

## ABSTRACT

# THE EFFECT OF HALAL CERTIFICATION, PRODUCT QUALITY, RELIGIOSITY, BRAND AWARENESS, AND PURCHASE DECISIONS ON SKINCARE PRODUCTS

By:

YUNITA DAMA YANTI

[Yunitadamayanti11016@gmail.com](mailto:Yunitadamayanti11016@gmail.com)

Based on surveys, Indonesian women prefer products originating from South Korea because their skincare products have a very strong beauty brand image. However, not all skincare products have halal labels, thus creating a niche market for Sharia skincare products that carry halal labels for Muslim consumers. The purpose of this study was to find out whether halal certification, product quality, and religiosity affected their awareness and purchasing decisions. This research was quantitative, using non-probability and voluntary sampling techniques. The number of samples used in this study was 119 respondents. The data collection method used a survey technique with questionnaires. The analysis tool used Structural Equation Model (SEM)-Partial Least Square (PLS) to determine the causal relationship between variables. The result of this study showed that halal certification and religiosity had a significant effect on awareness of halal skincare product brands and purchasing decisions. Conversely, the variable of product quality, from the study's results, did not have a significant effect on brand awareness, instead of forming purchasing decisions for Sharia products. This means that consumers of Sharia skincare products prioritize halal certification and are related to religiosity compared to considerations of skincare product quality.

**Keywords:** Halal Certification, Product Quality, Religiosity, Brand Awareness, and Purchase Decisions.

