

## **ABSTRACT**

*Consumption activities can not be separated from human life. For Muslims, Halal is an absolute requirement for every product to be consumed, including cosmetic products. Labeled halal cosmetics has increased in the Indonesian market. However, still many muslim consumers who do not using labeled halal cosmetics surrounding researcher. Halal labeling considered a capable easier for consumers to obtain information about halal products to be consumed.*

*This research aims to analyze Muslim consumer behavior in consuming halal cosmetic also to analyze expenditure switching behavior in cosmetic consumption. This research used purposive sampling method, specified criteria are: female bachelor students of FEB Undip, Moslem, and using cosmetics. Number of samples is 94 respondents were determined using the method Slovin. This research use descriptive analysis, principal component analysis and logistic regression analysis.*

*Descriptive statistical analysis is used to identify the respondent characteristics and some respondent's direct answers. Principal Component Analysis (PCA) is used to reduce the questions of the original variables into uncorrelated variables construct and able to absorb most of the original variable information. Results of PCA can reduce 57 questions to 15 variables construct questions. Logistic regression was performed to analyze the effect of fifteen variables constructs and variables on the dependent variable income. The results of logistic regression showed that the behavior of Muslim consumers in the consumption of cosmetics labeled halal driven by: (1) Price non-nominal cosmetics without the halal label, (2) religiosity dimensions of knowledge, (3) type of the peer group, (4) learning, (5) Quality internal product, and (6) external quality of the product. While the switching pattern of consumer expenditure is largely driven by the type of the peer group.*

**Keywords:** *Expenditure Switching, Labeled Halal Cosmetics, Logistic regression, Muslim Consumer Behavior, PCA.*