

## **ABSTRACT**

*Purchasing decisions are one aspect of consumer behavior, where consumers will directly act in choosing the products they will consume. Purchasing decisions are influenced by various factors. This study aims to analyze the factors that influence Muslim consumer purchasing decisions on Somethinc skincare products. Data was obtained through a questionnaire distributed with a sample of 145 respondents who had bought or consumed Somethinc skincare products in Muslim communities in Semarang City. The method used in this research is Structural Equation Modeling (SEM) with SmartPLS 3 analysis tool. The results showed that the variables of brand image, price and halal label had a positive and significant effect on purchasing decisions for Somethinc skincare products, while brand ambassadors did not have a significant effect on purchasing decisions for Somethinc skincare products.*

*Keywords: Purchasing decisions, brand image, price, brand ambassador, halal labeling*