

ABSTRACT

Rifan Mujtba Naila, 2024. *Factors Affecting Interest in Purchasing Halal Cosmetics among Students of the Faculty of Islamic Religion, Siliwangi University. Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.*

The growth of the cosmetics industry in Indonesia, it can be concluded that this industry is experiencing positive growth every year. In the period 2010 to 2023 the cosmetics industry increased by 3,069 million US dollars with an average growth of 0.219 million US dollars per year. The cosmetics industry in Indonesia continues to grow from year to year. However, not all cosmetic products circulating in Indonesia are halal certified and safe to use, based on this, the purpose of this study is to analyze the factors that influence the interest in purchasing cosmetics.

This research uses quantitative methods. Data were collected through a questionnaire using a Likert scale. The population in this study were students of the Faculty of Islamic Religion, Siliwangi University with a sample of 138 respondents. The sampling method used is using purposive sampling technique with the criteria of ever buying halal cosmetics. Data collection was carried out by distributing questionnaires that had been tested for validity and reliability. The data analysis technique used is hypothesis testing using SEM-PLS tools.

The results showed that halal brands and labels had no significant effect on purchase intention. This can be seen from the sig. value greater than 0.05. Only the variables of Price, Product Quality and Religiosity affect purchase intention. Meanwhile, religiosity as a moderating variable weakens the relationship.

Keywords: Purchase Intention, Brand, Halal Label, Price, Product Quality, Religiosity.