## **ABSTRACT**

Indonesia is a big market for halal products, considering that the majority of the people are Muslim. The trend of the halal lifestyle is also increasingly in demand with the increasing number of people's needs for halal guarantees from various products, including cosmetics. The halal factor of a cosmetic product is also one of the important factors that are considered by the public to choose the cosmetic products used. For many Muslim consumers who have a halal awareness of halal cosmetics, halal cosmetics are a symbol of inclusion and solidarity, and a step towards understanding consumers' specific needs.

The purpose of this study was to understand the effect of halal awareness on purchase intention on halal cosmetics among students in the city of Bandung which was mediated by attitudes towards halal label and moderated by religious involvement.

This study uses a quantitative method using the PLS-SEM technique. The data in this study used data collection by taking an online questionnaire via google form and getting 409 respondents. Furthermore, the data that has been collected was analyzed using the smartPLS statistical software. The results of this study that halal awareness has a positive effect on purchase intention and attitudes towards halal labels, attitudes towards halal labels have a positive effect on purchase intention, attitudes towards halal labels mediate the relationship between halal awareness and purchase intention, and religious involvement don't moderate the relationship between halal awareness and purchase intention. It is recommended for cosmetic companies to pay more attention to halal products such as the presence of a halal label which will trigger the success of a product and increase the company's success rate.

**Keyword**s: Halal Awareness, Purchase Intention, Halal Cosmetics, Attitude Towards Halal Label, Religious Involvement