ABSTRACT

The growth of the halal skincare industry in Indonesia has continued to increase; however, the use of halal-labeled and non-halal-labeled skincare products remains diverse among university students. This study aims to analyze the effects of income, preferences, price, Halal Awareness, and Halal Tolerance on students' decisions to purchase halal-labeled skincare products. The data were collected through a questionnaire administered to 319 students of Universitas Diponegoro and Universitas Islam Negeri Walisongo who are active users of skincare products. Data analysis was conducted using binary logistic regression with the assistance of IBM SPSS Statistics version 30.

The results indicate that income, preferences, and price have a significant effect on the decision to purchase halal-labeled skincare products, with income and price showing negative effects, while preferences have a positive effect. Meanwhile, Halal Awareness and Halal Tolerance do not have a significant effect on purchasing decisions.

These findings suggest that students' decisions to choose halal-labeled skincare products are primarily influenced by economic factors and product preferences, whereas the value of halal attributes has not yet become a main consideration in skincare consumption behavior.

Keywords: Consumer behavior, Halal-Labeled Skincare, Halal Awareness, Binary Logistic Regression