

ABSTRACT

This study aims to examine the influence of halal awareness, product ingredients, and Islamic endorsements on purchase intention, with consumer trust as a mediating variable, specifically focusing on Viva cosmetics in Semarang, Indonesia. Amid intensifying competition in the beauty industry, Viva, a long-standing local brand, must maintain consumer loyalty through strategic marketing. This study employs a quantitative approach, collecting data through online questionnaires distributed to 100 respondents who are users of Viva products. Structural Equation Modeling using Partial Least Squares (PLS-SEM) was utilized for hypothesis testing. The results indicate that halal awareness, product ingredients, and Islamic endorsements significantly influence the purchase decision, both directly and indirectly through trust as a mediator. These findings suggest that companies must consistently strengthen halal compliance and the image of product safety to maintain their competitive advantage in the market.

Keywords: *Halal awareness, product ingredients, Islamic endorsers, consumer trust, purchase decision.*

