

## ***ABSTRACT***

*Indonesia as a country with the largest Muslim population in the world has been able to increase the growth of the Islamic economy by occupying the second position in the world for the consumption of halal cosmetic products. But even so, seeing the potential that Indonesia has, the awareness of Indonesian people to consume halal cosmetic products is still low compared to India, whose Muslim population ranks third in the world, so this study aims to analyze the factors that influence purchasing decisions for halal cosmetic products. The method used in this research is Structural Equation Modeling (SEM) with Partial Least Square (PLS) technique using SmartPLS 3.0 analysis. Primary data was obtained through a questionnaire with 262 samples of users of halal cosmetic products in West Pasaman Regency. The test results show that all variables have a positive and significant effect on purchasing decisions for halal cosmetic products. The mob mentality variable is the variable that has the strongest influence on purchasing decisions.*

*Keywords : Halal Cosmetics, Electronic Word of Mouth (E-WOM), Product Quality, Influencer Marketing, Mob Mentality, Purchase Decision.*