

## ABSTRACT

Beauty and femininity are the main selling points of the cosmetic industry, which is mostly focused on women. But now, men in Indonesia are also showing interest in cosmetic industry products, especially skin care products. The development of this behavior increased when the government issued policies related to the 2020 Covid-19 pandemic. This opportunity is very unfortunate if it is not used by local skin care entrepreneurs. One of the companies entering this market is PT. Paragon Technology and Innovation by releasing a new brand specifically for skin care for men named Kahf. It is undeniable that in the future various new brands will appear in the same market, giving rise to market competition. Therefore, Kahf needs to understand more about the characteristics or behavior of the target market, including knowing their buying interest.

The purpose of this study is to find out how the influence of perceived value, brand image, religious belief, halal certification, trust, attitude, halal awareness on Kahf's purchase intention.

The research method used is a quantitative method with data collection through a questionnaire using a Likert scale. The number of samples taken as many as 381 respondents. Respondents' criteria were measured using a convenience sampling technique with the criteria of respondents involved being male respondents, followers of Kahf's Instagram account, using skin care products such as face wash, Muslim and aged 18 to 37 years. After that, the data were analyzed using path analysis techniques and processed using LISREL *software* version 8.8.

The results showed that perceived value, brand image, religious belief, halal certification, trust, attitude, halal awareness had a positive effect on men's buying interest in Kahf products. The variables that act as mediators have a greater influence on men's buying interest.

This research is expected to contribute both practically and academically. Practically, the results of this research can be used as a reference or basis for related and similar companies to carry out marketing activities. As for academics, the results of this study strengthen previous research. Although there is one result of a different hypothesis test, namely regarding the influence of the religious belief variable on the halal awareness variable.

**Keywords:** *Perceived value, Brand image, Religious Belief, Halal certification, Trust, Attitude, Halal awareness, Purchase intention*