

ABSTRAK

Penelitian ini bertujuan untuk mengetahui cara meningkatkan meningkatkan repurchase intention kosmetik halal melalui halal knowledge dan religiusitas intrinsik dengan halal product attitude sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah konsumen yang menggunakan produk Wardah di Semarang. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling*, dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 200 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa *Halal Knowledge* berpengaruh positif secara signifikan terhadap *Halal Product Attitude* *Religiusitas Intrinsik* berpengaruh positif secara signifikan terhadap *Halal Product Attitude*. *Halal Knowledge* berpengaruh positif secara signifikan terhadap *repurchase intention*. *Religiusitas Intrinsik* berpengaruh positif secara signifikan terhadap *repurchase intention*. *Halal Product Attitude*. berpengaruh positif secara signifikan terhadap *repurchase intention*. *Halal Product Attitude* mampu menjadi variabel intervening antara halal knowledge dan religiusitas intrinsik terhadap *repurchase intention*.

Kata Kunci: Halal Knowledge Dan Religiusitas Intrinsic, *Halal Product Attitude* Dan *Repurchase Intention*

ABSTRACT

This study aims to find out how to increase the increase in the halal cosmetics repurchase intention through halal knowledge and intrinsic religiosity with halal product attitude as an intervening variable. The population used in this study is consumers who use Wardah products in Semarang. The sampling technique uses a non-probability sampling technique using a purposive sampling method, where the sample is selected according to certain criteria. Samples were taken as many as 200 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that Halal Knowledge has a significant positive effect on Halal Product Attitude Intrinsic Religiosity significantly positive effect on Halal Product Attitude. Halal Knowledge has a significant positive effect on repurchase intention. Intrinsic religiosity has a significant positive effect on repurchase intention. Halal Product Attitude. significantly positive effect on repurchase intention. Halal Product Attitude can be an intervening variable between halal knowledge and intrinsic religiosity towards repurchase intention.

Keywords: Halal Knowledge and Intrinsic Religiosity, Halal Product Attitude and Repurchase Intention