

## ABSTRACT

*Indonesia has significant potential to lead in the global halal industry, especially in halal cosmetics production. Consumer spending on halal cosmetics in Indonesia ranked second highest in the world in 2020, indicating a substantial opportunity for the country to become the largest producer of halal cosmetics on a global scale. This research aims to examine the influence of independent variables such as price perception, halal certification, product quality, and religiosity on the purchasing decisions of Kahf halal cosmetics as the dependent variable.*

*The population in this research consists of Muslim consumers who have purchased and used Kahf products in the city of Semarang. A sample of 100 respondents was selected using purposive sampling techniques. The data collection method employed in this study utilizes questionnaires, and data analysis was conducted using SPSS Statistics 26. The data analysis methods used include descriptive analysis and simple linear regression analysis.*

*The results of this study show that halal certification and religiosity significantly influence purchasing decisions, while price perception and product quality have no significant effect on purchasing decisions. Simultaneously, the results indicate that the independent variables of price perception, halal certification, product quality, and religiosity collectively influence purchase decisions.*

*Keywords: Consumer Behavior, Price Perception, Halal Certification, Product Quality, Religiosity, Purchasing Decisions.*

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