

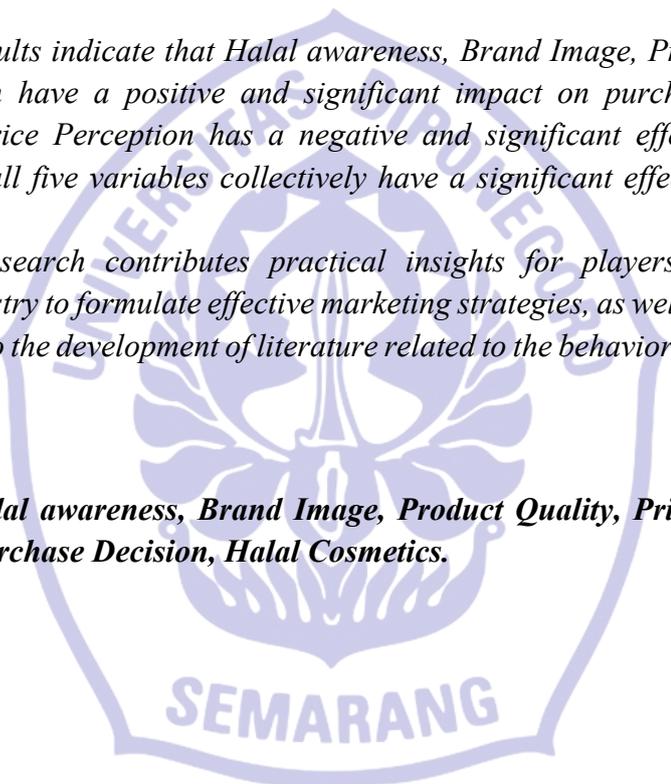
## **ABSTRACT**

*This study purposed to analyze the influence of variables such as Halal awareness, Brand Image, Product Quality, Price Perception, and Promotion on the Purchase Decision of halal cosmetics among non-Muslim consumers inside the running community in Semarang City. The research employs a quantitative method with a multiple linear regression analysis approach. Data were collected through an online questionnaire distributed to 100 respondents and analyzed using SPSS Statistics 29.*

*The results indicate that Halal awareness, Brand Image, Product Quality, and Promotion have a positive and significant impact on purchase decisions. Conversely, Price Perception has a negative and significant effect. The F-test confirms that all five variables collectively have a significant effect on purchase decisions.*

*This research contributes practical insights for players in the halal cosmetics industry to formulate effective marketing strategies, as well as theoretical contributions to the development of literature related to the behavior of non-Muslim consumers.*

***Keywords: Halal awareness, Brand Image, Product Quality, Price Perception, Promotion, Purchase Decision, Halal Cosmetics.***



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