



INTISARI

Penelitian ini bertujuan untuk menguji niat pembelian produk kosmetik halal di Indonesia dengan menerapkan *Theory of Planned Behavior (TPB)* yang terdiri dari tiga variabel independen: sikap, norma subjektif, *perceived behavioral control*. Seiring dengan tiga variabel lain dari model asli, religiusitas juga ditambahkan dalam model untuk memeriksa dampaknya pada niat pembelian konsumen untuk produk kosmetik halal. Penelitian ini juga menentukan motif niat perilaku Muslim Indonesia terhadap pembelian produk kosmetik halal dan mengukur apakah masing-masing faktor berpengaruh pada Muslim di Indonesia. Hipotesis diuji menggunakan analisis korelasi dan regresi. Responden disaring berdasarkan apakah mereka tidak pernah secara sadar dan sengaja membeli produk kosmetik halal sebelumnya. Studi ini menemukan bahwa sikap, norma subjektif, *perceived behavioral control* dan religiusitas adalah signifikan dan memiliki efek positif terhadap niat pembelian konsumen produk kosmetik halal. Berdasarkan empat hipotesis, semua hipotesis didukung. Disarankan agar penelitian selanjutnya dapat dilakukan untuk merek kosmetik halal tertentu.

Kata kunci: Intensi Pembelian, Pemasaran Halal, Produk Kosmetik Halal, *Theory of Planned Behavior*, Sikap, Norma Subjektif, *perceived behavioral control*, Religiusitas



ABSTRACT

This research aims to examine the purchase intention of halal cosmetic products in Indonesia by implementing the Theory of Planned Behavior (TPB) which consist of three independent variables: attitude, subjective norm, perceived behavioral control. Along with other three variables of the original model, religiosity is also added in the model to check its impact on consumer purchase intention for halal cosmetic products. This study also determines the motives of Indonesian Muslim behavior intention towards purchasing halal cosmetic products and measure if each factor has effect on Indonesian Muslims. Hypotheses are tested using correlation and regression analysis. Respondents were filtered out based on whether they have never consciously and intentionally purchasing halal cosmetic products before. The study finds that attitude, subjective norm, perceive behavioral control and religiosity are significant and have positive effect towards consumer purchase intention of halal cosmetic products. Bases on four hypotheses, all of the hypotheses were supported. It is suggested that future research could be done to specific halal cosmetic brands.

Keywords: Purchase Intention, Halal Marketing, Halal Cosmetic Products, Theory of Planned Behavior, Attitude, Subjective Norm, Perceived Behavioral Control, Religiosity