

## ABSTRAK

Sejak dulu kecantikan merupakan hal yang selalu digemari oleh setiap wanita agar lebih tampil mempesona dan percaya diri. Bahkan setiap daerah memiliki pengertian serta standar kecantikan yang berbeda-beda. Untuk tampil cantik, banyak cara yang dapat dilakukan oleh wanita. Salah satunya ialah dengan menggunakan kosmetik. Kosmetik sudah ada sejak jaman dahulu, namun seiring berjalannya waktu, kosmetik semakin berkembang sehingga memiliki banyak sekali jenis yang berbeda-beda khususnya di Indonesia. Tidak hanya kosmetik secara umum saja, namun juga akhir-akhir ini Indonesia digempari dengan kosmetik halal. Hal tersebut merupakan hal yang tepat bagi perusahaan untuk menggaet pasar di Indonesia karena masyarakat Indonesia yang mayoritas beragama Islam. Sehingga membuat masyarakat sadar akan pentingnya produk kosmetik halal di pasara.

Penelitian ini ditujukan untuk menganalisa pengaruh *Knowledge*, *Brand Ambassador Religiosity*, *Subjective Norm*, *Product Quality* dan *Advertising* terhadap *Repurchase Intention* melalui *Attitudes towards Halal Cosmetic Products* Pelanggan Kosmetik Wardah di Surabaya. Dalam penelitian ini sampel yang digunakan adalah pengguna Wardah yang berbelanja dalam kurun waktu 3 bulan dan ruti memakai produk Wardah selama 6 bulan terakhir, pernah melihan iklan dengan *Brand Ambassador* Dewi Sandra dan berusia 18-60 tahun. Penelitian ini menggunakan 120 responden dan SPSS 22 untuk mengolah data.

Temuan empiris tersebut mengindikasikan bahwa hubungan *knowledge* tidak memiliki pengaruh terhadap *attitudes towards halal cosmetic products* dengan koefisien regresi sebesar 0.055, *brand ambassador religiosity* memiliki pengaruh terhadap *attitudes towards halal cosmetic products* dengan koefisien regresi sebesar 0.146, *subjective norm* memiliki pengaruh terhadap *attitudes towards halal cosmetic products* dengan koefisien regresi sebesar 0.253, *product quality* memiliki pengaruh terhadap *attitudes towards halal cosmetic products* dengan koefisien regresi sebesar 0.357, *advertising* memiliki pengaruh terhadap *attitudes towards halal cosmetic products* dengan koefisien regresi sebesar 0.200 dan *attitudes towards halal cosmetic products* memiliki pengaruh terhadap *repurchase intention* dengan koefisien regresi sebesar 0.570.

**Kata Kunci:** *Knowledge, Brand Ambassador Religiosity, Subjective Norm, Product Quality, Advertising, Attitudes towards Halal Cosmetic Products, Repurchase Intention*

## ABSTRACT

Beauty has always been a favorite of every woman to be more charming and confident. In fact, each region has a different understanding and standard of beauty. To look beautiful, many ways can be done by women. One of them is to use cosmetics. Cosmetics have existed since time immemorial, but over time, cosmetics have increasingly developed so that they have many different types, especially in Indonesia. Not only cosmetics in general, but also recently Indonesia has been hit with halal cosmetics. This is the right thing for companies to hook the market in Indonesia because Indonesian people are predominantly Muslim. So that makes people aware of the importance of halal cosmetic products in the market.

This study aimed to analyze the effect of Knowledge, Brand Ambassador Religiosity, Subjective Norm, Product Quality and Advertising on Repurchase Intention through Attitudes towards Halal Cosmetic Products Wardah Cosmetics Customers in Surabaya. In this study the sample used was Wardah users who shopped within 3 months and had been using Wardah products for the past 6 months, having seen advertisements with Brand Ambassador Dewi Sandra and aged 18-60 years. This study uses 120 respondents and SPSS 22 to process data.

These empirical findings indicate that the relationship of knowledge has no effect on attitudes towards halal cosmetic products with a regression coefficient of 0.055, brand ambassador ambassador religiosity has an influence on attitudes towards halal cosmetic products with a regression coefficient of 0.146, subjective norm has an influence on attitudes towards halal cosmetic products with regression coefficient of 0.253, product quality has an influence on attitudes towards halal cosmetic products with a regression coefficient of 0.357, advertising has an influence on attitudes towards halal cosmetic products with a regression coefficient of 0.200 and attitudes towards halal cosmetic products has an influence on repurchase intention with a regression coefficient of 0.570.

**Keywords :** *Knowledge, Brand Ambassador Religiosity, Subjective Norm, Product Quality, Advertising, Attitudes towards Halal Cosmetic Products, Repurchase Intention*