

ABSTRAK

Shofy Shofiah. 2023. Faktor-Faktor yang Mempengaruhi Minat Beli Kosmetik Halal pada Mahasiswi Fakultas Agama Islam Universitas Siliwangi. Skripsi. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.

Kosmetik saat ini menjadi kebutuhan bagi para wanita terutama bagi mahasiswi Fakultas Agama Islam Universitas Siliwangi, maraknya kosmetik yang beredar belum sepenuhnya bersertifikasi halal. Adapun tujuan penelitian ini yaitu untuk mengetahui bagaimana pengaruh kesadaran halal, label halal, religiusitas, foto produk, dan iklan terhadap minat beli kosmetik halal pada mahasiswi Fakultas Agama Islam Universitas Siliwangi.

Metode dalam penelitian ini adalah metode analisis *Structural Equation Model-Partial Least Square (SEM-PLS)*. Responden penelitian ini sebanyak 210 mahasiswi aktif Fakultas Agama Islam Universitas Siliwangi.

Berdasarkan hasil analisis data diperoleh secara parsial variabel kesadaran halal, religiusitas, dan iklan berpengaruh terhadap minat beli kosmetik halal sedangkan pada variabel label halal dan foto produk tidak berpengaruh terhadap minat beli kosmetik halal. Secara simultan kesadaran halal, label halal, religiusitas, foto produk dan iklan berpengaruh terhadap minat beli kosmetik halal sebesar 57,6%. Dengan adanya penelitian ini diharapkan dapat menjadi bahan literasi bagi para muslimah pengguna produk kosmetik, masyarakat dan para perusahaan kosmetik.

Kata Kunci: Kesadaran Halal, Religiusitas, Foto Produk, Iklan, Minat Beli

ABSTRACT

Shofy Shofiah. 2023. Factors that Influence Interest in Buying Halal Cosmetics among Female Students at the Faculty of Islamic Religion, Siliwangi University.

Cosmetics are currently a necessity for women, especially for students at the Faculty of Islamic Religion, Siliwangi University, many cosmetics in circulation are not fully halal certified. The aim of this research is to find out how halal awareness, halal labels, religiosity, product photos and advertising influence the interest in buying halal cosmetics among students at the Faculty of Islamic Religion, Siliwangi University.

The method in this research is the Structural Equation Model-Partial Least Square (SEM-PLS) analysis method. The respondents for this research were 210 active female students at the Faculty of Islamic Religion, Siliwangi University.

Based on the results of data analysis, it was obtained that the variables halal awareness, religiosity and advertising partially influenced interest in buying halal cosmetics, while the variables halal labels and product photos had no effect on interest in buying halal cosmetics. Simultaneously, halal awareness, halal labels, religiosity, product photos and advertisements influence interest in buying halal cosmetics by 57.6%. It is hoped that this research can become literacy material for Muslim women who use cosmetic products, the public and cosmetic companies.

Keywords: *Halal Awareness, Religiosity, Product Photos, Advertisements, Purchase Interest*