



DAFTAR ISI

HALAMAN JUDUL.....	i
LEMBAR PENGESAHAN.....	ii
LEMBAR PERNYATAAN.....	iii
KATA PENGANTAR.....	iv
DAFTAR ISI.....	vi
DAFTAR TABEL.....	viii
DAFTAR GAMBAR.....	ix
INTISARI.....	x
ABSTRACT.....	xi
BAB I PENDAHULUAN	
1.1. Latar Belakang.....	1
1.2. Rumusan Masalah.....	6
1.3. Pertanyaan Penelitian.....	7
1.4. Tujuan Penelitian.....	7
1.5. Ruang Lingkup Penelitian.....	7
1.6. Manfaat Penelitian.....	8
1.7. Sistematika Penelitian.....	8
BAB II TINJAUAN PUSTAKA	
2.1. Motivasi.....	11
2.2. Motif Psikologi Mc Guire.....	13
2.3. Hubungan Motivasi dengan Keputusan Pembelian.....	22
2.4. Konsumsi Produk Kosmetik Halal.....	23
2.5. Sertifikasi Halal atau Logo Halal.....	24
2.6. Penelitian Terdahulu.....	25
BAB III. METODOLOGI PENELITIAN	
3.1. Metode Penelitian.....	31
3.2. Narasumber.....	31
3.2.1. Jenis Data dan Pengumpulan Data.....	32
3.2.2. Pengambilan Narasumber.....	40



3.3. Teknik Analisa Data.....	41
BAB IV. ANALISIS DATA	
4.1. Profil Narasumber.....	45
4.2. Analisis Data.....	49
4.2.1. <i>Need for Consistency (active, internal)</i>	50
4.2.2. <i>Need for Attribution (active, external)</i>	51
4.2.3. <i>Need for categorize (passive, internal)</i>	54
4.2.4. <i>Need for Objectification (passive, external)</i>	55
4.2.5. <i>Need for Autonomy (active, internal)</i>	57
4.2.6. <i>Need for Stimulation (active, external)</i>	57
4.2.7. <i>Teological Need (passive, internal)</i>	59
4.2.8. <i>Utilitarian Need (active, external)</i>	61
4.2.9. <i>Need for tension reduction (active, internal)</i>	62
4.2.10. <i>Need for expression (active, external)</i>	63
4.2.11. <i>Need for ego defense (passive,internal)</i>	64
4.2.12. <i>Need for reinforcement (passive, external)</i>	65
4.2.13. <i>Need for asertion (active, internal)</i>	67
4.2.14. <i>Need for affiliation (active, external)</i>	68
4.2.15. <i>Need for identification (passive,internal)</i>	70
4.2.16. <i>Need for Modelling (passive, external)</i>	72
4.3. Pembahasan.....	73
BAB V KESIMPULAN	
5.1. Kesimpulan.....	84
5.2. Implikasi.....	88
5.3. Keterbatasan.....	89
5.4. Saran.....	90
DAFTAR PUSTAKA.....	xi
LAMPIRAN	



DAFTAR TABEL

Tabel 2.1. Penelitian Sebelumnya yang Relevan.....	26
Tabel 3.1. Daftar Pertanyaan Wawancara.....	34
Tabel 4.1. Profil Narasumber.....	45
Tabel 4.2. Atribut Konsumsi Kosmetik Halal.....	53
Tabel 4.3. Bentang Harga Kosmetik Halal.....	55
Tabel 4.4. Produk Kosmetik yang Memberikan Kesegaran.....	63
Tabel 4.5. Data Analisis.....	74



DAFTAR GAMBAR

Gambar 1.1 Pasar Industri Halal di Dunia.....	5
Gambar 2.1 Model Perilaku Konsumen.....	12
Gambar 2.2 Model Proses Motivasi.....	13
Gambar 2.3. <i>Cognitive Preservation Motives</i>	14
Gambar 2.4. <i>Cognitive Growth Motives</i>	16
Gambar 2.5. <i>Affective Preservation Motives</i>	18
Gambar 2.6. <i>Affective Growth Motives</i>	20
Gambar 4.1 Grafik Lamanya Pengguna Produk Kosmetik Halal.....	50
Gambar 4.2 Penghargaan Diri Menggunakan Produk Kosmetik Halal.....	67
Gambar 4.3 Tuntunan Agama sebagai Landasan Konsumsi Kosmetik Halal.....	68