

UNIVERSITI TEKNOLOGI MARA

**SELECTION IN BEAUTY PRODUCTS BASED ON MAQASID
SYARIAH AMONG UITM STUDENTS**

NORHIDAYAH BINTI MOHD ZAIDI

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ABSTRACT

This study was conducted to identify the choices of Uitm students with respect to beauty products based on the maqasid syariah. Maqasid Syariah is a science that studies the principles that are the target of syarak through the determination of the law found in the Qur'an and Sunnah. Questionnaires were used as research instruments and 35 sets were distributed using online methods among randomly selected Uitm students. The methodology of this study uses quantitative methods. Descriptive analysis was used to analyze the data in the form of percentage, frequency, mean, mode and median. The results of the study found that the mean value shown in the variable is at a high level that is part B the mean value is 4.457. This study also found that there is a significant relationship between the independent variables, namely awareness and understanding in the maqasid syariah among Uitm students. At the end of the writing of this study the researcher proposed to conduct a more in -depth questionnaire on the understanding of the maqasid syariah in the selection of beauty products. Researchers also suggest that other researchers expand their research aspects more widely, not just focus on one place but many places as in making comparisons by state.

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