



INTISARI

Tujuan penelitian ini adalah untuk menguji pengaruh *halal brand awareness* dan *electronic word of mouth* terhadap keputusan pembelian kosmetik halal di tengah pandemi Covid-19 dengan religiusitas sebagai variabel mediasi. Penelitian ini dilakukan di wilayah D.I. Yogyakarta, Indonesia. Responden yang digunakan sebanyak 174 konsumen yang membeli dan menggunakan kosmetik halal (*Skincare/Body Care/Makeup*) di tengah pandemi Covid-19. Hasil penelitian menunjukkan *halal brand awareness*, *electronic word of mouth*, dan religiusitas mempunyai pengaruh positif terhadap keputusan pembelian kosmetik halal di tengah pandemi Covid-19. Dalam pengujian yang dilakukan, ditemukan bahwa religiusitas memediasi pengaruh antara *halal brand awareness* terhadap keputusan pembelian kosmetik halal di tengah pandemi Covid-19. Namun, religiusitas tidak memediasi pengaruh antara *electronic word of mouth* terhadap keputusan pembelian kosmetik halal di tengah pandemi Covid-19.

Kata Kunci: *Halal Brand Awareness*, *Electronic Word of Mouth*, Religiusitas, Keputusan Pembelian, Pandemi Covid-19



ABSTRACT

The purpose of this study is to investigate the effect of halal brand awareness and electronic word of mouth on the halal cosmetics purchase decision in the middle of pandemic Covid-19, with religiosity as a mediating variable. The study was conducted at D.I. Yogyakarta, Indonesia. The sample size is 174 costumers who bought and used halal cosmetics (Skincare/Body Care/Makeup) in the middle of pandemic Covid-19. The result of this study shows that halal brand awareness, electronic word of mouth, and religiosity has positive significance effect on the halal cosmetics purchase decision in the middle of the pandemic Covid-19. The result shows that religiosity is mediating the effect between halal brand awareness to the halal cosmetics purchase in the middle of pandemic Covid-19 but, religiosity not mediating the effect of the electronic word of mouth to the halal cosmetics purchase in the middle of pandemic Covid-19

Keyword: Halal Brand Awareness, Electronic Word of Mouth, Religiosity, Purchase Decision, Pandemic Covid-19