

***The Influence of Country of Origin, Halal Label, and Brand Image on
Consumer Trust in Focallure Cosmetics in Jabodetabek***

By Sepiana Anwar

Abstract

The cosmetics industry in Indonesia has experienced rapid growth in line with increasing beauty trends and rising halal awareness among Muslim consumers. Amid competition between local and imported products, many Muslim consumers remain unaware of the importance of halal labeling on cosmetic items. Meanwhile, China is recorded as the largest exporter of cosmetics to Indonesia, making consumer perceptions of Chinese-made products, including the Focallure brand, an important issue to investigate. This study aims to analyze the influence of country of origin, halal labeling, and brand image on consumer trust toward Focallure cosmetics in the Jabodetabek area. The research employed a quantitative approach with a non-probability sampling technique using purposive sampling. Data were collected through an online questionnaire distributed to 140 Muslim female consumers in Jabodetabek, then analyzed using descriptive quantitative methods and tested with Partial Least Squares (PLS) through SmartPLS. Data evaluation involved both the Outer Model and Inner Model. The results indicate that country of origin, halal label, and brand image each have a significant influence on consumer trust in Focallure cosmetics. The implications of this study provide insights for cosmetic companies to strengthen consumer trust through enhancing country-of-origin credibility, ensuring clear halal labeling, and building a consistent brand image to remain competitive in the growing cosmetics market.

Keywords: *brand image, country of origin, consumer trust, halal label*

Pengaruh Negara Asal, Label Halal, dan Citra Merek Terhadap Kepercayaan Konsumen Kosmetik Focallure Di Jabodetabek

Oleh Sepiana Anwar

Abstrak

Industri kosmetik di Indonesia tumbuh pesat seiring meningkatnya tren kecantikan dan kesadaran halal di kalangan konsumen Muslim saat ini. Di tengah persaingan produk lokal dan impor, masih terdapat sebagian masyarakat Muslim yang belum sepenuhnya menyadari pentingnya label halal pada produk kosmetik. Di sisi lain, China tercatat sebagai negara pengimpor kosmetik terbesar ke Indonesia, sehingga persepsi konsumen terhadap produk asal China dengan salah satunya merek *Focallure*, menjadi isu menarik untuk diteliti. Penelitian ini bertujuan menganalisis pengaruh negara asal, label halal, dan citra merek terhadap kepercayaan konsumen pada kosmetik Focallure di Jabodetabek. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*. Data dikumpulkan melalui kuesioner daring kepada 140 konsumen Muslimah di JABODETABEK, lalu dianalisis secara deskriptif kuantitatif, diuji menggunakan *Partial Least Square* dengan SmartPLS. Uji data dilakukan menggunakan Outer Model dan Inner Model. Hasil penelitian menunjukkan bahwa negara asal, label halal, dan citra merek masing-masing berpengaruh signifikan terhadap kepercayaan konsumen kosmetik Focallure di JABODETABEK. Implikasi dari penelitian ini adalah memberikan wawasan bagi perusahaan kosmetik untuk meningkatkan kepercayaan konsumen melalui penguatan aspek negara asal, pencantuman label halal yang jelas, serta pembangunan citra merek yang konsisten, sehingga mampu bersaing di pasar yang semakin kompetitif.

Kata kunci: citra merek, kepercayaan konsumen, label halal, negara asal