

ABSTRACT

As a Muslim, you are required to always consume halal products, including cosmetics. This study aims to determine the effect of halal label, halal awareness, advertising, brand image and self concept as independent variables in this study of Wardah cosmetics purchasing decision, which are the dependent variable.

Data collection method is done through a questionnaire. The population in this study is Muslim consumers who have bought and used Wardah cosmetics in the city of Semarang. The required sample of 100 respondents using purposive sampling. This study uses multiple linear regression analysis techniques and data testing using the SPSS Statistics 22 program.

The results of this study indicate that halal label, halal awareness, advertising, brand image and self concept have a positive and significant effect on Wardah's cosmetics purchasing decisions partially or simultaneously. The influence of these five variables is very strong shown by the coefficient of determination of 80%.

Keywords: halal label, halal awareness, advertising, brand image, self concept, purchasing decisions, Wardah cosmetics