

ABSTRACT

This study was conducted to analyze the influence of the level of awareness of Indonesian Muslim consumers towards halal perfume products, especially among Generation Z Muslims in Java. The background of this study is based on the increasing public awareness of halal products which is not only a concern for Muslims, but also non-Muslim consumers who consider halal products to be cleaner, safer, and more hygienic. This study aims to explore the potential of a new market that is more aware of halal products due to the cleanliness factor and higher production quality assurance. This study aims to analyze the influence of the level of awareness of Indonesian Muslim consumers towards halal perfume products among Gen Z Muslims in Java. As a country with a Muslim majority, Indonesia is a country whose population is dominated by Gen Z, so awareness of halal products is crucial, especially in the cosmetics industry, such as perfume. This study uses a quantitative approach with a survey of Gen Z Muslim respondents from Java. The variables studied include religious beliefs, health reasons, certification logos, and exposure. Data were analyzed using Partial Least Squares (PLS) with SmartPLS software. The results showed that religious beliefs have a significant influence on halal supply chain awareness with a T value of 2.886 and a regression coefficient of 0.129. Health reasons also have a significant influence, with a T value of 2.402 and a regression coefficient of 0.103. The certification logo shows a significant influence with a T value of 4.453 and a regression coefficient of 0.261. Information exposure has the strongest impact significant, with a T value of 6.476 and a regression coefficient of 0.412. The Importance-Performance Map (IPMA) analysis highlights that exposure falls into the "continue to work" quadrant, while religious beliefs and health reasons are in the "concentrate here" quadrant. These findings provide valuable insights for halal perfume manufacturers in developing strategies to increase consumer awareness and enrich the literature on halal awareness in the cosmetics industry, especially among Gen Z Muslims in Indonesia. The contribution of this research lies in its focus on the potential of a new market that continues to grow for both Muslim and non-Muslim consumers who are

increasingly aware of and interested in halal products because of their guaranteed cleanliness, safety in production, and high hygiene standards.

Keywords: *Gen Z Muslims, Halal Awareness, Halal Perfume, Health Reasons, Halal Supply Chain, Information Exposure, Logo Certification, Religious Belief.*