

ABSTRACT

*This study aims to determine the effect of halal labels, religiosity and electronic word of mouth (e-WOM) on buying interest in Pixy cosmetics products. This study was conducted on students of the Faculty of Economics and Business, Esa Unggul University, who know the product and have accessed Pixy cosmetics social media. The number of samples taken in the study of 140 respondents with non probability purposive sampling techniques, data collected through questionnaires. The analytical method uses the multiple linear regression with SPSS 25 software. The results showed that the halal label did not influence the buying interest in Pixy cosmetics product while religiosity and electronic word of mouth (e-WOM) had a positive effect on buying interest in Pixy cosmetics products.*

*Keywords: Halal Label, Religiosity, Electronic word of mouth, Buying Interest.*