

ABSTRACT

The growth of Indonesia's e-commerce transactions is recorded to continue to increase, characterized by being the largest contributing sector to the digital economy in Indonesia in 2023. Followed by beauty trends, especially cosmetics, which continue to increase, causing Indonesia as a country with the largest Muslim population in the world to become the second largest consumer of halal cosmetics after India. The presence of instagram, shopee, tiktok platforms makes it easy for consumers to buy goods impulsively or quickly, without careful planning and often driven by discount promotions. Therefore, this study was conducted to analyze the factors that influence cosmetic purchases on impulsive buying in Muslim women through a region with the highest penetration of internet users in Indonesia.

This research is based on consumer behavior theory and SOR (Stimulus-Organism-Response) theory. This research uses a quantitative approach with a survey method. The method used in this research is Structural Equation Modeling (SEM) with Partial Least Square (PLS) technique using SmartPLS 4.0 analysis.

The results showed that the availability of money and hedonic motivation had a positive and significant effect while Muslim beauty influencers had no significant effect on impulsive buying on halal cosmetic products. The hedonic motivation variable is the variable that has the strongest influence on impulsive buying of halal cosmetic products. This finding implies that impulsive purchase of cosmetics is not significantly determined by promotions made by influencers but rather by the availability of money owned and hedonic motivation in the form of feelings of emotional satisfaction of consumers.

Keywords: Halal Cosmetics, Muslim Beauty Influencer, Availability of money, Hedonic motivation, Impulsive buying.