

ABSTRACT

Choosing halal goods that are good in accordance with Islamic law is an obligation for Muslim consumers, including consumers in Semarang City. With a large Muslim population, Semarang City has great potential in terms of halal cosmetic products. One of the halal cosmetic brands circulating in Semarang is Emina. Emina has received various awards and significant sales, but Emina's market share in the last three years has fluctuated. On the other hand, product halalness is not always the top priority for Muslim consumers in choosing cosmetic products, especially Emina cosmetic products. This study aims to analyze the effect of halal awareness, halal label, product quality, promotion, and price on Muslim consumers' purchase intention on Emina cosmetic products in Semarang City.

The population in this study were Muslim consumers of Emina cosmetic products in Semarang City. The sample taken was 100 respondents using purposive sampling technique. The data collection method used in this research is a questionnaire with a Likert Scale measurement technique. The analysis method used in this research is multiple linear regression analysis with SPSS version 27.

The results of the analysis show that halal awareness, halal labeling, product quality, promotion, and price have a positive and significant effect on the purchase intention of Muslim consumers on Emina cosmetic products in Semarang City partially and simultaneously. The contribution of halal awareness variables, halal labeling, product quality, promotion, and price in the regression method is able to explain the variation in the purchase intention variable by 72.5%. The remaining 27.5% is explained by other variables outside this study.

Keywords : Halal Factors, Product Quality, Promotion, Price, Purchase Intention

