

ABSTRACT

The Muslim community has a need to consume halal products in accordance with Islamic religious law. Muslims feel safe and comfortable when using halal products, so this is a great opportunity for companies to market halal products that have received halal certificates from the Indonesian Ulema Council (MUI).

The purpose of this research is to find out whether Brand Image, Information Quality, Information Quantity, Information Credibility influence Purchase Decision through Halal Product Image and Purchase Decision.

This research is a quantitative study where the population in this study are all Wardah skincare users in Indonesia. This study aims to find the right model to describe how the purchasing decisions made by consumers in buying halal products are influenced by the variables e-WOM, brand image, halal product image, and purchase intention. Data was collected from 300 respondents by filling out a Google Form questionnaire with several criteria, such as users of Wardah products in Indonesia who were looking for skin care product references, knew or had seen the Wardah brand on social media, followed or did not follow Wardah products. To process the data, the method used is PLS-SEM with SmartPLS to predict purchasing decisions for Wardah products.

The results of this study prove that the quantity of information has a positive and significant influence on purchasing decisions. This model is able to predict purchasing decisions from Wardah by 51.9%. The specific indirect effect on purchasing decisions is also found in the structural model. Sequentially from the most influential are Brand Image, Information Quality and Credibility which influence Purchasing Decisions through Halal Product Brands and Purchase Intentions.

Therefore, the author suggest that Wardah companies should improve the quantity of information by adding information about Wardah so that respondents can trust and understand it. This can be done by adding displays about Wardah products in various media.

Keyword: Brand Image; e-WOM; Halal product image;m Purchase intention; Purchase decision