020) mengidentifikasi bahwa sikap, norma subjektif, dan religiusitas secara positif memengaruhi purchase intention terhadap kosmetik halal, sehingga aspek psikologis dan sosial memainkan peran penting dalam keputusan pembelian konsumen Muslim. Dalam industri kosmetik halal yang dipengaruhi oleh nilai syariah dan persepsi kehalalan, purchase intention sangat dipengaruhi oleh kredibilitas informasi, kesesuaian nilai produk, serta identitas religius konsumen.

1.1.6 Islamic Entertainment dan Advertising Value

Islamic entertainment is related to advertising value because one component of advertising value is entertainment. Entertainment content packaged with Islamic values can increase consumer appeal and comfort in receiving marketing messages. In line with the concept (Ducoffe, 1995), Entertainment components in advertisements can increase consumers' positive evaluation of promotional messages when the entertainment is

relevant and valuable to the audience. Thus, Islamic entertainment has the potential to strengthen advertising value through its ability to create entertainment experiences that are in line with sharia values, credible, and do not cause disruption.

1.1.7 Advertising Value dan Purchase Intention

Advertising value has a direct influence on purchase intention. Ducoffe (1995) indicating that high advertising value results in a more positive attitude towards advertising and increases consumers' intention to purchase the promoted product. In the context of halal cosmetics, advertising value that is informative, non-intrusive, and in line with Islamic values is very important in building consumer trust. Thus, the higher the advertising value of a halal product, the greater the tendency for consumers to consider purchasing it.

1.2 Hypothesis Development

1.2.1 Islamic Entertainment and Advertising Value

Islamic entertainment content is considered capable of increasing consumer interest through its alignment with moral values, Islamic ethics, and positive religious messages. When advertisements are packaged in Islamic entertainment, consumers consider them more credible and valuable. Husna et al (2023) (Saifudin, 2019) .

H1: Islamic Entertainment has a positive impact on Advertising Value.

1.2.2 Advertising Value and Purchase Intention

High advertising value in terms of information, entertainment, and credibility encourages consumers to consider the advertised product. This is in line with the model. Ducoffe (1996) and findings (Wang, Z., Sun, H., Wang, N., & Bie, 2013).

H2: Advertising Value has a positive impact on Purchase Intention.

1.2.3 Islamic Entertainment and Purchase Intention

Islamic entertainment creates emotional closeness and increases trust in halal products. Muslim consumers are more receptive to advertising messages that are in line with sharia principles. (Saifudin & Puspita, 2020).

H3: Islamic Entertainment has a positive impact on Purchase Intention.

1.2.4 Islamic Entertainment, Advertising Value, and Purchase Intention

Advertising Value acts as a mediating mechanism that strengthens the influence of Islamic Entertainment on Purchase Intention.

H4: Advertising Value mediates the influence of Islamic Entertainment on Purchase Intention.

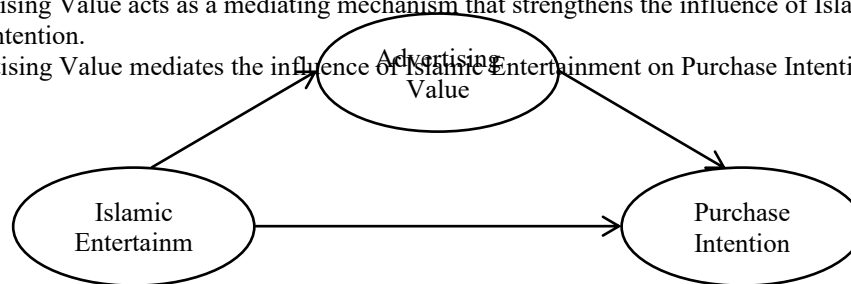


Figure 1. Conceptual Model

Source: Model developed 2025

2 Method

This study uses a quantitative approach to test the hypothesis regarding the influence of Islamic Entertainment and Advertising Value on Purchase Intention in the context of consumer behavior. The population in this study is women in Salatiga City, which has a population of 100,400. The sample size was determined using the Isaac and Michael formula. (Sugiyono, 2016). Based on these calculations, the sample size used in this study was 375 respondent.

Data analysis was performed using the Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) method using SmartPLS software version 3.2.9. The analysis process was carried out in two main stages.

The first stage was the evaluation of the measurement model (outer model), which included testing validity and reliability to ensure that the indicators were able to adequately represent the constructs being measured. The second stage was the evaluation of the structural model (inner model), which included hypothesis testing and path analysis to assess the relationships between variables in the model. The structural model evaluation was conducted to identify the direction, strength, and significance of the influence between the constructs that had been formulated in the research hypothesis.

The Islamic Entertainment indicator was developed from previous research conducted by Saifudin. (2019) and Husna et al., (2023). Advertising Value was developed from previous research conducted by Ducoffe, (1996). Meanwhile, Purchase Intention was developed from previous research conducted by Wang, Z., Sun, H., Wang, N., & Bie, (2013), Saifudin et al.(2020), and (Saifudin & Puspita, 2020).

3 Result

3.1 Respondent Profile

This study involved 375 respondents from various backgrounds, with the following details:

Table 1. Respondent Descriptive

	Quantity	Percentage
Age		
18-21	151	40.3
22-24	219	58.4
25-28	2	0.5
29-30	3	0.8
Media Sosial		
Facebook	24	6.4
Instagram	161	42.9
TikTok	104	27.7
YouTube	69	18.4
Other	17	4.5

Source: Data processed 2025

Based on the data obtained, the majority of respondents were aged 22-24 years (58.4%), followed by the 18-21 age group (40.3%). The most widely used social media platform for viewing advertisements was Instagram (42.9%), followed by TikTok (27.7%). With this demographic, it can be assumed that younger consumers who are active on social media platforms such as Instagram and TikTok are more likely to be exposed to halal cosmetics advertisements, which are now increasingly popular among the younger generation. This shows that the use of social media as a promotional channel for halal cosmetics is very relevant for reaching audiences who are sensitive to the values of halal in beauty products.

3.2 Outer Model Analysis

Table 2. Construct Validity and Reliability

Construct and items	FL	CA	rho A	CR	AVE
Islamic Entertainment		0.861	0.872	0.901	0.647
ISE1	0.803				
ISE3	0.765				
ISE4	0.713				
ISE5	0.723				
ISE6	0.728				
Advertising Value		0.872	0.879	0.913	0.724
ADV1	0.825				
ADV2	0.757				
ADV3	0.755				
Purchase Intention		0.842	0.860	0.894	0.681
PUI1	0.833				
PUI2	0.733				
PUI3	0.770				

Source: Data processed 2025

Based on the table above, all constructs tested showed good validity and reliability values. For the Islamic Entertainment construct, the CA (Cronbach's Alpha) and CR (Composite Reliability) values were above 0.8, indicating excellent internal consistency, with an AVE (Average Variance Extracted) of 0.647, which still meets the recommended minimum limit. In the Advertising Value construct, the CA, CR, and rho_A values also show solid values above 0.8, with an AVE of 0.724, indicating that this construct is also reliable and valid. Meanwhile, in the Purchase Intention construct, although the AVE is slightly lower at 0.681, the CA and CR remain above 0.8, indicating strong reliability. Overall, this model shows that the constructs used in this study can be relied upon to analyze the factors that influence purchase intention and response to halal cosmetic advertisements.

Table 3. Discriminant validity

	1	2	3
Advertising Value	0.780		
Islamic Entertainment	0.786	0.747	
Purchase Intention	0.767	0.782	0.780

Source: Data processed 2025

The table above shows the results of discriminant validity between the constructs tested. The values on the diagonal (Advertising Value, Islamic Entertainment, and Purchase Intention) are all higher than the correlation values between other constructs, indicating that each construct has good discrimination or is significantly different from one another. For example, the value of Advertising Value (0.780) is higher than the correlations with Islamic Entertainment (0.747) and Purchase Intention (0.767), indicating that this construct is quite unique and distinguishable from the others. Overall, these results confirm that the model has adequate discriminant validity to test the relationships between constructs.

3.3 Inner Model Analysis

Table 4. Fit Model Test

	Saturated Model	Estimated Model
SRMR	0.079	0.079
d_ ULS	0.410	0.410
d_ G	0.177	0.177
Chi-Square	354.374	354.374
NFI	0.792	0.792

Source: Data processed 2025

The table above shows the model fit test results for the models used. The SRMR (Standardized Root Mean Square Residual) value for both models (Saturated and Estimated) is 0.079, which is smaller than the threshold value of 0.08, indicating that these models have a good fit. The same d_ ULS and d_ G values for both models (0.410 and 0.177) also indicate that there is no significant difference between the models tested. In addition, the same Chi-Square value (354.374) shows that this model fits the existing data. Finally, the NFI (Normed Fit Index) of 0.792, which is greater than 0.80, indicates that this model fits the data well. Overall, the test results show that the model used fits well and is acceptable.

3.4 Hypothesis Testing

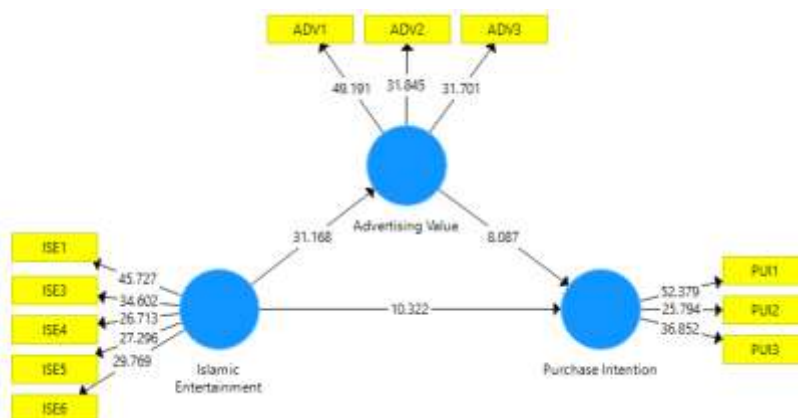


Figure 3. Structural Model

Source: Processed data 2025

The figure above shows the results of structural model testing that shows the relationship between constructs in the study. In this model, Advertising Value is influenced by three advertising indicators (ADV1, ADV2, ADV3), with ADV1 having the greatest influence (49.191). Advertising Value then has a significant effect on Purchase Intention with a path value of 10.322, indicating that the higher the advertising value, the greater the consumer's purchase intention. Islamic Entertainment also contributes to Advertising Value with an influence of 31.168, indicating that Islamic entertainment plays an important role in shaping the perception of advertising value. Overall, this model illustrates a strong and significant relationship between Islamic entertainment, advertising value, and purchase intention, providing insight into the factors that influence consumers' decisions to purchase products, especially in the context of halal product advertising.

Table 5. Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/ STDEV)	P Values	Conclusion
Advertising Value -> Purchase Intention	0.397	0.395	0.049	8.087	0.000	Accepted
Islamic Entertainment -> Advertising Value	0.786	0.788	0.025	31.168	0.000	Accepted
Islamic Entertainment -> Purchase Intention	0.471	0.471	0.046	10.322	0.000	Accepted
Islamic Entertainment -> Advertising Value -> Purchase Intention	0.312	0.312	0.040	7.872	0.000	Accepted

Source: Data processed 2025

The table above shows the results of the inner model test, which examines the relationship between latent variables in the structural model. These test results include path coefficients, which indicate the strength and direction of the relationship between constructs. All paths tested, namely the effect of Advertising Value on Purchase Intention (0.397), the effect of Islamic Entertainment on Advertising Value (0.786), and the effect of Islamic Entertainment on Purchase Intention (0.471), showed significant positive coefficients. In addition, the indirect path between Islamic Entertainment through Advertising Value on Purchase Intention (0.312) is also significant. All paths have T Statistics greater than 1.96 and P Values less than 0.05, which means that all relationships between latent variables are acceptable and have a significant influence in this model. Overall, this inner model test shows the validity and strength of the relationships between constructs in the tested model.

4 Discussion

The results show that Islamic Entertainment has a strong and significant effect on Advertising Value ($\beta = 0.786$; $p = 0.000$). This indicates that the higher the Islamic entertainment element in advertisements, the more positive the advertising value perceived by consumers. These findings support the research Mahmud & Masalam (2024) which states that Islamic values in content increase the credibility and value of advertisements. In addition, Susilawati et al.(2023) also found that religious values can increase consumers' positive perceptions of advertisements.

Advertising Value has a significant effect on Purchase Intention ($\beta = 0.397$; $p = 0.000$). The higher the value of informational, entertainment, and credibility advertising, the greater the tendency for consumers to purchase halal cosmetics. These results are consistent with Susilawati et al.(2023) which explains that advertising value has a direct impact on purchase intent, as well as Wibo & Indrawati (2024) which shows that advertising value increases purchasing interest among social media users.

Islamic Entertainment has also been proven to have a significant influence on Purchase Intention ($\beta = 0.471$; $p = 0.000$). This shows that Islamic entertainment not only increases the perceived value of advertisements, but also directly encourages purchasing interest. These findings are in line with Ilham & Firdaus (2020) which found that Islamic values and halal awareness increase purchase intent, as well as Putri & Christina Whidya Utami (2024) which confirms that religiosity influences the selection of halal products.

Advertising Value was found to mediate the relationship between Islamic Entertainment and Purchase Intention ($\beta = 0.312$; $p = 0.000$). This means that Islamic Entertainment increases advertising value first, and then that advertising value drives interest in purchasing halal cosmetic products. These findings support the research

Kurniawati et al. (2024) and Dyah Arfiyanti (2025) which shows that advertising value functions as a mediator in the relationship between digital content and purchase intention.

4.1 Conclusion

In conclusion, Islamic entertainment has a strong and significant influence on advertising value, meaning that the higher the Islamic entertainment element in advertisements, the more positive the advertising value perceived by consumers. Furthermore, advertising value also has a significant impact on purchase intention, where the higher the informational, entertainment, and credibility value of advertisements, the greater the tendency for consumers to purchase halal cosmetic products. Islamic entertainment has been proven to not only enhance the perceived value of advertisements but also directly encourage purchase interest. Advertising value also acts as a mediator between Islamic entertainment and purchase intention, where the increased advertising value due to the Islamic entertainment element then drives purchase interest in halal cosmetic products. These findings suggest that the influence of Islamic entertainment in advertisements, through an increase in advertising value, can play an important role in motivating consumer purchasing decisions.

4.2 Implication

This study provides theoretical and practical implications for the development of halal product marketing. Theoretically, the findings reinforce the understanding that Islamic entertainment plays an important role in increasing the perceived value of advertisements and purchase interest, thereby supporting the literature that explains the effectiveness of integrating religious values into marketing communications. From a practical perspective, the results show that halal cosmetics companies need to optimize promotional content that combines Islamic elements, credible information, and attractive presentation. Advertising messages that are in line with sharia values have been proven to increase trust and encourage consumers to consider purchasing, making this strategy relevant for digital marketing to strengthen the product's position in the market.

4.3 Limitation

This study has several limitations that need to be considered. The sample only came from women in Salatiga City, so the results cannot be generalized to populations with different characteristics. In addition, the use of perception-based questionnaires allows for subjective bias in respondent assessments. This study is also limited to three main variables, so it does not consider other factors that could potentially influence purchase intent, such as product quality, price, or brand trust. Furthermore, the cross-sectional design of the study only describes conditions at a specific point in time, so longitudinal research is needed to understand consumer behavior dynamics more comprehensively.

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