

# Factors Affecting Female Teenagers' Purchase Intention Towards Halal Cosmetics

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**Abstract.** Cosmetics nowadays are becoming essential things for everyone, not only older women but also teenagers, to enhance their beauty appearance. The popularity of halal cosmetics is increasing along with the increasing of halal information and knowledge among Muslims. The purpose of this research is to investigate the purchase intention factors of female teenagers towards halal cosmetics. This research assesses the effect of halal awareness, celebrity endorsement, television advertisement, and halal label to purchase intention of halal cosmetics using multiple linear regression method. Data for this research were collected by distributing questionnaires to 299 female high school students in Muaradua, Indonesia. The result shows that halal awareness, celebrity endorsement, television advertisement, and halal label simultaneously significantly affect purchasing halal cosmetics. The research shows that each independent variable, namely halal awareness, television advertisement, and the halal label, will increase the halal cosmetic purchase intention significantly by 0.135, 0.240, and 0.430. Meanwhile, coefficient of determination  $R^2$  0.467 indicated that the variance of purchase intention as a dependent variable could be explained by 46.7% by all independent variables in this research. This research could be a new insight for cosmetic companies on female teenagers' behavior intention to purchase halal cosmetic products.

## INTRODUCTION

Nowadays, cosmetics have become an essential need for people to enhance their beauty appearance. The daily usage of cosmetics becomes a trend for most people regardless of age [1]. Beauty cosmetics consumption trend in Indonesia is shown in the rapid national cosmetic market growth. Based on the Industrial Ministry of Indonesia, cosmetic market growth in Indonesia had increased 20% in 2018 or four times higher than the national economic growth in 2017. The high growth of the cosmetic industry led to an increasing number of cosmetic companies. The number of cosmetic companies in Indonesia in 2018 increased, reaching more than 760 companies in total [2]. Due to the phenomenon, cosmetic companies compete to create various cosmetic products to get more customers. The cosmetic companies have to be able to present cosmetic products which are compliant with customer's needs.

Indonesia is a country with the largest population of Muslims [3]. Muslims are very concerned about the halal status of all products they have consumed. This reason makes the market for halal services and products, including halal cosmetics in Indonesia becomes promising. The cosmetics consumer in Indonesia needed halal certification of cosmetic products due to their obedience to their religious teachings. Halal is the certification of a product or service as being religiously compliant with the requirements and pillars of Islam [4]. Halal cosmetics mean that all aspects of

production, ingredients, and processes from manufactured, stored, packaged, and delivered comply with the shariah requirements [5].

The demand for halal cosmetics is increasing along with the more religious people through the knowledge and information on halal concerns [6]. Based on the Global Islamic Economy Report, the worldwide consumer of halal cosmetics spends \$66 billion in 2018, a growth of 3.4% in 2018. The halal cosmetics market is predicted to become more prominent because consumers are not limited to Muslim consumers only.

In contrast to the 1990s, nowadays, younger cosmetics consumers are much higher than before. According to the survey by Markplus Inc in collaboration with ZAP, 42.2% of respondents from 17,889 female respondents used cosmetics for the first time at 16-18 years old. While, 32.6% of respondents used makeup for the first time at 13-15 years old, and 18.2% used makeup for the first time at less than 13 years old [7]. The survey result shows that female cosmetic consumers know makeup since they are less than 18 years old. Teenagers are becoming a potential market for cosmetic products. Due to the enormous opportunity of this market, halal cosmetic companies should consider the strategy to reach more teenagers as their consumers. The appropriate strategy could be known by observing the behavior of teenagers on deciding their purchasing towards halal cosmetics.

Teenagers often tend to purchase a product not because they need it. However, they often purchased the products to follow the trend, influenced by advertisements, friends, or because they want to get social recognition [8]. Teenagers tend to build a primary bond with their family and friends and a second bond with famous people, including celebrities [9]. The impact of celebrities is vast enough to influence teenagers. Teenagers often look up to famous people like celebrities to become their role models and change their personality and physical appearance to become more similar to their idols [10]. Advertisers and marketers capture this critical role of celebrity for teenagers to enhance the opportunity by using celebrities to endorse their product [11]. Considerable media information like television also has a significant role in influencing teenagers' behavior, including purchasing some products. The advertisement broadcasted on TV can make a big impression on teenagers and enhance the teenagers' purchase decisions towards some products [12]. Therefore, this research will be finding the halal awareness, celebrity endorsement, television advertisement, and halal label influence on teenagers' purchasing intention towards halal cosmetics.

## METHODS

### Background and Hypothesis

Purchase intention is defined as a condition of willingness potential consumers to buy a product in the future [13]. A study about consumer purchase behavior explained that purchase intention could be used to know the actual purchase behavior of consumers [13]. Purchase intention studies can help the company determine the factors that consumers consider to purchase a product.

Many previous types of research explained the halal product and the consumer's behavior towards it. However, the researches about a halal product are mainly explained about halal food. The research about halal cosmetics is still limited. This research was conducted to find out the factors of female teenager's purchase intention towards halal cosmetics. A conceptual framework for this research was created based on study literature from previous research about halal products and purchase intention as shown in Figure 1.

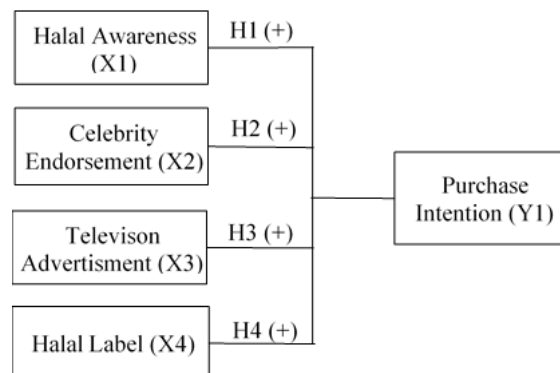


FIGURE 1. Conceptual Framework

### *Halal Awareness*

Halal refers to everything permitted to be consumed based on Islamic law [5]. Halal is a part of the beliefs for Muslims that must be obeyed as obedience to their religion. Awareness refers to perceiving, perceiving, and confusing events or subjects [14]. Awareness is correlated to knowledge and reflected to the first purchasing process, primarily for the first consumers who are not well versed with the product to become familiar with it [15]. Halal awareness is conceptualized as purchasing and using confirmed halal products [14].

Along with increasing information access about halal products, the awareness of Muslim and non-muslim consumers about halal products is also increasing. The previous research also found a significant effect on the relationship between halal awareness and purchase intention [16]. Based on these reasons, the hypothesis is developed below.

H1. Halal awareness has a significant effect on the purchase intention of halal cosmetics.

### *Celebrity Endorsement*

Celebrity is an individual who is known and had recognition by the public. Many companies use celebrity endorsement to attach with their brands to gain more popularity and public recognition for their products [17]. The companies are often willing to pay a high salary for the celebrity who is favored and respected by the target audiences to promote their products [18]. Teenagers are huge potential consumers who tend to be more accessible and influenced by a variety outside, including celebrities. Teenagers could view the celebrity as their role model, making their personality, attitudes, visual, and physical appearance similar to the celebrity. From previous research, teenagers have a higher chance of purchasing a product used by a celebrity they like [11]. For this reason, the following hypothesis is developed as below.

H2. Celebrity endorsement has a significant positive effect on the purchase intention of halal cosmetics.

### *Television Advertisement*

Television is one of the powerful communication mediums. Television has an important role in advertising a service or product. Television advertisements could convince the audiences to purchase some products through the information in any form of catchy and pleasing music, lyrics, jingles, humor, and repeated messages they showed on television [19]. Television advertisement is performed in a short duration. Even though only performed short, television advertisements could attract people well [20]. Well-implemented television advertisements could enhance product brand equity and sales [21]. Repeated halal cosmetics advertisements on television could gain more people's attention towards these products. Based on this reason, the following hypothesis is developed as follows.

H3. Television advertisement has a significant positive effect on the purchase intention of halal cosmetics.

### *Halal Label*

Muslims are more aware of the halal status of a product they consumed. Halal information of the product can be known by the halal label on the packaging. The halal label could be applicable on the packaging if the products are qualified by halal certification. Halal certification is the official permission statement that ensures the processing series of products are qualified and by the provisions of Al Quran [14]. In Indonesia, halal label and halal certification were managed by The Assesment Institute for Foods, Drugs, and Cosmetics. The halal label informs the Muslims that the religion allows the products to be used or consumed. The demand for halal labeled products either for use or consumption is increasing. For this reason, the following hypothesis was formed as bellow.

H4. Halal label has a significant positive effect on purchase intention of halal cosmetics.

## **Sample**

A case study was conducted in Muaradua, Ogan Komering Ulu (OKU) Selatan Regency, Indonesia. According to the Central Bureau of Statistics [22], the largest population in OKU Selatan Regency is in the age group 15-24 years. United Nations stated [23] that this group age is named 'youth.' In this period, the individual experiences a transition from childhood to adulthood. As part of the OKU Selatan, Muaradua has the highest population, with 50,080 as its total population [22]. The population of this research was all female students of high schools in Muaradua, Ogan

Komerling Ulu. The total population in this research is 1,180 female students from six different high schools. Sampling was carried out using the purposive sampling technique. The criteria for this research were that the respondents are high school female students in Muaradua who are actively using cosmetics and social media. The following criteria are the respondents have seen an endorsement of halal cosmetic in social media and have watched an advertisement of halal cosmetic in TV.

The sample was calculated using the formula of Taro Yamano because the total population is known [24]. The formula was explained as shown in equation (1).

$$n = \frac{N}{N \cdot e^2 + 1} \quad (1)$$

According to equation (1), n is sample size, N is population size, and e is margin of error. 5%. The margin error considered for this research is 5%. The result of sample size (n) using equation (1) is 298.7. Therefore, sample size used in this research is 299 respondents.

## Measurement

The conceptual model for this research was developed based on study literature and previous researches, Azam [16], Aziz & Chok [14], Gupta, Kishor, & Verma [25], Kotler & Keller [21], and Awan, Siddiquei, & Haider [26] as presented in Table 1. Data were collected by distributing the questionnaire to the 299 female high school students in Muaradua. The questionnaire was structured by 33 statements, as presented in Table 1. related to the five variables to be studied. The assessment was conducted for each statement using a five-point Likert scale, with 1 shows strongly disagreed, and 5 shows strongly agreed. Collected data will be analyzed using multiple linear regression to determine the role of halal awareness, celebrity endorsement, television advertisement, and halal label on consumers' purchase intention towards halal cosmetics. Table 1 shows questionnaire items used for this study. Respondents are asked to answer halal awareness, celebrity endorsement, television advertisement, halal label, and purchase intention toward halal cosmetics.

**TABLE 1.** Questionnaire Items

No	Items	Reference
<b>Halal Awareness</b>		
1	I am consciously aware that the halal status of cosmetics is important	
2	I am consciously aware of the halal status of cosmetics because religious duty	
3	The cleanliness and safety of a product is important	[14,16]
4	I make sure the cosmetic products that I want to buy is halal before buying it	
5	I will only buy cosmetic products if all the ingredients halal	
<b>Celebrity Endorsement</b>		
1	I believe halal cosmetic products offered by celebrity endorsement on social media	
2	Celebrity endorser looked experienced with halal cosmetic products	
3	The appearance of celebrity endorsers makes me interested in buying halal cosmetic products	[25]
4	Celebrity endorser has cosmetic-related skills	
5	Celebrity endorser has something in common with me	
<b>Television Advertisement</b>		
1	I know the information about halal cosmetics from advertisement on TV	
2	The message that was delivered in tv advertisement makes me interested in using halal cosmetics	
3	After watching tv advertisements, I prefer halal cosmetics to others	[21]
4	I want to buy halal cosmetics right after watching the halal cosmetic advertisement on television	
5	Advertisement on TV makes it easier to remember the halal cosmetic products	
<b>Halal Label</b>		
1	A halal label on cosmetic products convinces me that the cosmetics are halal	
2	The product that I buy must be halal certified by the Indonesian Council of Ulama	
3	Cosmetic products with the halal label are more attractive than those that aren't halal labeled	[14,26]
4	I understand if there are cosmetic products that have fake halal label	
5	I always being careful when choosing cosmetics with a halal label	

Purchase Intention		
1	If the halal cosmetics are available, I will buy it	
2	If I have another option, I will go still but halal cosmetic products	
3	I consider myself as a loyal consumer of halal cosmetics	[31]
4	Even if the price of halal cosmetics are high, I will still buy it	
5	I will recommend halal cosmetics to my family and friends	

## RESULT AND DISCUSSION

Face validity was conducted before distributing the questionnaires to all respondents. It aims to assess all questions superficially and subjectively due to its simple form. Furthermore, the questionnaires were distributed to the female students of six high schools in Muaradua who actively use makeup and social media. The sample size taken for each high school is proportional in order to represent the population. Several steps are conducted to analyze data collection, such as validity and reliability test, descriptive analysis, and multiple regression analysis.

### Validity and Reliability Test

A validity test was used to measure the validity of each statement. A validity test aims to ensure that the measuring instrument used is able to represent the variable intended to. Preliminary survey was conducted by distributing the questionnaire to 30 respondents as the minimum requirement for validity and reliability testing [27,28]. A validity test was conducted by comparing the value of  $r_{xy}$  for each statement with  $r$  table product-moment [29]. The degree of freedom for the validity test was 28, and the value of alpha used was 0.05. The value of  $r$  table product-moment used for the validity test was 0,361 based on the number of respondents and alpha. The items in the questionnaire will be valid if the value of  $r_{xy}$  is greater than  $r$  table product-moment [30]. According to Table 2, the value of  $r_{xy}$  for all items in the questionnaire is greater than 0,361. It means all items in the questionnaire are valid. In other words, each question in the questionnaire used can measure the variable intended to, namely halal awareness, celebrity endorsement, television advertisement, halal label, and purchase intentions.

TABLE 2. Validity Test Result

Questionnaire Items	Value $r_{xy}$	Conclusion
Halal Awareness (1,2,3,4,5)	(0,551; 0,729; 0,644; 0,844; 0,506)	Valid
Celebrity Endorsement (1,2,3,4,5)	(0,378; 0,632; 0,658; 0,780; 0,857)	Valid
Television Advertisement (1,2,3,4,5)	(0,421; 0,604; 0,728; 0,800; 0,471)	Valid
Halal Label (1,2,3,4,5)	(0,411; 0,698; 0,726; 0,657; 0,452)	Valid
Purchase Intention (1,2,3,4,5)	(0,458; 0,601; 0,679; 0,553; 0,600)	Valid

A reliability test was conducted to determine the consistency of measurement tools for the research by calculating the Cronbach Alpha. The value of Cronbach's Alpha of 0.60 or higher is considered acceptable [32]. According to Table 3, the value of Cronbach's alpha for each variable is more than 0,60. It means all the variables for the research are reliable.

TABLE 3. Reliability Test Result

Variable	Cronbach's Alpha	Conclusion
Halal Awareness	0,833	Reliable
Celebrity Endorsement	0,846	Reliable
Television Advertisement	0,800	Reliable
Halal Label	0,801	Reliable
Purchase Intention	0,788	Reliable

### Descriptive Analysis

Data from respondents were obtained and processed to analyzed descriptively to know the profile of respondents. The total number of respondents for this research is 299 female students of six high schools in Muaradua. All the respondents were students who are actively using cosmetics and social media. The respondents consist of 27% female

students in 10<sup>th</sup> grade, 42% female students in 11<sup>th</sup> grade, and 31% female students in 12<sup>th</sup> grade. The majority of respondents 99% using WhatsApp and 97% Instagram for their social media platform and spend their time for social media mainly in the range 1-3 hours/ day. The respondents mainly were watching television for about 1-3 hours/day. The allowance they receive for a day varies, starting from 10,000 rupiahs until more than 40,000 rupiahs for a day. The majority of respondents' allowance is between 10,000-20,000 rupiah (62%). The frequency of majority respondents for buying cosmetics in the last three months is 1-3 times. Five cosmetic products are purchased mainly by the respondents, namely beauty powder (95%), moisturizer (84%), sunscreen (72%), lip balm (72%), and lipstick (64%).

### Multiple Linear Regression Analysis

According to the coefficient determination test result, the value of R<sup>2</sup> (R square) is 0,467. This result implies that the strength of linear relationship independent variables, namely halal awareness, celebrity endorsement, television advertisement, and halal label towards purchase intention, is positive at 46.7%. In comparison, the remaining 53,3% means the purchase intention towards halal cosmetics is explained by another variable that was not present in this research.

F statistical test was conducted to know whether the independent variables simultaneously affect the dependent variable. The result of the F-test is presented in table 4. It shows that the value of the F-test was obtained 64.34 > F-table 2.41 and the significance value was 0.000. It means all the independent variables, namely halal awareness, celebrity endorsement, television advertisement, and halal label, significantly affect purchase intention towards halal cosmetics.

**TABLE 4.** F-test Result

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1468.521	4	370.719	64.386	.000 <sup>a</sup>
Residual	1676.389	294	5.653		
Total	3144.910	298			

The following statistical test for this model was the t-test. t-test was conducted to examine the significant effect of each independent variable (halal awareness, celebrity endorsement, television advertisement, and halal label) towards the dependent variable (purchase intention). This test investigates the hypothesis for the research. If the value of t-test > t-table, it means the independent variable has a significant effect on the dependent variable. This test was using a significance level = 0.05 for investigating the hypothesis. According to the sample size and the significance level used, the value of the t-table for this research is 0.1967. The result of the t-test is shown in table 4.

According to Table 4, the significance value of an independent variable of celebrity endorsement is higher than 0.005. Moreover, the value of t-test < t-table (0.804 < 1.967). This result proves that celebrity endorsement has an insignificant effect on purchase intention towards halal cosmetics. The remaining independent variables, namely halal awareness, television advertisement, and halal label, have the significance value under 0.005 and t-test > t-table. It means that these independent variables partially have a significant effect on purchase intention towards halal cosmetics.

**TABLE 5.** t-test Result

	Hypothesis	t	Sig.	Conclusion
H1	Halal awareness has a significant effect on the purchase intention of halal cosmetics.	2.825	0.005	Supported
H2	Celebrity endorsement has a significant positive effect on the purchase intention of halal cosmetics.	0.804	0.422	Unsupported
H3	Television advertisement has a significant positive effect on the purchase intention of halal cosmetics.	4.887	0.000	Supported
H4	Halal label has a significant positive effect on purchase intention of halal cosmetics.	7.881	0.000	Supported

The result of the t-test for halal awareness is higher than the t-table ( $2.825 > 1.967$ ), which means that halal awareness has a significant effect on the purchase intention of halal cosmetics. This result is similar to previous research about the consumer of halal food, which stated that halal awareness positively influences purchase intention towards the halal product [16]. The value of t-test calculation for television advertisement and halal label are higher than t-table ( $4.887 > 1.967$  and  $7.881 > 1.967$ ). The significance value for these variables is also below 0.005. The significance value of television advertisement is 0.000, and the halal label is 0.000. These results prove that television advertisement and halal labels have a significant effect and positive relationship on purchase intention towards halal cosmetics.

According to the result on the Table 5, the multiple linear regression model of halal cosmetics purchase intention was discovered =  $2.959 + 0.135 \text{ halal awareness} + 0.040 \text{ celebrity endorsement} + 0.240 \text{ television advertisement} + 0.430 \text{ halal label}$ . This model means that every increase of one unit on the halal awareness variable will cause an increase in female teenager's purchase intention at 0.135 units. Likewise, the increase of one unit in other independent variables, namely celebrity endorsement, television advertisement, and the halal label, will cause an increase in purchase intention of female teenagers towards halal cosmetics each at 0.040, 0.240, and 0.430. The halal label has the highest effect for female teenagers on purchase intention towards halal cosmetics. This result is also suitable with the result of t-test, which shows that the halal label has the highest value of the t-test and proved it partially has a significant effect on purchase intention towards halal cosmetics.

### **Managerial Implications**

Based on the result of multiple regression, it can be implied that halal labels, television advertisements, and halal awareness are essential and have a significant effect on the purchase intention of female teenagers towards halal cosmetic labels. The halal label has a significant effect on female teenagers on purchase intention halal cosmetics. This result showed that halal labels could be necessary for cosmetic products to gain consumers' trustworthiness and market share. The cosmetic companies should certify halal status for their products to attract more teenagers to become their consumers.

This research also shows that halal awareness positively affects female teenagers' purchase intention towards halal cosmetics. Public education for halal consumption is needed to enrich the knowledge for consumers. Increasing halal awareness for consumers and potential consumers will absolutely increase the purchase intention of halal products. Television can be the medium for companies and official halal institutes to socialize halal awareness publicly. This recommendation is given based on the results of research showing that television advertising has a significant positive effect on the purchase intention in halal cosmetics. Halal products are not only beneficial for Muslim consumers but also non-Muslim consumers. Halal products could ensure the products are clean, healthy, have excellent standards, and safe to be used [33]. Therefore, maintaining the excellent quality of halal products itself is also crucial for halal cosmetics products.

### **CONCLUSION**

This research aims to find the factors and their impact on purchase intention of halal cosmetics for female teenagers. This research proves that halal awareness, television advertisement, and halal labels significantly affect female teenagers' purchase intention towards halal cosmetics. By these results, companies should be more pay attention to these three variables. According to the results, the halal label becomes the most influential variable with t-value of 7.881. It proves that the certifying of halal products is necessary to gain more consumers of halal cosmetics. The other factor that positively affects female teenagers' purchase intention towards halal cosmetics is halal awareness. Therefore, it is necessary to provide more information on the importance of halal status in religion and health to increase halal awareness for potential consumers. As halal awareness increase, the purchase intention on halal cosmetics will increase instinctively. Television advertisement also has a significant positive effect on the purchase intention of halal cosmetics for female teenagers. Based on this result, the television advertisement can be created to advertise the cosmetic products and give the audience information about the importance of halal for halal awareness' audiences. Furthermore, the companies can continue monitoring and maintaining the excellent quality of halal cosmetic products to get more consumers.

This research also emerges with limitations. The respondents of this research only focused on female high school students who study in Muaradua. Thus, the results of this research are still insufficient to represent the

population of teenage cosmetic consumers generally. In the future, researchers can do it in a broader scope. Halal label in this research has the highest effect for female teenagers on purchase intention towards halal cosmetic products. This result can be studied further with other variables that may affect purchase intentions of halal cosmetics, such as religious value, safety value, healthy issue, or personal experience.

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