

ABSTRACT

Today the awareness to use halal products continues to increase, including halal cosmetics. This is because the demand to consume halal products is also an absolute necessity for Muslim consumers, including the consumption of cosmetics. In addition, in consuming cosmetics, purchasing cosmetics is also an appreciation that must be done to support local entrepreneurs. Therefore, this study aims to determine what factors influence consumer buying interest in deciding the consumption of local halal cosmetics by using variables of Brand, Product Quality, Halal Labeling, Brand Ambassador, Digital Selling.

The population in this study were Muslim students at Diponegoro University Semarang who had bought or used halal cosmetic products. The sampel required is 100 respondents with a non probability sampling technique with a purposive sampling approach. The type of data used is primary data with online questionnaires via google forms and secondary data with references from past researchers. The analysis technique used is multiple linear regression analysis with measurement techniques using an interval scale of 1-10 and calculated using the SPSS Statistics 23 application.

The results of the analysis show that the independent variable brand, brand ambassador, digital selling has a positive and partially significant effect on the buying interest in halal cosmetics for Muslim students at Diponegoro University. However, product quality and halal labeling do not have an influence on the buying interest of Muslim student Muslim students at Diponegoro University. Simultaneously, all independent variables have an influence on the dependent variable.

Keywords: Customer Purchase Interest, Halal Cosmetics, Halal Labeling.