

ABSTRAK

Produk halal merupakan hal penting yang saat ini sedang berkembang dan menjadi kebutuhan pasar sekaligus identitas merek yang mempengaruhi dan merubah persepsi bagaimana bisnis dapat berjalan, termasuk sudut pandang dalam bidang pemasaran. Halal tidak hanya semata-mata persoalan agama. Halal menjadi simbol global akan jaminan kualitas dan pilihan gaya hidup. Produk halal adalah produk-produk yang ditentukan oleh syariat, dimana tidak boleh mengandung bahan-bahan haram. Secara luas produk halal tidak hanya terbatas pada makanan atau minuman halal namun dapat berupa perlengkapan mandi, obat-obatan, kosmetik, termasuk pelayanan jasa keuangan. Demikian pula dengan Wardah sebagai salah satu produk kosmetik yang telah bersertifikat halal. Sertifikasi halal berperan penting untuk memberikan jaminan bagi konsumen tentang kehalalan suatu produk.

Penelitian ini bertujuan untuk menguji pengaruh *brand image* dan niat beli terhadap kosmetik halal dengan menggunakan *theory of planned behavior*. Penelitian ini menggunakan 5 variabel yaitu *attitude*, *subjective norm*, *perceived behavioral control*, *brand image* dan niat beli.

Metodologi penelitian ini menggunakan metode deskriptif yang bersifat verifikatif. Penelitian ini menggunakan *simple random sampling* dengan 200 responden melalui kuesioner. Kemudian data dianalisis melalui uji validitas reliabilitas, dan analisis linear berganda. Berdasarkan hasil penelitian, terlihat bahwa variabel *attitude*, *subjective norm* berpengaruh signifikan terhadap variabel *brand image* dengan nilai koefisien 0.776, variabel *perceived behavior* berpengaruh terhadap variabel niat beli dengan nilai koefisien 0.597 dan variabel *perceived behavioral control*, *brand image* berpengaruh terhadap variabel niat beli nilai koefisien 0.697.

Hasil penelitian menunjukkan bahwa *attitude*, *subjective norm*, *perceived behavioral control* berpengaruh signifikan terhadap *brand image* dan niat beli pada konsumen kosmetik halal Wardah di Bandung.

Kata kunci: *attitude*, *subjective norm*, *perceived behavioral control*, *brand image* dan niat beli

ABSTRACT

The importance of halal products is now growing. It is fast becoming a new market force and brand identifier and is now moving into affecting and changing perception on how business should be conducted, including from a marketing point of view. Halal is no longer just purely a religious issue. It is becoming a global symbol for quality assurance and lifestyle choice. Halal products are those that are Shariah compliant, i.e. do not involve the use of haram (prohibited) ingredients, are not harmful. The real of halal may extend to all consumables such as toiletries, pharmaceuticals, cosmetics and services including finance. Thus, Wardah cosmetic is one of the cosmetic has halal certified . Halal certificate can play an important role to assure consumers that the product has got the necessary conditions of halal product.

This study aims to examine the influence of brand image and purchase intention of halal cosmetic using theory of planned behavior. This study uses five variables: attitude subjective norm, perceived behavioral control, brand image and purchase intention.

The methodology in this study use descriptive with verification method. This study use simple random sampling with 200 respondents by questionnaires. Then, the data were analyzed by using the validity and reliability, multiple linear regression analysis. Based on the results of regression analysis showed that variable and perceived behavioral control has a significant effect on the brand image and purchase intention. The regression coefficient value of attitude, subjective norm to brand image is 0.776. The regression coefficient value of perceived behavioral control to purchase intention is 0.597. The regression coefficient value of brand image to purchase intention is 0.697.

The result shows that attitude, subjective norm, perceived behavioral control, have a significant influence to brand image and purchase intention for consumer of halal cosmetic Wardah in Bandung.

Keyword: attitude, subjective norm, perceived behavioral control, brand image dan niat beli