

ABSTRACT

This study focuses on the purchasing decisions of Somethinc beauty products. According to Databoks 2022, the revenue of the beauty industry in Indonesia has reached US\$ 7.23 million. Despite the potential, Endah (2022) states that consumer awareness of the halal label of a product is still relatively low. This is supported by previous research by Hasibuan (2020), which states that the role of halal certification logos/labels does not influence the decision to purchase halal cosmetic products. The research aims to analyze the impact of halal certification labels, brand image, and price perception on Muslim consumers in Semarang City's purchasing decisions for Somethinc beauty products.

The study was conducted using a questionnaire through Google Forms with a sample of 100 respondents using a non-probability purposive sampling technique. The data analysis used quantitative analysis with statistical methods. The statistical method used was Partial Least Square (PLS) to test the effect of Halal Certification Label, Brand Image, and Price Perception on Somethinc's purchasing decision.

The results showed that the Halal Certification Label variable has a positive but insignificant effect on Somethinc's purchasing decision, while the Brand Image and Price Perception variables have a significant positive effect on the purchasing decision. These results indicate that all three independent variables have a positive relationship with the dependent variable. However, the Halal Certification Label variable does not have a significant impact on the purchasing decision of Somethinc's products.

Keywords: Halal Certification Label, Brand Image, Price Perception, Purchasing Decision, Somethinc