

ABSTRACT

This study aims to analyze the influence of Halal Lifestyle, Influencers, Online Customer Review, FOMO (Fear of Missing Out), and Variety Seeking on purchasing decisions for MS Glow skincare products. According to statistics from the Food and Drug Monitoring Agency (BPOM), the domestic beauty industry experienced a 20.6% growth in 2022. Amidst the rapid expansion of the beauty industry, consumer behavior has shifted from purely functional considerations toward factors influenced by religious values (Halal Lifestyle), digital influence (Influencers and Online Customer Reviews), and psychological drivers (FOMO and Variety Seeking).

The research employs a quantitative approach by distributing questionnaires to MS Glow users. The analysis method used is Partial Least Squares (SEM-PLS), processed with SmartPLS software. The population for this study consists of MS Glow users in the Semarang City area, with a total sample of 210 respondents who are Muslim and are either current or former users of the brand.

The results of this study indicate that all variables have a positive and significant influence on purchasing decisions, with Halal Lifestyle (X1) being the most dominant variable influencing the Purchase Decision variable (Y).

Keywords: Halal lifestyle, Influencer, Online Customer Review, FOMO, Variety Seeking, Purchase Decision

