

ABSTRACT

The halal cosmetics sector is currently considered the sector with the highest potential in the world. The growing trend of using halal cosmetics is influenced by the migration trend and lifestyle of Muslims who are aware of the importance of using halal products. Muslim consumers tend to choose products that emphasize hygiene, safety and health standards. The presence of various halal cosmetic products on the market encourages consumers to be more selective in their choice of cosmetic brands. This encourages companies to determine the right marketing strategy so that their products can survive and compete with competitors. One effective and efficient marketing strategy is recommendations based on experience with a particular product. This study aims to analyze the factors that influence consumers' intentions to recommend halal beauty products. This study used Structural Equation Modeling (SEM) with the SmartPLS 3 analysis tool. Primary data was obtained from a survey of 180 samples of people in the city of South Tangerang. The results of the study show that customer satisfaction, product quality, and customer experience have a positive and significant impact on the intention to recommend halal beauty products, while trust does not have a significant effect on the intention to recommend halal beauty products.

Keywords: Halal cosmetics, customer satisfaction, trust, product quality, customer experience, intention to recommend