

ABSTRACT

Consumer behavior is a consumer activity that includes the process of determining the purchase decision and the use of goods or services purchased, including factors that influence the purchase decision and use of the product. Cosmetic products are one of the products that have potential trends in various countries in the world, including Indonesia.

This study aims to determine the influence of religiosity, income, halal awareness, and online customer reviews on Muslim consumers' decisions in purchasing halal-labeled cosmetic products through e-commerce platforms. The population in this study is the Muslim community in Semarang City. The sampling technique in this study used purposive sampling techniques. The data collection method was carried out by distributing questionnaires to 100 respondents who met the research requirements. The analysis method in this study uses binary logistic regression analysis.

The results showed that religiosity and income variables did not have an influence on Muslim consumers' decisions in purchasing halal-labeled cosmetic products through e-commerce platforms. While two other variables, namely halal awareness and online customer reviews, have an influence on Muslim consumers' decisions in purchasing cosmetic products labeled halal through e-commerce platforms.

Key Words : Purchasing decision, cosmetics labeled halal, religiosity, income, halal awareness, online customer review.