

ABSTRACT

The reason for the authors conducting this research is to analyze the influence of Attitude, Subjective Norm, Perceived Behavioral Control, Perceived Value, and Country of Origin Towards Purchase Intention in Halal Cosmetics Products. This study uses a quantitative approach. The research data is primary data obtained from processing questionnaire data filled out by 189 respondents. The population and sample of this study are consumers who know the availability of halal cosmetics on the market and consumers who currently use Korean halal-certified cosmetic products. The sampling technique in this study was non-probability sampling with the method used was purposive sampling using the Partial Least Square (PLS) method, data analysis was carried out using Smart-PLS software. The result of this research is Attitude has a positive and significant effect on the Purchase Intention of Korean halal cosmetic products, Subjective Norm has a positive and significant effect on the Purchase Intention of Korean halal cosmetic products, Perceived Behavioral Control has no effect on Purchase Intention of Korean halal cosmetic products, Perceived Value has a positive and significant influence on Purchase Intention, and Country of Origin has a positive and significant influence on Purchase Intention.

Keywords: *Attitude, Subjective Norm, Perceived Behavioral Control, Perceived Value, Country of Origin, Korean Halal Cosmetics Product*

MERCU BUANA