

***Factors Influencing International Skincare  
Brand Switching to Halal Local Skincare***

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***Abstract***

*Skincare is the most popular type of cosmetic product and local skincare brands are in high demand. There are still many people who choose international skincare brands, compared to local brands, where international brands are not clear about their halalness. The factors considered are the price and the contents of the product packaging. In addition, most local brand skincare products are clearly halal and easier to find on the market and the ingredients are considered suitable for the skin type of Indonesian people. This study aims to analyze the factors that influence the switching of international skincare brands to local halal skincare. The population of this study is Muslim students who live in Jabodetabek. The sample was taken as many as 100 respondents using purposive sampling method. The data collection technique used the distribution of questionnaires with a Likert scale. Research data analysis using data quality test and factor analysis test. The results stated that lifestyle factors, price, and halal awareness influence brand switching for halal skincare cosmetic products.*

***Keywords:*** brand switching, halal awareness, halal skincare, lifestyle, price

# Faktor yang Memengaruhi Perpindahan Merek *Skincare* Internasional ke *Skincare* Lokal Halal

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## Abstrak

*Skincare* menjadi jenis produk kosmetik terpopuler dan *skincare* merek lokal sudah banyak diminati. Masih banyak masyarakat yang memilih *skincare* merek internasional, dibandingkan merek lokal, di mana merke internasional belum jelas kehalalannya. Faktor yang dipertimbangkan adalah harga dan isi kemasan produk. Selain itu, sebagian besar produk *skincare* merek lokal sudah jelas kehalalannya dan lebih mudah didapatkan di pasaran serta kandungan yang dimiliki dinilai sesuai dengan jenis kulit masyarakat Indonesia. Penelitian ini bertujuan untuk menganalisis faktor yang memengaruhi perpindahan merek *skincare* internasional ke *skincare* lokal halal. Populasi penelitian ini adalah mahasiswa muslim yang tinggal di Jabodetabek. Sampel diambil sebanyak 100 responden menggunakan metode *purposive sampling*. Teknik pengambilan data menggunakan penyebaran kuesioner dengan skala *likert*. Analisis data penelitian menggunakan uji kualitas data dan uji analisis faktor. Hasil penelitian menyatakan bahwa faktor gaya hidup, harga, dan kesadaran halal memengaruhi perpindahan merek produk kosmetik *skincare* halal.

**Kata Kunci** : gaya hidup, harga, kesadaran halal, perpindahan merek, *skincare* halal