

ABSTRACT

For Muslims, the goods and services that can be consumed are halal goods and services to obtain the benefits and maslahat including the consumption of skin care products to maintain and care for skin health to prevent various skin diseases. Skin health is a critical aspect of the human body since the skin is the largest organ as a barrier of microbes towards the body. However, halal awareness of Muslim consumers for skin care cosmetic products is still low.

The purpose of this study is to analyze the behavior of Muslim consumers and expenditures switching towards halal-labeled skin care product consumption. The data collection method of this study was conducted using a questionnaire method to 400 respondents focused on DKI Jakarta Muslim females aged 20 until 24 years who use skin care cosmetics. This study used descriptive data analysis and logistic regression methods.

This study concludes that the independent variables of quality (X1), suitability (X2), halal awareness (X3), and price (X5) significantly influence the consumption of halal skin care cosmetics (Y1). While the variables that have a significant effect on the expenditure switching of halal-labeled skin care cosmetic products (Y2) are quality (X1), suitability (X2), and price (X5). Further research is expected to expand the scope of the object of research to get more varied respondents.

Keywords: Muslim Consumer Behavior, Halal Skincare, Halal Cosmetics, Halal Consciousness, Logistic Regression