

ABSTRACT

In the 21st century, cosmetics have become one of the most important goods for society, especially for woman at productive age. The halal certified cosmetics industry in Indonesia is also increasing every year because of the Indonesian people with majority of Muslims. As a muslim, you are obliged to consume halal, such as cosmetics. This study aims to analyze the effect of religiosity, subjective norms, perceived behavioral control, and product quality on purchase intentions in halal certified cosmetic products.

The data collection method was done through a questionnaire. The population of this study is muslim female students resided in Semarang who have purchased halal certified cosmetic products in the last 1 month with unknown population and sample of 106 respondents. This study uses multiple linear regression analysis techniques using the SPSS 25 application.

The results of the analysis showed that religiosity has no effect on consumer purchase intention on halal certified cosmetic products. Subjective norms, perceived behavioral control, and product quality has effect positive on consumer purchase intention on halal certified cosmetic products.

Keywords: religiosity, subjective norms, perceived behavioral control, product quality, purchase intention, cosmetics, halal certified.