

ABSTRAK

Penelitian ini membahas bagaimana pengaruh pengetahuan kosmetik, religiusitas dan kehalalan terhadap sikap konsumen dalam mendorong minat beli kosmetik Wardah. Data diperoleh melalui survey dengan menyebarkan kuesioner kepada 160 responden pada pemakai kosmetik Wardah. Teknik pengambilan sampel yang digunakan adalah *purposive sampling*, sedangkan alat analisis yang digunakan adalah *Structural Equation Modeling* (SEM) pada program LISREL.

Hasil pengujian hipotesis menunjukkan bahwa pengetahuan kosmetik memiliki pengaruh signifikan terhadap sikap konsumen, religiusitas memiliki pengaruh signifikan terhadap sikap konsumen, kehalalan memiliki pengaruh signifikan terhadap sikap konsumen, sikap konsumen memiliki pengaruh signifikan terhadap minat beli kosmetik Wardah, serta kehalalan memiliki pengaruh signifikan terhadap minat beli kosmetik Wardah.

Model penelitian yang diuji dalam penelitian ini mampu memenuhi kriteria pengujian kelayakan model.

Kata kunci: pengetahuan kosmetik, religiusitas, kehalalan, sikap konsumen dan minat beli.



ABSTRACT

This research- discusses the influence of cosmetic knowledge, religiosity and halal on consumer attitudes to encourage interest in buying cosmetics Wardah. Data were obtained through a survey by distributing questionnaires to 160 respondents in cosmetics Wardah wearer. The sampling technique used was purposive sampling, while analysis tools used Structural Equation Modeling (SEM) in LISREL program.

The results of the research hypotheses indicate that knowledge of cosmetics have a significant influence on consumer attitudes, religiosity has a significant influence on consumer attitudes, halal has a significant influence on consumer attitudes, consumer attitudes have a significant influence on the buying interest cosmetics Wardah, as well as halal have a significant influence on the buying interest Cosmetics Wardah.

The research model tested in this study were able to meet the criteria for eligibility testing models.

Keywords: *knowledge of cosmetics, religiosity, halal, consumer attitudes and buying interest.*

