

## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *Trust*, *Perceived Value*, dan *Attitude* Terhadap *Purchase Intention* Produk Kosmetik Halal. Variabel independen yang didapatkan dari hasil survei pendahuluan adalah *Trust*, *Perceived Value*, dan *Attitude*. Sedangkan variabel dependen yang didapatkan adalah *Purchase Intention*. Populasi yang digunakan adalah penduduk di wilayah DKI Jakarta. Sampel yang digunakan dalam penelitian ini adalah sebanyak 200 responden. Teknik pengambilan sampel menggunakan *Purposive Sampling*. Dengan menggunakan pendekatan deskriptif kuantitatif. Analisis data yang digunakan adalah analisis statistik dalam bentuk SEM-PLS. Hasil penelitian ini menunjukkan bahwa *Trust* berpengaruh positif signifikan terhadap *Purchase Intention* konsumen, *Perceived Value* berpengaruh positif signifikan terhadap *Purchase Intention* konsumen, serta *Attitude* berpengaruh positif signifikan terhadap *Purchase Intention* konsumen.

Kata Kunci : *Trust*, *Perceived Value*, *Attitude*, *Purchase Intention* produk Kosmetik Halal



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## **ABSTRACT**

*This research is to determine the effect of Trust, Perceived Value, and Attitude on Purchase Intention of Halal Cosmetic Products. The independent variables obtained from the results of the preliminary survey are Trust, Perceived Value, and Attitude. While the dependent variable obtained is Purchase Intention. The population used is the population in the DKI Jakarta area. The sample used in this study was 200 respondents. The sampling technique uses purposive sampling. By using a quantitative descriptive approach. The data analysis used is statistical analysis in the form of SEM-PLS. The results of this study indicate that Trust has a significant positive effect on consumer Purchase Intention, Perceived Value has a significant positive effect on consumer Purchase Intention, and Attitude has a significant positive effect on consumer Purchase Intention.*

*Keywords: Trust, Perceived Value, Attitude, Purchase Intention of Halal Cosmetics.*

