ABSTRACT

This study aims to analyze the influence of brand image, product quality, price, and halal awareness on the purchase decisions of Wardah cosmetic products among young housewives aged 20–34 in Semarang City. This segment was selected because their purchasing decisions are shaped by a distinct combination of household financial considerations, family responsibilities, and Islamic values, an area that remains underexplored compared to studies focusing on female students or female consumers in general.

This research employed a quantitative approach using purposive sampling combined with proportional quota allocation across 16 sub-districts in Semarang City, involving 100 respondents who met the criteria of being Muslim housewives with prior experience purchasing Wardah products. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with IBM SPSS Statistics, preceded by validity, reliability, and classical assumption tests.

The results show that brand image, product quality, and halal awareness each have a positive and significant effect on purchase decisions, with halal awareness being the most dominant variable. In contrast, price does not show a significant effect. Simultaneously, the four variables explain 86.4 percent of the variance in purchase decisions. These findings suggest that for the Muslim housewife segment in Semarang City, halal considerations and brand image play a greater role in purchase decisions than price sensitivity, consistent with the Islamic consumption framework in which halal status acts as the primary preference filter.

Keywords: *brand image, product quality, price, halal awareness, purchase decision, halal cosmetics.*

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