

ABSTRACT

This study aims to analyze the influence of halal label awareness, habit, and religiosity on the purchasing decisions of halal cosmetic brand Safi among Generation Z in Semarang City. The background of this research stems from the growing trend of halal product consumption among young Muslims, which has not always been followed by consistent purchasing behavior of certified halal products. This research employs a quantitative associative approach with 100 respondents, determined using the Slovin formula and purposive sampling method. Primary data were collected through online questionnaires using a Likert scale and analyzed using multiple linear regression through SPSS version 25. The results show that halal label awareness has no significant effect on purchasing decisions, while habit and religiosity have a positive and significant influence. The coefficient of determination (R^2) of 0.552 indicates that the three independent variables contribute 55.2% to purchasing decisions, while the remaining 44.8% are influenced by other factors outside the model. These findings suggest that religiosity and habitual behavior play dominant roles in shaping halal consumption patterns among Generation Z consumers.

Keywords: *Halal Label Awareness, Habit, Religiosity, Purchasing Decision, Halal Cosmetics, Generation Z*

