

ABSTRACT

This study aimed to analyze the effects of halal product knowledge and awareness of the intention to buy halal cosmetics as well as the role of intrinsic religiosity. The population of this research is that consumers are at least 18 years old and had previously been using cosmetics that the exact number is not known. Samples taken as many as 180 respondents. Source data used are primary data and secondary data. Data collection methods used were questionnaires. The analysis technique used is multiple linear regression, Sobel test with previously tested by validity, reliability test and classical assumption. The results showed that: (1) Halal Product knowledge proved to be influential and significant to Halal Awareness. (2) Intrinsic religiosity proved to be influential and significant to Halal Awareness. (3) Halal Product Knowledge proven and significant effect on the Intention to buy. (4) Intrinsic religiosity proved to be influential and significant Intention to buy. (5) Halal Awareness proven and significant effect on the Intention to buy. (6) Halal Product Knowledge proven and significant effect on the Intention to buy through Halal Awareness as an intervening variable. (7) Intrinsic religiosity proved influential and significant Intention to buy through Halal Awareness as an intervening variable.

Keywords: Halal Product Knowledge, Intrinsic Religiosity, Halal Awareness, Intention to buy, cosmetics

ABSTRAKSI

Penelitian ini bertujuan untuk menganalisis efek halal product knowledge dan halal awareness terhadap intention to buy kosmetik halal serta peran religiusitas intrinsic. Populasi penelitian ini adalah konsumen yang berusia minimal 18 tahun dan sebelumnya pernah menggunakan kosmetik yang jumlah pastinya tidak diketahui. Sampel yang diambil sebanyak 180 responden. Sumber data yang digunakan yaitu data primer dan data sekunder. Metode pengumpulan data yang digunakan yaitu kuesioner. Teknik analisis yang digunakan adalah Regresi linier berganda, uji sobel dengan sebelumnya diuji dengan uji validitas, uji reliabilitas dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa : (1) Halal Product knowledge terbukti berpengaruh dan signifikan terhadap Halal Awareness. (2) Religiusitas Intrinsik terbukti berpengaruh dan signifikan terhadap Halal Awareness. (3) Halal Product Knowledge terbukti berpengaruh dan signifikan terhadap Intention to buy. (4) Religiusitas Intrinsik terbukti berpengaruh dan signifikan terhadap Intention to buy. (5) Halal Awareness terbukti berpengaruh dan signifikan terhadap Intention to buy. (6) Halal Product Knowledge terbukti berpengaruh dan signifikan terhadap Intention to buy melalui Halal Awareness sebagai variable intervening. (7) Religiusitas Intrinsik terbukti berpengaruh dan signifikan terhadap Intention to buy melalui Halal Awareness sebagai variable intervening.

Kata Kunci : Halal Product Knowledge, Religiusitas Intrinsik, Halal Awareness, Intention to buy, kosmetik