

## **ABSTRACT**

PT. Paragon Innovation comes with the products of Wardah which is a cosmetic products pioneer of Halal in Indonesia. Wardah is one of Indonesia's original cosmetic products specifically Muslim women consumers and with specifically target for all women who want to wear cosmetics that are safe and do not contain harmful substance as well as Halal certification. Wardah realized the magnitude of the potential of the domestic market mostly muslim Indonesia amounted to 207.176.162 inhabitants of Indonesia. Of the various marketing strategies conducted brand message using Wardah pioneer Halal cosmetics was not only muslim consumers buy interest but also non-Muslim up to 40%.

This research aims to know the most prominent psychological factors on non-muslim consumers so using cosmetic products Wardah. This study uses qualitative methods, starting with the assumptions and theoretical frameworks of interpretation/use.

The results of the analysis of the authors get from consumer psychology factor non-muslims mentioned that their motivation to use the product derived from personal impulse Products, their perception will be packaging up to the marketing mix that's been done well, learning that is obtained is still lacking, and their confidence arising due to the use of cosmetics products Wardah

**Key words : Psychological factors, consumer behavior, Wardah cosmetics**

