

ABSTRACT

The rapid development of e-commerce has not only facilitated online shopping but has also expanded the variety of purchased commodities, such as skincare products. Public awareness of halal-labeled skincare as a guarantee of safety and spiritual factors has triggered the phenomenon of impulse buying among Muslim consumers. This behavior contradicts the principle of maslahah (benefit) in Islamic law.

This study aims to analyze the influence of online consumer reviews, celebrity endorsements, consumer shopping motivations, price (proxied as monthly expenditure on halal skincare), and fear of missing out (Fomo) on impulse purchases of halal skincare products. The study involved 120 respondents, Generation Z Muslim consumers in five areas of Jakarta. Primary data was collected through an online questionnaire and analyzed using Poisson regression analysis, with the dependent variable being the frequency of halal skincare product purchases in a month.

The results show that online consumer reviews, income, and price (proxied as monthly expenditure on halal skincare) have a positive and significant effect on impulse purchases of halal skincare products. Conversely, other variables were found to be insignificant. These findings indicate that impulsive purchases of halal skincare products by Generation Z Muslim consumers in Jakarta are driven by external digital stimuli from reviews of previous purchases and financial conditions, rather than psychological factors.

Keywords: Impulsive Buying, Halal Skincare, Poisson Regression, Muslim Generation Z.