

ABSTRACT

The cosmetics industry is currently the halal cosmetics industry which is driven by high market demand. High market demand due to people who have begun to switch and realize the importance of using halal beauty products. In addition to the halal label factor, there are price factors that can influence purchasing decisions. The price given by the company must be in accordance with the quality and benefits that will be obtained by consumers.

This study aims to analyze the effect of halal labels and prices on Wardah's commercial purchasing decisions. This study uses a quantitative method by sampling using non-probability techniques, where the selection of population members uses purposive sampling method. The population used in this study were consumers who had bought and used Wardah cosmetics, amounting to 102 respondents. Data analysis techniques in this study used multiple linear regression analysis.

The results of this study indicate that the halal variable significantly influences the purchase decision, while the price variable significantly does not affect the purchase decision. The influence of halal label and price is 13,80% and 86,20% shows that it is influenced by other factors not examined in this study.

Keywords: Halal Label, Price, Purchase Decision