

ABSTRACT

Robby Cahyadi (2025). Consumer Preferences in Purchase Decisions Based on Sharia Principles Among Cosmetic Product Users on TikTok Shop at Universitas Siliwangi Islamic Economics Study Program, Faculty of Islamic Religion, Universitas Siliwangi.

The rise of digital marketing through platforms such as TikTok Shop has shaped new patterns in the consumption behavior of young Muslim generations, including university students. Students at Universitas Siliwangi, as part of the digital generation, tend to exhibit complex preferences when choosing cosmetic products, taking into account not only functional aspects but also religious values. This study aims to analyze consumer preferences in purchasing decisions for cosmetic products based on Sharia principles on TikTok Shop, by examining factors such as product halal certification, ingredient composition, digital testimonials, pricing, and brand popularity.

This research employs a descriptive qualitative method. Primary data were collected through in-depth interviews with ten Universitas Siliwangi students who actively purchase cosmetic products via TikTok Shop. Secondary data were obtained from documentation, relevant literature, and previous studies related to digital marketing and Sharia-based consumption. Data collection techniques included interviews, observation, and documentation, which were then analyzed through data reduction, data presentation, and drawing conclusions.

The findings indicate that consumer preferences are shaped by an integration of religious awareness (halal and thayyib), economic rationality (affordable pricing), and digital influence (testimonials, educational content, and brand awareness). Purchase decisions are not only driven by practical needs but also serve as an expression of Islamic identity that adapts to the digital age. These findings highlight the importance of transparent information, honest promotional strategies, and adherence to Sharia principles in marketing cosmetic products on social media platforms.

Keywords: Consumer Preferences, Cosmetic Products, Sharia Principles, TikTok Shop, Muslim Student.