

ABSTRACT

This study aims to analyze the influence of halal labels, halal awareness, product quality, ingredient safety, price, and promotion on halal cosmetic purchasing on nonmuslim consumers. This research is a quantitative research with nonmuslim respondents from the city of Medan. The number of samples in this study was 384 respondents with a purposive sampling approach. The data collection method used is questionnaire and data testing using the SPSS Statistics program. The results showed that the halal label, safety of ingredients, prices and promotions had a significant positive effect on the purchase decision of halal cosmetics for nonmuslim consumers, while halal awareness and product quality have no effect on the purchase of halal cosmetics for nonmuslim consumers. An R-square value of 0.836 indicates that 83.6% of purchasing can be explained by independent variables and the remaining 16.7% is explained by factors outside the study.

Keywords : Halal label, halal awareness, product quality, ingredient safety, price, promotion, purchasing, halal cosmetics, nonmuslim.

