

## **ABSTRACT**

*This study aims to analyze the Effect of Halal Assurance, Lifestyle, and Influencers on Purchase Decisions for Halal Cosmetic Products (Study on Wardah Consumers in Semarang City). The variables used in this study consisted of 3 independent variables, namely Halal Assurance ( $X_1$ ), Lifestyle ( $X_2$ ), and Influencer ( $X_3$ ), and the dependent variable is Purchase Decision ( $Y$ ).*

*The number of samples used in this study were 119 respondents who were women aged 15-54 years who had purchased Wardah cosmetics in Semarang City. The sampling method used in this research is purposive sampling technique. The data collection method is done by distributing online questionnaires via google form. This research uses Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis technique with SmartPLS 3.0 as an analytical tool.*

*The results of statistical testing using a p-value of 0,05 indicate that halal assurance, lifestyle, and influencers have a positive and significant effect on purchasing decisions.*

***Keywords: Halal Assurance, Lifestyle, Influencer, Purchase Decision.***