

INTISARI

Penelitian ini bertujuan untuk menguji pengaruh pengetahuan logo sertifikasi halal, kualitas merek, dan kesadaran halal pada niat membeli kembali produk kosmetik bersertifikasi halal.

Metode penelitian adalah kuantitatif dengan pendekatan penelitian asosiatif. Responden dalam penelitian ini merupakan masyarakat yang berusia diatas 17 tahun dan pernah menggunakan kosmetik bersertifikasi halal. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* sebanyak 242 orang. Teknik pengumpulan data menggunakan kuesioner. Pengujian hipotesis penelitian ini dilakukan menggunakan analisis *Structural Equation Modeling* (SEM) dengan alat analisis *Partial Least Square* (PLS).

Hasil penelitian menunjukkan bahwa pengetahuan logo sertifikasi halal berpengaruh positif terhadap niat membeli kembali, semakin tinggi pengetahuan tentang logo sertifikasi halal maka semakin tinggi niat membeli kembali kosmetik bersertifikasi halal. Kualitas merek berpengaruh positif terhadap niat membeli kembali, persepsi kualitas merek yang semakin tinggi maka niat membeli kembali kosmetik bersertifikasi halal pada konsumen juga semakin tinggi. Kesadaran halal berpengaruh positif terhadap niat membeli kembali, konsumen yang sadar dengan kehalalan produk kosmetik bersertifikasi halal maka semakin tinggi pula niat membelinya.

Kata kunci: kesadaran halal, kualitas merek, sertifikasi halal, niat membeli kembali, kosmetik bersertifikasi halal

ABSTRACT

This study aims to examine and analyze the effect of halal certification knowledge, brand quality, and halal awareness on purchase intention of halal certified cosmetic products.

The research method a quantitative method with association approach. Respondents in this study were generation Z and Millennial Generation aged 12 to 40 years and have used cosmetics. The sampling technique used was purposive sampling of 242 people. Data collection techniques using a questionnaire. The hypothesis testing of this research was carried out using a structural equation model analysis with the SmartPLS application.

The result showed that knowledge of halal certification logo had a positive effect on purchase intention of halal certified cosmetic products, the higher the knowledge the halal certification logo, the higher purchase intention of halal certified cosmetics. Brand quality had a positive effect on repurchase intention of halal certified cosmetic products, the higher the perceived brand quality, the higher the consumer's intention to buy halal-certified cosmetics. Halal awareness had a positive effect on repurchase intention of halal certified cosmetic products, consumers who are aware of the halal-certified halal cosmetic products, the higher the repurchase intention.

Keyword: *brand quality, brand quality, halal awareness, repurchases intention of halal certified cosmetic products, halal certification logo*