

ABSTRAK

Perkembangan industri kosmetik khususnya di Indonesia pada saat ini semakin menguat. Dengan mayoritas penduduk Indonesia beragama Islam, hal tersebut menjadi peluang bagi produsen kosmetik halal untuk memenuhi kebutuhan konsumen Muslimah sehingga mampu mendorong produsen kosmetik halal untuk bersaing dalam industri kosmetik. Penelitian ini meneliti pengaruh *attitude*, *subjective norms*, *perceived behavioral control*, *halal certification*, *religious belief*, dan *celebrity endorser* terhadap *purchase intention*. Penelitian ini berfokus pada produk kosmetik halal dengan diikuti oleh 150 responden yang terdiri dari wanita Muslimah pengguna kosmetik, berusia 17-55 tahun, dan mengetahui iklan kosmetik halal. Teknik pengumpulan data pada penelitian ini menggunakan kuisioner secara online. Dengan menggunakan metode regresi berganda penelitian ini mencoba menjelaskan fenomena tersebut berdasarkan hipotesis-hipotesis yang ada. Hasil analisa menunjukkan bahwa *attitude*, *subjective norms*, *perceived behavioral control*, *halal certification*, *religious belief*, dan *celebrity endorser* memiliki pengaruh terhadap *purchase intention*.

Kata kunci: *halal cosmetic*, *attitude*, *subjective norms*, *perceived behavioral control*, *halal certification*, *religious belief*, *celebrity endorser*, *purchase intention*.

ABSTRACT

The development of the cosmetics industry, especially in Indonesia at this time increasingly strong. With the majority of Indonesia's population Muslim, it becomes an opportunity for halal cosmetics manufacturers to fulfill the needs of Muslim consumers so as to encourage halal cosmetics manufacturers to compete in the cosmetics industry. This study examines the influence of attitude, subjective norms, perceived behavioral control, halal certification, religious belief, and celebrity endorser toward purchase intention. This research focuses on halal cosmetic product, followed by 150 respondents consisting of Muslim women cosmetic users, aged above 17 years. Data collection techniques in this study using an online questionnaire. By using multiple regression method, this research tries to explain the phenomenon based on the hypotheses. The result of the analysis shows that attitude, subjective norms, perceived behavioral control, halal certification, religious belief, and celebrity endorser have an effect on purchase intention.

Keywords: halal cosmetic, attitude, subjective norms, perceived behavioral control, halal certification, religious belief, celebrity endorser, purchase intention.