

ABSTRACT

The halal lifestyle is now part of everyday life in various countries such as Indonesia. The halal concept is not limited to food and has spread to several other product categories, including cosmetics. Foreign cosmetics with a halal concept in its brand image is the Safi brand. Safi products have become the leading skin care and beauty products in Malaysia and are widely used by women who want to wear or use cosmetics that are halal certified. Safi products entering Indonesia in 2018 were well received by Indonesian women. However, currently sales of Safi products are decreasing because there are many competitors with local and foreign cosmetic products which are quite attractive in the eyes of consumers. This needs to be investigated further because it is feared that if the problem continues, it will cause Safi products whose halal guarantees are no longer marketed in Indonesia because the sales level is decreasing.

This research uses a quantitative analysis approach with multiple linear regression analysis methods. In collecting data, researchers used a research instrument in the form of a questionnaire which was distributed online using the Google Form platform. This research uses a purposive sampling method with a population of Muslim consumers of Safi cosmetic products whose exact number is not known and a sample size of 125 respondents was obtained which was used to test the relationship between independent variables which include Halal Label, Product Quality, Brand Image, Celebrity Endorser on purchasing decisions. Safi Cosmetic Products is the dependent variable. The Statistical Package for the Social Sciences (SPSS) version 25 analysis tool was used in the instrument testing and data analysis process in this research.

The results of this research reveal that three of the four independent variables, namely Halal Label, Product Quality, Brand Image, are statistically proven to have a positive and significant influence on purchasing decisions for Safi cosmetic products among Muslim consumers in Semarang City. Meanwhile, the Celebrity Endorser variable is not proven to have a positive and significant influence on purchasing decisions for Safi cosmetic products among Muslim consumers in Semarang City.

Keywords: *Purchase decision, Celebrity Endorser, Brand Image, Halal Label, Product Quality*