

ABSTRACT

Indonesia is a country that is ranked second as the largest consumer of halal cosmetics in the world. With great potential as a halal cosmetics market, this can be used to improve the domestic halal cosmetics industry. This research aims to determine the effect of the independent variable of halal label, brand image, and electronic word of mouth (e-WOM) against Generation Z Muslims' buying interest in halal cosmetic products as the dependent variable.

The population in this study was Generation Z Muslims who have used or is currently using halal cosmetic products. The sample used was 100 respondents selected using the purposive sampling technique. The data collection used a questionnaire and data analysis used descriptive analysis and multiple linear regression using SPSS Statistics 25.

The results showed that the halal label, brand image, and electronic word of mouth (e-WOM) partially had a positive and significant effect on Generation Z Muslims' buying interest in halal cosmetic products. Simultaneously, these results indicated that halal label, brand image, and electronic word of mouth (e-WOM) variables affected Generation Z Muslims' buying interest in halal cosmetic products.

Keywords: Halal Label, Brand Image, Electronic Word of Mouth, Intention to Buy, Halal Cosmetics, Generation Z