

FAKTOR-FAKTOR YANG MEMPENGARUHI *ATTITUDE*  
*TOWARDS HALAL COSMETIC PRODUCTS* DAN  
*PURCHASE INTENTION* WANITA  
MUSLIM DI SURABAYA

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ABSTRAK

Tujuan penelitian ini untuk mengetahui perilaku wanita muslim di Surabaya terkait dengan *knowledge*, *religiosity*, dan *subjective norms* dan dampaknya terhadap *attitude towards halal cosmetic products* dan *purchase intention*. Penelitian ini menggunakan *Structural Equation Model* (SEM) dengan program *Statistical Package for Social Sciences* (SPSS) versi 18 dan AMOS versi 22. Penelitian kali ini menggunakan 150 responden wanita muslim yang rutin menggunakan kosmetik dan berdomisili di Surabaya. Hasil Penelitian ini menemukan bahwa *religiosity* dan *subjective norms* memiliki pengaruh positif dan signifikan terhadap *attitude towards halal cosmetic products*. Pengaruh *attitude towards halal cosmetic products* terhadap *prurchase intention* juga positif dan signifikan.

Kata kunci: *Attitude towards halal cosmetic products*, dan *purchase intention*.

*FACTORS AFFECTING ATTITUDE TOWARDS HALAL COSMETIC  
PRODUCTS AND PURCHASE INTENTION  
MUSLIM WOMEN IN SURABAYA*

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ABSTRACT

*The purpose of this study is to explore attitudes of muslim women in Surabaya related knowledge, religiosity, subjective norms and its impact to consumers attitude towards halal cosmetic products and purchase intention. This study analyzed using Structural Equation Model (SEM) via the Statistical Package for Social Sciences (SPSS) version 18 and AMOS version 22. 150 respondents in this study were muslim women who routinely use cosmetics and domiciled in Surabaya. Result of this study found religiosity and subjective norms have positive and significant impact to attitude towards halal cosmetic products. Positive effect attitude towards halal cosmetic products to pruchase intention were found significant.*

*Keywords: Attitude towards halal cosmetic products, and purchase intention.*