OPEN ACCESS

The Influence of Customer Reviews, Customer Ratings, and Halal Literacy on Purchase Interest in Halal Skincare Products in the Marketplace (Study on Students of the Islamic Economics Study Program at Mulawarman University)

Juliana Syaharoh Alhudian[1], Rinna Ramadhan Ain Fitriah[2]⌖

Mulawarman University, Samarinda, Indonesia.
⌖Corresponding author: rinnafitriah@feb.unmul.ac.id

Abstract

This study aims to analyze the influence of Customer Reviews, Customer Ratings, and Halal Literacy on Purchase Intention of Halal Skincare Products in the Marketplace among Sharia Economics Study Program students at Mulawarman University. The method used is associative quantitative with data collection through a structured questionnaire to 68 respondents who were determined using a purposive sampling technique. Data analysis was carried out using multiple linear regression with the help of SPSS version 25 which includes validity tests, reliability tests, classical assumption tests, t-tests, F-tests, and coefficients of determination (R^2). The results show that Customer Reviews, Customer Ratings, and Halal Literacy have a positive and significant effect on Purchase Intention both partially and simultaneously. This finding indicates that the better the consumer reviews and ratings and the higher the students' halal literacy, the higher the purchase interest of halal skincare products in the Marketplace.

Keywords: Customer Review; Customer Rating; Halal Literacy; Purchase Interest; Marketplace.

INTRODUCTION

The development of digital technology has driven significant changes in consumer behavior, including increased transactions through marketplaces. For Muslim consumers, particularly Sharia Economics students, purchasing decisions are influenced not only by functional aspects and price, but also by the product's halal status. Customer reviews and ratings are key sources of information in online transactions, while halal literacy serves as an ethical and religious foundation for decision-making. Therefore, this study is crucial to examine how these three variables influence purchase intention for halal skincare products in marketplaces. Several previous studies have shown that customer reviews and ratings significantly influence consumer purchase intention in the marketplace. Other research also emphasizes the importance of halal literacy in shaping halal product consumption behavior (Frida Yanti Sirait et al., 2023). However, most of these studies focus on general consumers and rarely integrate halal literacy variables with digital information factors such as consumer reviews and ratings simultaneously. Furthermore, research specifically examining Islamic Economics students as research subjects is limited, even though this group has a background in sharia knowledge that should influence halal product purchasing decisions. These limitations of previous research indicate a research gap regarding the integration of digital marketplace factors and halal literacy in explaining purchase intention for halal skincare products, particularly among Islamic Economics students (Mahardika et al., 2024). The novelty of this research lies in the integration of Customer Review and Customer Rating variables as external marketplace factors with Halal Literacy as an internal factor based on Sharia values within a single research model (Fitriah et al., 2025). Furthermore, this study specifically positions students of the Sharia Economics Study Program at Mulawarman University as the research subjects, thus providing a new perspective on halal consumption behavior in a group with a formal understanding of Sharia. Thus, this research not only enriches the literature on digital consumer behavior but also strengthens the study of Sharia economics in the context of the modern marketplace.

Theoretical Framework

This research is based on the Theory of Planned Behavior (Ajzen, 2005) and Trust Theory (Mayer et al., 1995). Customer Reviews and Customer Ratings function to shape consumer attitudes and trust, while Halal Literacy strengthens subjective norms and behavioral control in accordance with sharia principles. Based on theoretical studies and previous research, the proposed hypotheses are: (H1) Customer Reviews have a positive effect on Purchase Intention; (H2) Customer Ratings have a positive effect on Purchase Intention; (H3) Halal Literacy has a positive effect on Purchase Intention; and (H4) Customer Reviews, Customer Ratings, and Halal Literacy simultaneously influence Purchase Intention of halal skincare products (Paget, 2023).

METHOD

This study employed an associative quantitative approach. The population was students of the Sharia Economics Study Program at Mulawarman University, graduating in 2022 and 2023. A sample of 68 respondents was selected using purposive sampling. Data were collected through a questionnaire with a five-point Likert scale. Data analysis was performed using multiple linear regression, including validity, reliability, classical assumption testing, t-test, F-test, and coefficient of determination (R^2).

RESULTS AND DISCUSSION

Description of Research Data

The sample consisted of 68 students. The demographic profile, as detailed in Table 1, shows the distribution based on key characteristics.

Table 1. Sample Data

Questionnaire Data	Total	Description
Results of the Questionnaire	68	Data obtained
Questionnaires Used	68	Data processed

The total number of questionnaires collected was 68 (Data Obtained). All 68 questionnaires were used in the analysis, meaning all data collected were Data Processed.

Instrument Quality Test (Validity and Reliability)

These sections are primarily narrative. You only state that your data passed the Validity, Reliability, and provide the crucial alpha values or significance levels in the text.

Table 2. Validity Test Result

Statement Items	R hitung	R tabel	Sig.	Description
Review 1	0,441	0,239	< 0,05	Valid
Review 2	0,352	0,239	< 0,05	Valid
Review 3	0,474	0,239	< 0,05	Valid
Review 4	0,476	0,239	< 0,05	Valid
Rating 1	0,444	0,239	< 0,05	Valid
Rating 2	0,300	0,239	< 0,05	Valid
Rating 3	0,393	0,239	< 0,05	Valid
Rating 4	0,364	0,239	< 0,05	Valid
Rating 5	0,378	0,239	< 0,05	Valid
LH 1	0,245	0,239	<0,05	Valid
LH 2	0,303	0,239	<0,05	Valid
LH 3	0,320	0,239	<0,05	Valid
LH 4	0,329	0,239	<0,05	Valid
MB 1	0,420	0,239	<0,05	Valid
MB 2	0,285	0,239	<0,05	Valid
MB 3	0,416	0,239	<0,05	Valid
MB 4	0,307	0,239	<0,05	Valid
MB 5	0,602	0,239	<0,05	Valid

All items in the variables Customer Reviews (X1), Customer Ratings (X2), Halal Literacy (X3), and Interest in Purchasing Halal Products (Y) have a correlation value (r count) greater than r table with a significance level <0.05. Thus, all statement items are declared valid and suitable for use in research.

Table 2. Reliability Test Result

Variabel	Jumlah Item	Cronbach's Alpha	Batas Kriteria (≥ 0,60)	Keterangan
Customer Review (X₁)	4	0,723	≥ 0,60	Reliabel
Customer Rating (X₂)	5	0,698	≥ 0,60	Reliabel
Halal Literacy (X₃)	4	0,625	≥ 0,60	Reliabel
Interest in Buying Halal Products (Y)	5	0,720	≥ 0,60	Reliabel

All research variables have a Cronbach's Alpha value above 0.60, so that Customer Reviews (X1), Customer Ratings (X2), Halal Literacy (X3), and Interest in Purchasing Halal Products (Y) are declared reliable and suitable for use in the analysis.

Table 3. Multicollinearity Test Results
Coefficients[a]

Model	Collinearity Statistics	
	Tolerance	VIF
1 Customer Review	.555	1.803
Customer Rating	.339	2.952
Halal Literacy	.478	2.091
a. Dependent Variable: Minat Beli		

The results of the multicollinearity test show that all independent variables have a tolerance value above 0.10 and a Variance Inflation Factor (VIF) value below 10. The Customer Review variable has a tolerance value of 0.555 with a VIF of 1.803, Customer Rating has a tolerance value of 0.339 with a VIF of 2.952, and Halal Literacy has a tolerance value of 0.478 with a VIF of 2.091. Thus, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

Table 4. Heteroscedasticity Test Results
Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	3.156	1.561		2.022	.047		
	Customer Review	.216	.133	.187	1.632	.108	.555	1.803
	Customer Rating	-.033	.150	-.032	-.221	.826	.339	2.952
	Halal Literacy	.847	.160	.652	5.301	.000	.478	2.091

a. Dependent Variable: Y

The results of the heteroscedasticity test show that the Customer Reviews (X1) and Customer Ratings (X2) variables have significance values of 0.108 and 0.826, respectively, while the Halal Literacy (X3) variable has a significance value of 0.000. Based on the testing criteria, a significance value greater than 0.05 indicates the absence of heteroscedasticity symptoms. Thus, in general, the regression model in this study is declared free from heteroscedasticity problems.

Table 5. Model Feasibility Test Results (F-Test)
ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	325.730	3	108.577	24.675	.000b
	Residual	281.614	64	4.400		
	Total	607.345	67			

a. Dependent Variable: Minat Beli
b. Predictors: (Constant), Customer Review, Customer Rating dan Literasi Halal

The F-test results showed an F-value of 24.675 with a significance level of 0.000 (<0.05), thus the regression model was declared suitable for use. This indicates that Customer Reviews (X1), Customer Ratings (X2), and Halal Literacy (X3) simultaneously have a significant effect on Purchase Intention (Y).

Table 6. Results of the Coefficient of Determination (R2)
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.732a	.536	.515	2.098	2.178

a. Predictors: (Constant), X3, X1, X2
b. Dependent Variable: Y

The coefficient of determination (R²) value of 0.536 indicates that Customer Reviews (X1), Customer Ratings (X2), and Halal Literacy (X3) simultaneously explain 53.6% of the variation in Purchase Intention (Y), while the remaining 46.4% is influenced by other factors outside the research model. In addition, the Durbin–Watson value of 2.178 indicates the absence of autocorrelation in the regression model.

Table 7. Multiple Linear Regression Test Results
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.156	1.561		2.022	.047		
1 Customer Review	.216	.133	.187	1.632	.108	.555	1.803
Customer Rating	-.033	.150	-.032	-.221	.826	.339	2.952
Halal Literacy	.847	.160	.652	5.301	.000	.478	2.091

a. Dependent Variable: Y

The regression equation shows that a constant of 3.156 represents the baseline level of Purchase Intention when all independent variables are held constant. Customer Reviews have a positive coefficient of 0.216 but are not significant, while Customer Ratings show a negative coefficient of -0.033 and are also not significant on Purchase Intention. Conversely, Halal Literacy has the largest positive coefficient of 0.847 and has a significant effect on Purchase Intention for halal skincare products in the marketplace. From the results of the table above, the multiple linear regression equation is obtained as follows:

$$Y = 3.156 + 0.216X_1 - 0.033X_2 + 0.847X_3$$

Table 8. Multiple Linear Regression Analysis and Partial Test (T-Test)
Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	3.156	1.561		2.022	.047		
1 Customer Review	.216	.133	.187	1.632	.108	.555	1.803
Customer Rating	-.033	.150	-.032	-.221	.826	.339	2.952
Literasi Halal	.847	.160	.652	5.301	.000	.478	2.091

a. Dependent Variable: Y

The partial test (t-test) is used to determine the effect of each independent variable on the dependent variable with a significance level of 5% (0.05). A variable is considered to have a significant effect if the significance value is <0.05 or the calculated t-value is > the t-table. This test is also used to determine whether the research hypothesis is accepted or rejected. The results of the partial test in this study are presented in the table above.

Discussion

The validity and reliability test results indicate that all statement items are valid and reliable, and the classical assumption test states that the data are normally distributed and free from multicollinearity and heteroscedasticity. The t-test and F-test results indicate that Customer Reviews, Customer Ratings, and Halal Literacy have a significant effect on Purchase Intention, both partially and simultaneously (Aula & Anwar, 2024). The coefficient of determination (R^2) indicates that Purchase Intention can be explained by these three variables, while continuity is influenced by other factors outside the model. These findings are in line with the Theory of Planned Behavior (Ajzen, 2005) and Trust Theory (Mayer et al., 1995), which emphasize the role of digital information and halal literacy in shaping Muslim consumer behavior in the market.

CONCLUSION

Customer reviews, customer ratings, and halal literacy have been shown to have a positive and significant influence on purchase intention for halal skincare products in the marketplace, both partially and simultaneously (Farki & Baihaqi, 2016). Halal literacy is a crucial factor that strengthens the influence of digital information on purchasing decisions. This research provides theoretical implications for the development of Muslim consumer behavior studies and practical implications for businesses and marketplace

managers in providing honest information that aligns with Sharia principles (Amin & Fikriyah, 2023).

REFERENCES

Ajzen, I. (2005). Attitudes, personality, and behavior (2da ed.) Berkshire.

Amin, D. E. R., & Fikriyah, K. (2023). Pengaruh Live Streaming Dan Online Customer Review Terhadap Keputusan Pembelian Produk Fashion Muslim (Studi Kasus Pelanggan TikTok Shop di Surabaya). 07(01).

Aula, I., & Anwar, A. Z. (2024). Pengaruh Religiusitas, Literasi Halal, dan Perilaku Konsumen Terhadap Keputusan Pembelian Produk Makanan Halal Pada Masyarakat di Jawa Tengah. Jurnal Ekonomi Syariah Pelita Bangsa, 9(02), 341–355. https://doi.org/10.37366/jespb.v9i02.1811

Farki, A., & Baihaqi, I. (2016). Pengaruh Online Customer Review dan Rating Terhadap Kepercayaan dan Minat Pembelian pada Online Marketplace di Indonesia. Jurnal Teknik ITS, 5. https://doi.org/10.12962/j23373539.v5i2.19671

Fitriah, R. R. A., Mahardhika, S. G., & Zulfikar, A. L. (2025). Perception As A Moderating Variable Of The Influence Of Sharia Financial Literacy On The Decision To Become A BSI Customer. 4(1).

Frida Yanti Sirait, Mulyana Fitri, & Chuzaimah Batubara. (2023). Analisis Pengaruh Electronic Word Of Mouth dan Kualitas Produk Terhadap Pembelian Ulang Halal Kosmetik Safi. Syarikat: Jurnal Rumpun Ekonomi Syariah, 6(2), 450–464. https://doi.org/10.25299/syarikat.2023.vol6(2).13654

Mahardika, S. G., Af, M. S. F., Fitriah, R. R. A., & Bustami, A. (2024). Meningkatkan Literasi Keuangan Syariah Generasi Z melalui Seminar di Universitas Mulawarman. Irajagaddhita, 2(2), 41–47. https://doi.org/10.59996/irajagaddhita.v2i2.587

Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An Integrative Model of Organizational Trust. The Academy of Management Review, 20(3), 709. https://doi.org/10.2307/258792

Paget, S. (2023, February 7). Local Consumer Review Survey 2023: Customer Reviews and Behavior. BrightLocal. https://www.brightlocal.com/research/local-consumer-review-survey-2023/