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***ANALYSIS OF FACTORS INFLUENCING PURCHASE INTENTION IN
HALAL LABEL COSMETICS IN BATAM***

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ABSTRACT

Purchasing intentions and public trust in halal label cosmetic products are now growing. The aim of this study is to tighten supervision of cosmetic products that have not been certified as halal and imported products that are not licensed.

The study was conducted by disseminating a questionnaire of 291 respondents. The method used in the application of data collection is judgement sampling method. All questionnaires distributed to 291 respondents can be used for data testing. Data testing using SPSS programs version 22.0 and Smart PLS 3.0.

The results of the study stated that there is a positive relationship between subjective norm, religiosity, attitude and purchase intention. With the interest of consumers towards cosmetics with halal labels can certainly help the development of importing halal label products and gain trust. Therefore, thishalal label products will be in demand in Batam City.

Keywords: *subjective norm, attitude, religiosity, purchase intention, halal cosmetic label*