

ABSTRACT

The awareness of the use of halal cosmetics has made halal cosmetics a cosmetic trend today. With the increasing number of halal cosmetic brands, the competition is getting tougher and can reduce the level of consumer loyalty to a brand. This study aims to analyze the effect of halal brand personality, religiosity, and perceived quality on customer brand loyalty of halal cosmetic products.

This study used multiple linear regression analysis techniques by testing using the SPSS Statistics 26 program. The population in this study were Muslim female students using Wardah cosmetics in the city of Semarang, with a sample of 165 respondents using a purposive sampling approach and data collection methods using a questionnaire.

The results of the study show that halal brand personality and perceived quality have a positive and significant effect on customer brand loyalty. Meanwhile, the religiosity variable has no effect on customer brand loyalty for Wardah halal cosmetic products.

Keywords: Halal brand personality, religiosity, perceived quality, customer brand loyalty.