

THE ROLE OF ATTITUDE AND SUBJECTIVE NORMS IN INFLUENCING STUDENTS' PURCHASE INTENTION TO HALAL COSMETICS

Abstract

Halal products market is now growing in several countries. Halal concept also affect the purchase intention to buy a product. This research investigated about the role of attitude and subjective norms in influencing students' purchase intention to halal cosmetics. The data obtained through online questionnaire and using convenience sampling. The samples were drawn from 190 female students in UNAND. The data analyzed by using SmartPLS 3.0.

In this research there are three variables; there are two independent variables which are attitude and subjective norms, and the dependent variable which is purchase intention. The findings indicate that attitude and subjective norms have positive influence to purchase intention, and also subjective norms has positive influence to attitude. In this study attitude also become mediating variable between subjective norms and purchase intention.

Keywords: *Attitude, Subjective Norms, Purchase Intention, Halal Cosmetics*

