

ABSTRACT

The development of Indonesian cosmetic industry has grown rapidly. As a country with the largest population of Moslems, people should pay attention in using halal cosmetic product.. Public awareness about the level of security used cosmetics has increased with the emergence of various cases the impact of use of hazardous substances in cosmetics. However, awareness of the Muslim community to pay attention to the halal cosmetics is still low. The purpose of this study was to determine how much influence the knowledge, religiosity and attitudes towards purchase intention Indonesian Muslim teenager in halal cosmetic products.

The method used in this research is quantitative descriptive, where data obtained through questionnaires. The sampling technique in this research is purposive sampling. Questionnaires were distributed to 400 respondents, they are Indonesian Muslim teenagers aged 17-25 years who used halal cosmetic products. Data analysis technique used is path analysis.

Based on the hypothesis test, the results showed that: 1) partially, knowledge has significantly influence to attitude 2) religiosity has significant effect on attitudes partially, 3) knowledge and religiosity have a significant effect on the attitudes simultaneously, 4) knowledge significantly influence purchase intentions are partial, 5) religiosity significantly influence purchase intention partially, 6) attitude significantly influence purchase intention partially, 7) knowledge, religiosity and attitudes significantly influence purchase intention simultaneously, 8) knowledge and religiosity had indirect influence on intentions purchase through attitude. In this study the indirect influence between knowledge and religiosity of the purchase intention through attitude has greater influence than the direct influence of knowledge and religiosity on purchase intentions. This shows that attitudes have a role to encourage someone who has the knowledge and religiosity in terms of purchasing cosmetic products halal.

Keyword : Knowledge, Religiosity, Attitude, Purchase Intentions, Halal Cosmetic Product, Indonesian