ABSTRACT

Indonesia is a Muslim-majority country, this has a big impact on the halal industry. The development of the halal industry in Indonesia is currently dominated by the food and cosmetics sector. Product halalness is of particular concern to the public before buying a product, especially skincare. But unfortunately, not everyone pays attention to it. Accompanied by the rise of local and imported skincare in circulation, not all brands have been registered as halal at LPPOM-MUI. So, this study aims to analyze the factors that influence the purchase intention of consumers of halal skincare products, especially the Avoskin brand.

The method used in this study is the Structural Equation Model with Partial Least Square (SEM-PLS) using the SMART-PLS application. The exogenous (independent) variables in this study are Halal Awareness (HA), Halal Label (HL), Product Quality (QP), Promotion (P), Price Perception (PP), and Purchase Intention (PI) as the endogenous (dependent) variables. This study used a purposive sampling method with an unknown population of Avoskin Muslim skincare consumers and a sample of 220 respondents was obtained.

The results of this study note that the Halal Label (HL), Product Quality (QP), Promotion (P), and Price Perception (PP) variables have a significant influence on the intention to buy Avoskin halal skincare products, but it is different from Halal Awareness (HA) which does not have a significant effect on the intention to buy halal skincare products with the Avoskin brand because it is suspected that people only follow product trends that are currently busy on social media and do not consider whether the skincare product is halal or not.

Keywords: halal awareness, halal skincare, purchase intention