

**PENGARUH *SUBJECTIVE NORM*,
RELIGIOSITY, DAN *ATTITUDE* TERHADAP
PURCHASE INTENTION PRODUK EMINA DI SURABAYA**

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INTISARI

Skripsi ini bertujuan untuk mengetahui pengaruh dari *subjective norm*, *religiosity*, dan *attitude* terhadap *purchase intention* produk “Halal”. Objek yang digunakan dalam skripsi ini adalah produk Kosmetik Emina di Surabaya. Pengolahan data dilakukan dengan menggunakan *Structural Equation Modeling* (SEM) dengan *software AMOS* versi 22 *for windows*. Data yang digunakan dalam penelitian ini adalah data primer yang diperoleh dari penyebaran kuesioner. Responden dalam penelitian ini adalah 151 responden yang pernah menggunakan produk Emina dalam 1 tahun terakhir. Teknik pengambilan sampel penelitian ini adalah *non probability* sampel dengan *purposive* sampel. Hasil penelitian ini menunjukkan adanya pengaruh positif dan signifikan antara *subjective norm* dan *attitude* terhadap *purchase intention* produk Emina kategori “Halal”. Sedangkan *religiosity* tidak berpengaruh terhadap *purchase intention* produk Emina kategori “Halal”.

Kata kunci : *Brand Halal, Subjective Norm, Religiosity, Attitude, Purchase Intention.*

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PURCHASE INTENTION OF EMINA PRODUCTS IN SURABAYA**

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ABSTRACT

This thesis aims to determine the influence of subjective norms, religiosity, and attitude towards the purchase intention of the product "Halal". The object used in this thesis is Emina Cosmetic products in Surabaya. Data processing was performed using Structural Equation Modeling (SEM) with AMOS software version 22 for windows. The data used in this study are primary data obtained from questionnaires. Respondents in this study were 151 respondents who have used Emina products in the past 1 year. The sampling technique of this study was non probability sampling with purposive sampling. The results of this study indicate that there is a significant positive effect between subjective norm and attitude on the purchase intention of the Emina products in the "Halal" category. While religiosity do not have an influence on the purchase intention of the Emina products in the "Halal" category.

Keywords : Brand Halal, Subjective Norm, Religiosity, Attitude, Purchase Intention.