

ABSTRACT

The development of the halal cosmetic industry in Indonesia is increasing very rapidly. But awareness of the idolatry of cosmetic products used is still not considered. According to LPPOM MUI, public awareness of halal Cosmetics is still inferior to halal food. According to Lukmanul Hakim, as director of LPPOM MUI, said that in Indonesia, products that have halal certification do not reach 1%, even though the number of products in Indonesia is millions of products. In general, Muslim consumers have understood how important halal food is because the product is directly consumed and digested in the body. This makes most people very careful. Meanwhile, in Cosmetics included in non-braid ingredients, it is not consumed directly. In fact, the Cosmetics used will come into direct contact with the skin (Halal MUI, 2020).

This research was conducted to find out the influence of brand image on purchase intention in Wardah halal Cosmetics. Wardah Cosmetics is the first cosmetic brand in Indonesia that has a halal theme. Wardah Cosmetics is under the auspices of PT. Paragon Technology and Innovation is one of the major cosmetic companies in Indonesia. Wardah Cosmetics has a wide selection of products such as Wardah Exclusive Series, Wardah Instaperfect Series, Wardah Colorfit Series, and Wardah lightening Makeup Series that have their own advantages that are tailored to the needs and desires of consumers.

The study used descriptive analysis methods with simple linear regression analysis tools with SPSS. Sampling is done by non-probability sampling method of accidental sampling with the number of respondents as many as 100 people who are fans of Wardah halal Cosmetics. Based on the results of the analysis, brand image variables and purchase intention fall into the category very well. The results of hypothesis testing, brand image significantly affect to purchase intention of Wardah Cosmetics by 41.9%.

Keywords: *Brand Image, Purchase intention, Halal Labelization, Halal Cosmetics, Wardah Cosmetics.*