

ABSTRACT

Wardah has become a pioneer in the beauty industry with halal certification. The rise of numerous beauty products in the digital era has caused students at Diponegoro University to shift in their choices of *skincare* and personal care products, especially in favor of Wardah products. However, not all beauty and personal care products carry a halal label, and not all Diponegoro University students possess a high level of halal awareness, particularly regarding the beauty products they use daily.

The aim of this study is to analyze the influence of halal awareness, brand image, price, and product quality on the purchasing decisions of students at Diponegoro University. This study employs a quantitative approach using the *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) method with the assistance of SmartPLS 4.0 software. The data in this study consist of primary data obtained by distributing questionnaires to 130 respondents who are students at Diponegoro University.

The research findings revealed that halal awareness and price have a positive but not significant effect on the purchasing decisions of Wardah products among Diponegoro University students, whereas brand image and product quality have a positive and significant influence on Wardah product purchasing decisions.

Keywords : Purchasing Decisions, Halal Awareness, Brand Image, Price, Quality Product

