

ABSTRAK

Wardah merupakan pioneer kosmetik halal di Indonesia. Saat ini sebagian besar Muslimah di Indonesia mengutamakan produk kecantikan berbahan dasar halal. Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh e-wom, citra merek, sikap, norma subjektif, Kontrol perilaku yang dirasakan terhadap niat beli kosmetik *Lips Wardah* di Shopee. Objek penelitian ini adalah Generasi Y dan Z Muslimah di Indonesia sebanyak 210 responden. Pendekatan yang digunakan dalam penelitian ini adalah pendekatan kuantitatif. Dengan metode analisis data *Variance Based Structural Equation Model* dengan alat analisis Smart-PLS 3.2.9. Hasil penelitian menunjukkan e-wom memiliki pengaruh positif dan signifikan terhadap niat beli, citra merek memiliki pengaruh positif dan signifikan terhadap niat beli, sikap memiliki pengaruh positif dan signifikan terhadap niat beli, norma subjektif memiliki pengaruh positif dan signifikan terhadap niat beli, dan kontrol perilaku yang dirasakan memiliki pengaruh positif dan signifikan terhadap niat beli kosmetik *Lips Wardah* di Shopee.

Kata Kunci: Sikap, Norma Subjektif, Kontrol Perilaku yang Dirasakan, E-WOM, Citra Merek, Niat Beli, Kosmetik *Lips Wardah*, Shopee, Generasi Z dan Generasi Y Muslimah.



ABSTRACT

Wardah is a pioneer of halal cosmetics in Indonesia. Currently, most Muslim women in Indonesia prioritize halal-based beauty products. The purpose of this study was to examine and analyze the effect of e-wom, brand image, attitudes, subjective norms, and perceived behavioral control on the purchase intention of Lips Wardah cosmetics at Shopee. The object of this research is Generation Y and Z Muslim women in Indonesia as many as 210 respondents. The approach used in this research is a quantitative approach. With data analysis method Variance Based Structural Equation Model with analysis tool Smart-PLS 3.2.9. The results show that e-wom has a positive and significant effect on purchase intention, brand image has a positive and significant effect on purchase intention, attitude has a positive and significant influence on purchase intention, subjective norms have a positive and significant influence on purchase intention, and perceived behavioral control have a positive and significant influence on the purchase intention of Lips Wardah cosmetics at Shopee.

Keywords: Attitudes, Subjective Norms, Perceived Behaviour Control, E-WOM, Brand Image, Intention to Purchase, Halal Lip Cosmetics, Wardah, Shopee, Z and Y Muslimah Generation.

