

THE ROLE OF PERCEPTION IN THE COST OF COSMETIC PRODUCTS AS
A MEDIATOR TO THE RELATIONSHIP BETWEEN THE RELIGIUSITY OF
ISLAM AND INTEREST TO BUY MUSLIM STUDENTS

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ABSTRACT

This study aims to determine the effect of perception on halal cosmetics products as a mediator of a positive relationship between Islamic religiosity and interest in buying Muslim students. The hypothesis in this study is that it is predicted a positive relationship between Islamic religiosity and interest in buying Muslim female students will be mediated by the perception of halal cosmetics products. This study involved 168 subjects who were students of the Indonesian Islamic University. The data collection method used is using a scale. The scale of Islamic religiosity (Raiya, 2008) which amounted to 26 items and consumer perceptions using a scale that was prepared by the author which refers to the theory of Widodo (2013) which amounted to 27 items, and the scale of buying interest using a scale prepared by the author who refers to the theory from Lucas and Brift (2003) with a total of 24 items. The analysis was performed using SPSS 22 for Windows, testing the correlation using the effects of mediating variables. The hypothesis proposed in this study was accepted, where there was full mediation by the halal perception of cosmetic products on the positive relationship between Islamic religiosity and interest in buying Muslim students. The significance obtained was 0.00 ($P < 0.05$).

Keywords : *islamic religiosity, consumer perception, purchasing interest*