

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh label sertifikasi halal terhadap sikap konsumen pada produk kosmetik, pengaruh label sertifikasi halal terhadap kontrol perilaku konsumen pada produk kosmetik, pengaruh sikap konsumen terhadap minat beli produk kosmetik berlabel sertifikat halal, pengaruh norma subjektif konsumen terhadap minat beli produk kosmetik berlabel sertifikat halal, dan pengaruh kontrol perilaku konsumen terhadap minat beli produk kosmetik berlabel sertifikat halal.

Populasi dalam penelitian ini adalah Konsumen wanita di Pulau Jawa yang berminat membeli atau pernah membeli, berbelanja dan menggunakan kosmetik dengan usia diatas 16 tahun. Teknik pengambilan sampel dalam penelitian ini yaitu *Non Probability Sampling*. Metode pengambilan sampel non probabilitas yang digunakan adalah *Convenience Sampling* dimana sampel berdasarkan penilaian terhadap beberapa karakteristik anggota sampel. Sampel yang digunakan adalah wanita di Pulau Jawa yang berusia 16 tahun keatas yang mempunyai pengetahuan tentang kosmetik halal. Jumlah sampel yang digunakan adalah 205.

Hasil penelitian ini membuktikan ada pengaruh sikap terhadap minat beli konsumen produk kosmetik bersertifikat halal, ada pengaruh kontrol perilaku terhadap minat beli konsumen pada produk kosmetik bersertifikat halal, ada pengaruh norma subjektif terhadap minat beli konsumen pada produk kosmetik bersertifikat halal, ada pengaruh sertifikasi halal terhadap sikap konsumen pada produk kosmetik bersertifikat halal, ada pengaruh sertifikasi halal terhadap kontrol perilaku konsumen pada produk kosmetik bersertifikat halal.

Kata kunci: minat beli, sikap, norma subyektif, kontrol perilaku, sertifikasi halal

ABSTRACT

This research is concerned to know and analyze the effect of halal certification labels on consumer attitudes on cosmetic products, the influence of halal certification labels on the control of consumer behavior on cosmetic products, the influence of consumer attitudes on buying interest in cosmetic products labeled with halal certificates, the influence of consumer subjective norms on product buying interest cosmetics labeled with halal certificates, and the influence of consumer behavior control on buying interest in cosmetics products labeled with halal certificates.

The population in this study is female consumers in Java who are interested in buying or ever buying, shopping and using cosmetics with age above 16 years. The sampling technique in this study is Non Probability Sampling. The non-probability sampling method used is Convenience Sampling where the sample is based on an assessment of some of the characteristics of the sample members. The sample used was a woman on the island of Java aged 16 years and over who has knowledge of halal cosmetics. The number of samples used was 205.

The results of this study prove that there is an influence of attitudes on consumer buying interest of halal certified cosmetic products, there is an influence of behavioral control on consumer buying interest in halal certified cosmetic products, there is an influence of subjective norms on consumer buying interest on halal certified cosmetic products, there is an influence of halal certification on attitudes consumers on halal certified cosmetic products, there is an influence of halal certification on the control of consumer behavior on halal certified cosmetic products.

Key words: buying interest, attitude, subjective norms, behavioral control, halal certification