

ABSTRACT

The interest of Muslim consumers in Indonesia in Korean skincare products, including the COSRX brand, has increased along with the strong influence of the Korean Wave. Purchase decisions are not only influenced by cultural trends, but also by product involvement, halal awareness, price perception, and income level. This condition raises the question of the extent to which these factors affect the purchasing decisions of Muslim consumers in the city of Semarang. This study aims to analyze the influence of the Korean Wave, product involvement, halal awareness, price, and income on purchasing decisions for COSRX products.

This research employs a quantitative approach using logistic regression analysis and involved 250 respondents selected using purposive sampling techniques. The results indicate that all variables Korean Wave, product involvement, halal awareness, price, and income have a positive and significant effect on purchasing decisions. The finding indicated that purchasing decisions are influenced by cultural, psychological, economic, and religious factors. This study also identified the phenomenon of attitude behavior gap, in which consumers with high halal awareness still purchase products that not been halal certified. Based on these findings, it is recommended that companies are advised to strengthen Korean Wave based marketing, increasing product information transparency, and considering halal aspects to strengthen the trust of Muslim consumers. Muslim consumers are also expected to be more selective by considering product quality, price, income and ahalal aspects in a balanced manner when making purchase decisions.

Keywords: *Korean Wave, Product Involvement, Halal Awareness, Price, Income, Purchasing Decision, COSRX.*

