

## ABSTRACT

*At present the growth of the cosmetics industry in Indonesia is experiencing very rapid growth, resulting in intense competition between local producers and global producers. This research was conducted to analyze the influence of attitudes, subjective norms, perceived behavioral control, religiosity, and knowledge on the purchase intention of Aloe Vera 92% Soothing Gel products for Muslim students at Diponegoro University.*

*Data collection technique used in this study are questionnaire. Sampling technique used is purposive sampling technique by convenience sampling which is choosing respondents who by chance met the researcher. Respondents of this research as many as 150 people. To analyze the impact of independent variables on dependent variable, multiple linear regression analysis is used.*

*The results of this study indicate that attitudes have a positive effect on purchase intentions. Muslim students of Diponegoro University H1 were accepted. The second hypothesis which states subjective norms has a positive effect on acceptable purchase intentions. The third hypothesis which states perceived behavioral control has a positive effect on purchase intention is rejected. The fourth hypothesis which states that religiosity has a positive effect on purchase intention is accepted and the fifth hypothesis which states that knowledge has a positive effect on purchase intention is rejected. The test results of the coefficient of determination state that the five independent variables have an effect of 22.2% on purchase intention.*

**Keywords :** *Attitude, subjective norm, perceived behavioral control, religiosity, knowledge, intention purchase.*