

ABSTRACT

The halal industry, especially cosmetics, shows great potential in Indonesia. This is because the majority of Indonesia's population is a Muslim. This situation has encouraged foreign cosmetic manufacturers to enter the Indonesian market to sell their products. One of the halal cosmetic products that entered is Safi which carries the slogan Halal, Natural and Tested. While in Indonesia itself, there are local cosmetic products which are halal pioneers, namely, Wardah.

This study aims to identify and analyze the factors that influence Muslim consumers' purchasing decisions when purchasing halal cosmetic products from the Wardah and Safi brands. Furthermore, this research was also conducted to find out whether there are factors that make consumers different in making purchasing decisions for cosmetic products under the Wardah and Safi brands. The research method used in this study is a quantitative method for this type of research, namely comparative descriptive. The analysis used is Multiple Linear Regression and Independent Sample t-test. The samples used in this study were 100 respondents using Wardah brand cosmetics and 100 respondents using Safi brand cosmetics using purposive sampling, where data collection was carried out one-line. Data processing is done using SPSS 22.

The results of the study found that the variables of halal certificate, religiosity, promotion, product quality and place had a positive and significant effect on the decision to purchase cosmetic products for the Wardah and Safi brands. Meanwhile, the price variable was found to have a negative and significant influence on the purchasing decision of Wardah and Safi brand cosmetic products. Furthermore, the results of the study showed that there was no significant difference in the decision to purchase cosmetic products with the Wardah and Safi brands because of the six variables studied, only the price variable indicated that there was a difference in the effect of purchasing decisions between cosmetic products with the Wardah and Safi brands.

Keywords: Halal Certificate, Religiosity, Price, Promotion, Product Quality, Place