

ABSTRACT

This research is conducted to examine the influence of halal awareness, product quality, mob mentality, and brand trust on the purchase intention of Azarine skincare products among Muslim female consumers at Pondok Pesantren Modern Islam Assalaam Sukoharjo. The background of this study is based on the rising trend of the halal lifestyle among Muslim women and the success of Azarine as a halal-certified local skincare brand in capturing the Muslim market's attention.

A quantitative approach was used, employing a survey method involving 100 female student respondents. The data were analyzed using multiple linear regression through SPSS software. The results indicate that, partially, halal awareness, product quality, and brand trust have a positive and significant effect on purchase intention. Meanwhile, mob mentality has a positive but not significant effect. Simultaneously, all four variables have a significant effect on purchase intention.

These findings highlight the importance of halal aspects, product quality, and brand trust in shaping the purchase intention of Muslim women consumers, as well as the supporting role of social trends in marketing strategies.

Keywords: Halal Awareness, Product Quality, Mob Mentality, Brand Trust, Purchase Intention, Skincare, Muslim Women, Azarine.

