

TABLE OF CONTENTS

Title Page	i
Approval Page	ii
Legalization Page	iii
Declaration of Authenticity	iv
Acknowledgment	v
Table of Contents	vii
List of Tables	xi
List of Figures	xii
List of Appendices	xiii
Abstract (in English)	xiv
Abstract (in Bahasa Indonesia)	xv
CHAPTER I: INTRODUCTION	
1.1. Background of the Research	1
1.2. Problem Identification	6
1.3. Problem Formulation	7
1.4. Problem Limitation	7
1.5. Research Objective	8
1.6. Research Contribution	8
1.7. Systematic of Writing	9
CHAPTER II: THEORETICAL REVIEW AND HYPOTHESIS	
2.1. Theoretical Review	10
2.1.1. Theory of Planned Behavior	10

2.1.2. Attitude Behavior.....	13
2.1.3. Subjective Norm	14
2.1.4. Perceived Control Behavior.....	15
2.1.5. TPB, Consumer Behavior and Intention toward Halal Consumption	16
2.1.6. Self-Identity (Religiosity).....	19
2.2. Theoretical Framework.....	20
2.3. Hypotesis Formulation.....	21
 CHAPTER III: RESEARCH METHOD	
3.1. Type of Research	24
3.2. Population and Sample	24
3.2.1. Population	24
3.2.2. Sample.....	25
3.3. Data Collection Method.....	25
3.3.1. Questionnaire	25
3.3.2. Literature Review.....	27
3.4. Research variable and operational definition.....	27
3.4.1. Dependent Variable.....	27
3.4.2. Moderating Variable	27
3.4.3. Independent Variable	28
3.4.4. Operational definition	28
3.5. Validity and Reliability Test.....	31
3.6. Data Analysis Method.....	33
3.6.1. Descriptive analysis.....	33

3.6.2. Multiple Linear Regression	34
3.6.3 F-test.....	34
3.5.4. T-test.....	35

CHAPTER IV: DATA ANALYSIS AND DISCUSSION

4.1. System analysis and discussion	36
4.1.1. Validity Test and Reliability	36
4.2. Descriptive Analysis	38
4.2.1. Respondents' Gender.....	38
4.2.2. Respondents' Age.....	39
4.2.3. Respondents' Occupation.....	40
4.2.4. Respondents' Earnings	41
4.2.5. Respondents' Marital Status.....	42
4.3. Descriptive analysis of Consumer Perception on Variables and Research attributes.....	43
4.3.1. Attitude Behavior	44
4.3.2. Subjective norm.....	45
4.3.3. Perceived Control Behavior	46
4.3.4. Self-Identity (Religiosity).....	47
4.3.5. Purchasing intention	47
4.4. Analysis of TPB toward Purchasing Intention Moderated by Self-identity	49
4.4.1. The Result of Analysis of Multiple Linear Regression and Moderation.....	49

4.5. Hypothesis Testing.....	53
4.5.1. Simultaneous Regression Test (T-test)	53
4.5.2. Partial Regression Test (F-test)	53
4.6. Discussion and Implication.....	56
4.6.1. Attitude Behavior Influence toward Purchasing intention.....	56
4.6.2. Subjective norm Influence toward Purchasing Intention	57
4.6.3. Perceived Control Behavior influence toward Purchasing Intention	57
4.6.4. Self-Identity influence toward purchasing intention	58
4.6.5. The Influence of Attitude Behavior*Self-Identity toward Purchasing Intention.....	59
4.6.6. The Influence of Subjective norm*Self-identity toward Purchasing Intention.....	60
 CHAPTER V: CONCLUSIONS AND RECOMMENDATIONS	
5.1. Conclusion	62
5.2. Research Limitation	63
5.3. Recommendations.....	64
REFERENCES.....	65
APPENDICES.....	69

LIST OF TABLE

Table 3.1. Operational Definition Variable.....	28
Table 3.2. Result of Validity Test	31
Table 3.2. Result of Reliability Test	36
Table 4.1. Result of Validity Test.....	36
Table 4.2. Result of Reliability Test	37
Table 4.3. Gender of Respondents	38
Table 4.4. Age of Respondents	39
Table 4.5. Occupation of Respondents	40
Table 4.6. Earning of Respondents	41
Table 4.7. Marital Status of Respondents	42
Table 4.8 . Attitude Behavior.....	44
Table 4.9. Subjective Norm	45
Table 4.10. Perceived Control Behavior.....	46
Table 4.11. Self-identity (Religiosity)	47
Table 4.12. Purchasing Intention	47
Table 4.13. Result of the Analysis of Multiple Linear Regression and Moderation	49

LIST OF FIGURE

Figure 2.1. Theory of Planned Behavior	11
Figure 2.2. Proposed Theoretical Frameworks	21
Figure 4.1. Result of Multiple Linear Regression and Moderation	50

LIST OF APPENDICES

Appendix 1: Questionnaire	A1
Appendix 2: List of Respondent Data	A2
Appendix 3: Output of Validity and Reliability Test Using SPSS	A3
Appendix 4: Output of Descriptive Analysis Test Using SPSS.....	A4
Appendix 5: Output of Multiple Linear Regression and Moderation	A5