

ABSTRACT

The halal cosmetics industry in Indonesia has demonstrated a progressively favorable trajectory, alongside the growing public concern regarding the use of products that adhere to halal principles, as well as the increasing recognition of consumers for domestically produced products. In this context, consumers' purchase decisions are shaped not merely by the functional value of a product, but are also influenced by consumers' perceptions of the product's country of origin, the strength of brand image, and consumers' understanding of halal product concepts. In addition, consumer ethnocentrism also operates as one of the factors that may form consumers' inclination toward choosing, support, and prioritize local products over foreign products.

This research aims to investigate and assess the effects of country of origin, brand image, and halal product knowledge on consumers' purchasing decisions for local halal cosmetic products, with consumer ethnocentrism positioned as a mediating construct. This research centers on female consumers who use products from PT Paragon Technology and Innovation and are domiciled in Semarang City. This study employs a quantitative design, with survey techniques applied as the method of data collection. Data for this study were collected by distributing structured questionnaires to participants selected through purposive sampling, with 155 respondents included as the total sample. Afterward, the collected data were processed through Structural Equation Modeling–Partial Least Squares (SEM-PLS) approach with the support of SmartPLS software.

From a theoretical perspective, this study is anticipated to enrich the development of consumer behavior research, especially in examining the role of consumer ethnocentrism as a mediating variable that links country of origin, brand image, and halal product knowledge to the purchase decisions for local halal cosmetic products. Meanwhile, from a practical perspective, the results of this study are expected to provide useful input for PT Paragon Technology and Innovation in formulating marketing strategies that emphasize strengthening local brand image, improving consumers' knowledge of halal products, and utilizing consumer ethnocentrism values to encourage preference for domestic products.

Keywords: *country of origin, brand image, halal product knowledge, consumer ethnocentrism, purchasing decisions, halal cosmetics.*