

ABSTRACT

Halal products is absolutely necessary for Muslims, including cosmetic products. This study aims to determine the effect of brand image, halal labels and customer satisfaction as an independent variable in this study of Safi cosmetics purchasing decisions, which are the dependent variable.

The population in this research is Muslim consumers who have bought and used Safi cosmetics in the city of Semarang, and then this research took a sample of 100 respondents with a purposive sampling approach. The type of data used is primary data, the data collection method uses questionnaires. The analysis technique used is multiple linear regression analysis

The results of the analysis show that all independent variables namely brand image, halal label and customer satisfaction have a positive and significant effect on the dependent variable which is a purchasing decision for Safal halal cosmetics. The influence of these three variables is very strong, shown by the coefficient of determination (Adjusted R Square) of 75%.

Keywords: Brand Image, Halal Label, Customer Satisfaction, Purchasing Decisions, Safi.