

ABSTRACT

South Korean culture has entered Indonesia since the last ten years. It can be seen by the rise of products from South Korea that sold in domestic market. One of them is beauty and skin care products. In using products that come from countries with different cultures from Indonesia, it is necessary to know good enough about the product knowledge, especially consumers in Indonesia the majority is moslem. Islam has provisions and can not be violated, that is related to halal and haram. Therefore, the halal status of a product needs to be considered before consuming or using a product. Etude House is one brand of beauty products that are widely circulated in cosmetics market, it has many consumers that made Etude House has several outlets.. The purpose of this study is to know the affect of product knowledge and halal products in purchase decisions on Etude House Bandung.

The population of this study is consumers who buy and use products Etude House domiciled in Bandung. Samples from this study were taken at random of 100 respondents. Regression test results show a significance level of $0.000 < 0.05$ which means that product knowledge and halal products simultaneously affect the purchase decision. Meanwhile the value of R square on the coefficient of determination shows that the effect of product knowledge and halal products on the purchase decision is 16%, the remaining 84% influenced by other factors such as price, product image, and product quality.

Keywords : *Product Knowledge, Product Halal, Purchase Decision.*