



THE IMPACT OF MAQASHID SHARIA DIMENSIONS ON HALAL COSMETICS USAGE INTENTION AMONG MARRIED MUSLIM WOMEN

PENGARUH DIMENSI MAQASHID SYARIAH TERHADAP NIAT PENGGUNAAN KOSMETIK HALAL DI KALANGAN WANITA MUSLIM YANG SUDAH MENIKAH

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Abstract

This study examines the influence of Maqashid Sharia dimensions on halal cosmetic usage intention among married Muslim women and investigates the moderating role of price affordability. A quantitative approach was employed using a survey method involving 157 married Muslim women residing in the Greater Jakarta area (Jabodetabek), Indonesia. Respondents were selected through purposive sampling, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The findings reveal that among the five Maqashid Sharia dimensions examined, only *hifz al-mal* (protection of wealth) and *hifz al-nasl* (protection of lineage) significantly and positively influence halal cosmetic usage intention. In contrast, *hifz al-din* (protection of religion), *hifz al-nafs* (protection of life), and *hifz al-aql* (protection of intellect) do not show significant effects. Price affordability demonstrates a significant direct positive effect on usage intention; however, it does not moderate the relationships between any of the Maqashid Sharia dimensions and usage intention. The model explains 65.5% of the variance in halal cosmetic usage intention ($R^2 = 0.655$) with a predictive relevance value of $Q^2 = 0.469$. These findings suggest that economic rationality and family orientation serve as the primary drivers of halal cosmetic consumption among married Muslim women, rather than individual religiosity or health awareness. This study contributes to the literature by applying the Maqashid Sharia framework to consumer behavior research and provides practical implications for halal cosmetic industry stakeholders.

Keywords : Maqashid Sharia, Halal Cosmetics, Usage Intention, Price Affordability, Married Muslim Women, PLS-SEM.



Abstrak

Penelitian ini mengkaji pengaruh dimensi Maqashid Syariah terhadap niat penggunaan kosmetik halal di kalangan wanita Muslim yang sudah menikah serta menyelidiki peran moderasi dari keterjangkauan harga. Pendekatan kuantitatif digunakan melalui metode survei yang melibatkan 157 wanita Muslim yang sudah menikah dan berdomisili di wilayah Jabodetabek, Indonesia. Responden dipilih menggunakan teknik purposive sampling, dan data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM) dengan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa dari lima dimensi Maqashid Syariah yang diteliti, hanya hifz al-mal (perlindungan harta) dan hifz al-nasl (perlindungan keturunan) yang berpengaruh secara signifikan dan positif terhadap niat penggunaan kosmetik halal. Sebaliknya, hifz al-din (perlindungan agama), hifz al-nafs (perlindungan jiwa), dan hifz al-aql (perlindungan akal) tidak menunjukkan pengaruh yang signifikan. Keterjangkauan harga menunjukkan pengaruh langsung yang positif dan signifikan terhadap niat penggunaan; namun, variabel ini tidak memoderasi hubungan antara dimensi-dimensi Maqashid Syariah tersebut dengan niat penggunaan. Model ini menjelaskan 65,5% varians dalam niat penggunaan kosmetik halal ($R^2 = 0,655$) dengan nilai relevansi prediktif sebesar $Q^2 = 0,469$. Temuan ini mengindikasikan bahwa rasionalitas ekonomi dan orientasi keluarga menjadi faktor pendorong utama konsumsi kosmetik halal di kalangan wanita Muslim yang sudah menikah, dibandingkan dengan religiusitas individu atau kesadaran akan kesehatan. Penelitian ini memberikan kontribusi terhadap literatur dengan menerapkan kerangka kerja Maqashid Syariah dalam penelitian perilaku konsumen serta menyajikan implikasi praktis bagi para pemangku kepentingan industri kosmetik halal.

Kata Kunci : Maqashid Syariah, Kosmetik Halal, Niat Penggunaan, Keterjangkauan Harga, Wanita Muslimah Menikah, PLS-SEM.

1. INTRODUCTION

The halal industry is one of the fastest-growing economic sectors in recent decades and has expanded beyond food and beverages into various other sectors, including cosmetics, pharmaceuticals, fashion, tourism, and finance (Abbas et al., 2025). At the global level, the halal cosmetics market was valued at approximately USD 75.08 billion in 2024 and is projected to reach USD 131.66 billion by 2033, with an annual growth rate of 6.34% (Raza et al., 2025). This growth is driven not only by increasing religious awareness but also by changes in consumer preferences that emphasize safety, ethical values, and sustainability in product consumption (Liew & Karia, 2024).

Indonesia holds a strategic position in the development of the halal cosmetics industry as the country with the largest Muslim population in the world and one of the largest halal markets globally (Malini et al., 2021). However, the domestic market for halal cosmetics in Indonesia has not yet reached its maximum potential. Government regulations through the Halal Product Assurance Law have mandated halal certification for cosmetic products, yet its implementation still faces challenges in terms of public awareness and compliance (Rahman, 2023; Jalil et al., 2026).

Various studies have attempted to explain the factors influencing consumer behavior toward halal cosmetics. Religiosity has been proven to be one of the main factors affecting the intention to use halal cosmetics (Bhutto et al., 2023; Nawaz et al., 2024). Other studies have identified halal awareness, subjective norms, attitude, and perceived behavioral control as significant determinants (Ngah et al., 2021; Suparno, 2021; Shahid et al., 2023). In addition, several studies have explored the roles of brand image, social media influence, and knowledge of halal cosmetics in shaping consumer purchasing decisions (Alam et al., 2025; Hati et al., 2025).

However, most previous research still employs conventional consumer behavior approaches centered on religiosity, halal awareness, the Theory of Planned Behavior, or the Stimulus-Organism-Response model (Suparno, 2021; Shahid et al., 2023; Hati et al., 2025). These approaches, while



making important contributions, have not fully captured the multidimensional values of Islamic law that underlie Muslim consumer behavior. In this context, the Maqashid Sharia framework offers a more comprehensive and holistic alternative approach that integrates religious, health, intellectual, economic, and social dimensions in understanding consumer behavior (Dusuki & Bouheraoua, 2011; Gunawan et al., 2024).

The concept of Maqashid Sharia places the protection of religion (hifz al-din), life (hifz al-nafs), intellect (hifz al-aql), lineage (hifz al-nasl), and wealth (hifz al-mal) as the main objectives that must be realized in every aspect of Muslim life, including consumption activities (Warto & Thohir, 2020). In the context of halal cosmetics, each dimension of Maqashid Sharia has the potential to influence consumers' intentions to use halal products through different mechanisms and pathways. However, empirical testing of the influence of each dimension of Maqashid Sharia on halal cosmetic consumption behavior remains very limited (Awwaliyah et al., 2023; Sholihin et al., 2023).

Although the study of Maqashid Sharia continues to develop in various fields of Islamic economics and business, its application in the context of halal cosmetic consumer behavior remains relatively limited (Awwaliyah et al., 2023; Sholihin et al., 2023). The few studies that have attempted to integrate Maqashid Sharia tend to use it as a unified single construct without examining the differential effects of each dimension (Harahap et al., 2018). Consequently, it remains unknown which dimensions of Maqashid Sharia have the strongest influence and which do not play a significant role in shaping halal cosmetic consumption behavior.

Beyond these theoretical limitations, there are still empirical and contextual gaps in the existing literature. Most halal cosmetic studies have been conducted on university students, millennials, or the general consumer population (Ishak et al., 2020; Md Saad & Maulani, 2024; Hasim et al., 2025; Sudarsono et al., 2024; Yasin et al., 2026). In contrast, married Muslim women represent a strategic segment that has not been sufficiently studied, even though they typically serve as primary decision-makers for household cosmetic consumption and bear the responsibility of educating family members about halal consumption (Hati et al., 2025). Furthermore, most previous studies have not considered the role of economic variables, particularly price affordability, which may moderate the relationship between religious values and consumption behavior (Sitama & Cahyono, 2020; Rizqillah et al., 2025).

Based on the above discussion, this study aims to analyze the influence of the Maqashid Sharia dimensions consisting of hifz al-din, hifz al-nafs, hifz al-aql, hifz al-mal, and hifz al-nasl on the intention to use halal cosmetics among married Muslim women, and to examine the moderating role of price affordability in these relationships.

2. RESEARCH METHOD

This study employed a quantitative approach with a survey design to analyze the influence of Maqashid Sharia dimensions on halal cosmetic usage intention among married Muslim women. The study population consisted of married Muslim women residing in the Greater Jakarta area (Jabodetabek), Indonesia. Respondents were selected through purposive sampling with the following criteria: (1) female and Muslim, (2) married, (3) residing in the Jabodetabek area, and (4) having experience using cosmetic products. Of the 182 initial respondents, 157 met all research criteria after data screening and validation.

The research variables consisted of five Maqashid Sharia dimensions, namely hifz al-din (protection of religion), hifz al-nafs (protection of life), hifz al-aql (protection of intellect), hifz al-mal (protection of wealth), and hifz al-nasl (protection of lineage) as independent variables; price affordability as a moderating variable; and halal cosmetic usage intention as the dependent variable. Each variable was measured using a Likert scale (1–5) with indicators developed from the relevant literature.

Data were collected through an online questionnaire distributed via social media and community groups. The questionnaire was developed based on previous research instruments and adapted to the research context. Data analysis was conducted using Partial Least Squares Structural Equation



Modeling (PLS-SEM) with SmartPLS 4.0 software. PLS-SEM was selected because the study involved a relatively complex model with moderating variables, and the data distribution did not require normality assumptions (Hair et al., 2021; Dash & Paul, 2021). The analysis consisted of two stages: (1) measurement model evaluation (outer model) to assess the validity and reliability of constructs, and (2) structural model evaluation (inner model) to test the hypothesized relationships.

3. RESULT AND DISCUSSION

Respondent Characteristics

This study involved 182 married Muslim women as initial respondents. After data screening and validation, 157 respondents were confirmed to meet all research criteria and were included in the final analysis.

Table 1. Respondent Characteristics

Characteristic	Category	Frequency	Percentage (%)
Domicile	Bekasi	43	27.40
	Jakarta	39	24.80
	Tangerang	35	22.30
	Depok	34	21.70
	Bogor	6	3.80
Age	26–30 years	3	1.90
	31–35 years	14	8.90
	36–40 years	17	10.80
	>40 years	120	76.40
Education	Junior High School	1	0.60
	Senior High School	7	4.50
	Diploma/Bachelor's	123	78.30
	Master's/Doctoral	26	16.60
Household Income	< IDR 5,000,000	18	11.50
	IDR 5,000,000–10,000,000	46	29.30
	IDR 10,000,001–15,000,000	27	17.20
	> IDR 15,000,000	66	42.00
Occupation	Housewife	114	72.60
	Entrepreneur	21	13.40
	Civil Servant	12	7.60
	Private Employee	10	6.40

Source: Research Data (2025)

Based on Table 1, the majority of respondents came from Bekasi (27.40%), followed by Jakarta (24.80%), Tangerang (22.30%), and Depok (21.70%). In terms of age, respondents were dominated by the age group above 40 years (76.40%). The educational level showed that 78.30% of respondents held Diploma or Bachelor's degrees. Regarding household income, 42.00% earned more than IDR 15,000,000 per month. The majority of respondents were housewives (72.60%).

Measurement Model Evaluation (Outer Model)

The measurement model evaluation was conducted to ensure that the constructs used in the study met the criteria of validity and reliability before structural model testing. Convergent validity was assessed through loading factor values and Average Variance Extracted (AVE), while discriminant validity was evaluated using the Fornell-Larcker criterion and cross-loading analysis.

**Table 2. Measurement Model Evaluation Results**

Construct	Loading Factor	AVE	Cronbach's Alpha	Composite Reliability
Hifz al-Din	> 0.70	0.673	0.838	0.891
Hifz al-Nafs	> 0.70	0.604	0.836	0.884
Hifz al-Aql	> 0.70	0.627	0.853	0.893
Hifz al-Mal	> 0.70	0.569	0.749	0.841
Hifz al-Nasl	> 0.70	0.618	0.821	0.829
Price Affordability	> 0.70	0.542	0.747	0.830
Halal Cosmetic Usage Intention	> 0.70	0.778	0.857	0.913

Source: Research Data (2025)

Based on Table 2, all retained indicators have loading factor values above the minimum threshold of 0.70, thus meeting the convergent validity criteria (Hair et al., 2021). All AVE values exceed 0.50, indicating that each construct explains more than 50% of the variance of its indicators. From the reliability aspect, all constructs have Cronbach's Alpha and Composite Reliability values above the minimum threshold of 0.70. These findings demonstrate that the indicators of each construct consistently and reliably measure the intended latent variables.

Structural Model Evaluation (Inner Model)

The structural model evaluation was conducted to assess the predictive ability of the model and the strength of relationships between the constructs under study. The assessment was performed using the coefficient of determination (R^2) and predictive relevance (Q^2) values.

Table 3. Structural Model Evaluation Results

Endogenous Variable	R^2	Adjusted R^2	Q^2
Halal Cosmetic Usage Intention	0.655	0.629	0.469

Source: Research Data (2025)

Based on Table 3, the R^2 value for the halal cosmetic usage intention variable is 0.655 with an Adjusted R^2 value of 0.629. These results indicate that the dimensions of hifz al-din, hifz al-nafs, hifz al-aql, hifz al-mal, hifz al-nasl, and price affordability together explain 65.5% of the variance in halal cosmetic usage intention, while the remaining 34.5% is explained by other factors not included in the model.

Furthermore, the Q^2 value of 0.469 indicates that the model has good predictive relevance as the value is greater than zero. According to Hair et al. (2022), the higher the Q^2 value, the better the model's ability to predict the endogenous variable. A Q^2 value above 0.35 is considered to have high predictive relevance, so the model in this study can be categorized as having high predictive capability.

Hypothesis Testing Results

Hypothesis testing was conducted using the bootstrapping procedure in SmartPLS at a 5% significance level. A hypothesis is supported if the p-value is less than 0.05 and the t-statistic exceeds 1.96.

Table 4. Hypothesis Testing Results

Hypothesis	Path Relationship	β	t-statistic	p-value	Decision
H1	Hifz al-Din $\rightarrow$ Halal Cosmetic Usage Intention	-0.064	0.408	0.684	Rejected
H2	Hifz al-Nafs $\rightarrow$ Halal Cosmetic Usage Intention	0.007	0.074	0.941	Rejected
H3	Hifz al-Aql $\rightarrow$ Halal Cosmetic Usage Intention	-0.084	0.882	0.378	Rejected



	Intention				
H4	Hifz al-Mal → Halal Cosmetic Usage Intention	0.347	3.260	0.001	Accepted
H5	Hifz al-Nasl → Halal Cosmetic Usage Intention	0.280	2.057	0.040	Accepted
H6	Price Affordability → Halal Cosmetic Usage Intention	0.220	2.107	0.036	Accepted
H7	Hifz al-Din × Price Affordability → Intention	-0.294	1.870	0.062	Rejected
H8	Hifz al-Nafs × Price Affordability → Intention	0.031	0.294	0.769	Rejected
H9	Hifz al-Aql × Price Affordability → Intention	0.101	0.820	0.413	Rejected
H10	Hifz al-Mal × Price Affordability → Intention	-0.066	0.485	0.628	Rejected
H11	Hifz al-Nasl × Price Affordability → Intention	-0.006	0.049	0.961	Rejected

Source: Research Data (2025)

Based on Table 4, of the five Maqashid Sharia dimensions tested, only hifz al-mal and hifz al-nasl have a positive and significant effect on halal cosmetic usage intention. The hifz al-mal variable shows the strongest influence with a path coefficient (β) of 0.347, t-statistic of 3.260, and p-value of 0.001. Hifz al-nasl follows with $\beta = 0.280$, t-statistic = 2.057, and p-value = 0.040. Meanwhile, hifz al-din, hifz al-nafs, and hifz al-aql do not demonstrate significant effects on halal cosmetic usage intention.

The moderation test results show that price affordability is unable to moderate the relationships between all Maqashid Sharia dimensions and halal cosmetic usage intention. All moderation relationships have p-values greater than 0.05, indicating that price affordability does not strengthen or weaken the influence of Maqashid Sharia dimensions on usage intention.

Discussion

The Effect of Hifz al-Din on Halal Cosmetic Usage Intention

This study found that hifz al-din does not significantly influence halal cosmetic usage intention. This finding is inconsistent with studies by Bhutto et al. (2023) and Widiastuti et al. (2024), which found that religious dimensions significantly influence the intention to use halal cosmetics. However, this result aligns with Ibrahim (2023), who found that religious factors do not always become the main driver of halal cosmetic consumption, particularly in markets where halal has become an industry standard.

One possible explanation is the shift of halal status from a differentiating factor to a basic factor. Among married Muslim women who are all Muslim, halal awareness may have become an internalized norm that no longer specifically drives usage intention. Furthermore, the cosmetics industry differs from the halal food industry, where halal issues are usually perceived as having direct consequences for religious compliance (Nordin & Radzi, 2021).



The Effect of Hifz al-Nafs on Halal Cosmetic Usage Intention

This study demonstrates that hifz al-nafs does not significantly influence halal cosmetic usage intention. This finding differs from several studies that found health and safety perceptions to significantly affect consumer attitudes toward halal cosmetics (Ab Rahman et al., 2025; Hasan et al., 2021).

The non-significance of hifz al-nafs indicates that respondents have not directly associated the concept of halal with the aspect of health protection. Most consumers likely consider safety and health as standard attributes regulated by authorities such as BPOM (the Indonesian Food and Drug Authority), rather than attributes exclusive to halal products. This finding provides an important implication for the halal cosmetics industry: marketing strategies should not solely emphasize halal as a guarantee of product safety, but need to build more comprehensive differentiation (Adham et al., 2025).

The Effect of Hifz al-Aql on Halal Cosmetic Usage Intention

The research results show that hifz al-aql does not significantly influence halal cosmetic usage intention. This finding indicates that the level of knowledge, understanding, and awareness of respondents regarding the importance of using halal cosmetics has not sufficiently translated into actual usage intention.

Conceptually, hifz al-aql emphasizes the importance of using reason and knowledge in decision-making. However, having knowledge does not always mean a person will change their consumption behavior accordingly (Ambo & Sapir, 2020). This finding reveals a knowledge-behavior gap. Consumers may know the importance of halal cosmetics, understand product ingredients, and even realize the difference between halal and non-halal products, yet this knowledge does not automatically transform into usage intention (Mohamed & Li, 2017).

The Effect of Hifz al-Mal on Halal Cosmetic Usage Intention

This study found that hifz al-mal is the Maqashid Sharia dimension with the strongest positive influence on halal cosmetic usage intention. This finding indicates that economic considerations, including value for money, quality assurance, and household financial management, serve as the primary drivers for married Muslim women in deciding to use halal cosmetics.

This finding aligns with Md Saad and Maulani (2024), who demonstrated that Muslim consumers do not separate religious and economic considerations in the consumption process. It also supports Sitama and Cahyono (2020), who found that economic value has a significant effect on halal cosmetic purchasing decisions. Interestingly, this study shows that married Muslim women do not view halal consumption merely as an activity oriented toward fulfilling religious obligations. Rather, they integrate religious values with rational economic calculations in their consumption decision-making.

The Effect of Hifz al-Nasl on Halal Cosmetic Usage Intention

This study shows that hifz al-nasl has a positive and significant effect on halal cosmetic usage intention. This finding indicates that family orientation plays an important role in shaping the consumption behavior of married Muslim women regarding halal cosmetic products.

This result supports the view that the consumption behavior of married women differs from that of individuals who do not yet have family responsibilities. In this group, the decision to use halal products is no longer an individual decision but becomes part of family management responsibility. More deeply, the significance of hifz al-nasl shows that the use of halal cosmetics is perceived as part of the moral responsibility of a mother and wife in maintaining a halal consumption environment within the household (Hati et al., 2025). This finding is noteworthy as it demonstrates that the family dimension has a stronger influence than the individual religious dimension, indicating that in the context of married Muslim women, consumption behavior is more strongly driven by collective family interests than by personal religious motives.



The Effect of Price Affordability on Halal Cosmetic Usage Intention

The results show that price affordability has a positive and significant direct effect on halal cosmetic usage intention. This finding is consistent with Rizqillah et al. (2025) and Sitama and Cahyono (2020), who demonstrated that the economic aspect is an important determinant in halal cosmetic consumption behavior.

This finding indicates that although consumers have preferences for halal products, the usage decision is still influenced by financial ability and perceived value obtained. This is especially relevant for married Muslim women who often manage household budgets and must allocate expenditures across various family needs. Interestingly, this result reinforces the previous finding that the economic dimension holds a central position in this study. The significance of price affordability alongside the significance of *hifz al-mal* confirms that economic considerations are the primary driver of halal cosmetic consumption among married Muslim women.

The Moderating Role of Price Affordability

This study found that price affordability does not moderate the relationship between *hifz al-din*, *hifz al-nafs*, *hifz al-aql*, *hifz al-mal*, or *hifz al-nasl* and halal cosmetic usage intention. This finding is interesting because at the same time price affordability demonstrates a significant direct effect on halal cosmetic usage intention. This condition indicates that price affordability operates as an independent predictor variable rather than a variable that strengthens or weakens the influence of Maqashid Sharia values on usage intention.

One possible explanation is the characteristics of respondents, who are dominated by the adult age group and households with relatively good income levels. Based on respondent characteristics, 42% have a household income exceeding IDR 15,000,000 per month. This income condition may cause price affordability not to become a determining condition in the relationship between values and behavior. Consumers with sufficient economic capacity tend to make consumption decisions based on their values without being significantly influenced by price considerations.

This finding differs from several previous studies that showed economic factors can strengthen the relationship between values and halal consumption behavior (Rizqillah et al., 2025). However, this result supports Cohen et al. (1992) and Hair et al. (2019), who noted that moderation effects are often difficult to detect in non-experimental research, particularly when the moderating variable also has a strong direct effect. Theoretically, this finding provides an indication that price affordability is more appropriately positioned as a direct predictor variable rather than a moderating variable in the halal cosmetic usage behavior model.

4. CONCLUSION

This study demonstrates that not all Maqashid Sharia dimensions play a role in shaping halal cosmetic usage intention among married Muslim women. Of the five dimensions tested, only *hifz al-mal* (protection of wealth) and *hifz al-nasl* (protection of lineage) have a positive and significant influence on halal cosmetic usage intention. The dimensions of *hifz al-din* (protection of religion), *hifz al-nafs* (protection of life), and *hifz al-aql* (protection of intellect) do not show significant effects. These findings indicate that economic rationality and family orientation are the primary drivers of halal cosmetic consumption among married Muslim women, rather than individual religiosity, health awareness, or knowledge.

Price affordability has a significant direct positive effect on halal cosmetic usage intention but does not serve as a moderator of the relationships between Maqashid Sharia dimensions and usage intention. This finding suggests that price affordability operates as an independent determinant rather than a conditional factor that amplifies or diminishes the influence of Islamic values on consumption behavior. The research model explains 65.5% of the variance in halal cosmetic usage intention ($R^2 = 0.655$) with a predictive relevance of $Q^2 = 0.469$, indicating good explanatory and predictive capability.



Future research is recommended to expand the study to different demographic groups, geographic regions, and product categories to enhance the generalizability of findings. The integration of qualitative approaches may also provide deeper insights into the mechanisms through which Maqashid Sharia dimensions influence consumer behavior. Additionally, exploring other potential moderating variables such as product availability, brand trust, and social influence may yield more nuanced understanding of the halal cosmetic consumption phenomenon.

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