

ABSTRACT

Indonesia is a country that ranks second globally as the largest consumer of halal cosmetics. With great potential as a halal cosmetics market, this can be used to improve the domestic halal cosmetics industry. This study aims to determine the effect of halal awareness, brand image, product quality, and perceived price on consumer purchasing decisions for cosmetics with halal MUI label in Semarang City.

The population in this study were Muslim women in Semarang City who had bought and used decorative cosmetic products with halal MUI label. The sample used was 100 respondents with a purposive sampling technique. Collecting data in this study using a questionnaire and using multiple linear regression analysis which was carried out by testing the data using the SPSS Statistics 25 program.

The results of the analysis show that partially, halal awareness, brand image, and product quality have a positive and significant effect on consumer purchasing decisions for cosmetics with halal MUI label in Semarang City but partially the perceived price does not have an effect. However, simultaneously, halal awareness, brand image, product quality, and perceived price have a positive and significant effect on consumer purchasing decisions for cosmetics with halal MUI label in Semarang City.

Keywords: Halal awareness, Brand Image, Product Quality, Perceived Price, Purchase Decision, Halal Cosmetics.



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