

RINGKASAN

Indonesia sebagai negara dengan populasi muslim terbesar di dunia memiliki potensi besar dalam perkembangan industri halal, termasuk industri kosmetik halal. Salah satu merek kosmetik halal yang dikenal luas adalah lipstik Wardah. Namun demikian, dalam beberapa tahun terakhir terjadi penurunan performa lipstik Wardah yang ditunjukkan melalui penurunan *Top Brand Index* serta melemahnya posisi penjualan di *e-commerce*. Fenomena tersebut menunjukkan adanya kesenjangan antara teori dan kondisi empiris, di mana secara teoritis *religiosity*, *subjective norm*, dan *attitude* seharusnya mampu meningkatkan *purchase intention* terhadap produk halal. Oleh karena itu, penelitian ini bertujuan untuk menganalisis pengaruh *religiosity* dan *subjective norm* terhadap *purchase intention* dengan *attitude* sebagai variabel mediasi pada produk lipstik Wardah di Kabupaten Banyumas. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui penyebaran kuesioner kepada responden. Populasi dalam penelitian ini adalah wanita muslim di Kabupaten Banyumas, sedangkan sampel penelitian berjumlah 77 responden yang dipilih menggunakan teknik *purposive sampling* dengan kriteria wanita muslim generasi Z berusia 18–28 tahun yang pernah melihat promosi lipstik Wardah. Analisis data dilakukan menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan aplikasi SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa *religiosity* berpengaruh signifikan terhadap *attitude*, *subjective norm* berpengaruh signifikan terhadap *attitude*, *subjective norm* berpengaruh signifikan terhadap *purchase intention*, dan *attitude* berpengaruh signifikan terhadap *purchase intention*. Namun, *religiosity* tidak berpengaruh signifikan secara langsung terhadap *purchase intention*. Temuan ini menunjukkan bahwa *attitude* memiliki peran penting dalam memperkuat *purchase intention* konsumen terhadap lipstik Wardah. Penelitian ini diharapkan dapat memberikan kontribusi dalam pengembangan ilmu perilaku konsumen khususnya pada produk kosmetik halal, serta menjadi bahan pertimbangan bagi perusahaan dalam merumuskan strategi pemasaran yang lebih efektif dengan mempertimbangkan faktor *religiosity*, *subjective norm*, dan *attitude* dalam meningkatkan *purchase intention* konsumen.

Kata kunci: *Religiosity*, *Subjective Norm*, *Attitude*, *Purchase Intention*, Kosmetik Halal, Wardah

SUMMARY

As the country with the largest Muslim population in the world, Indonesia holds significant potential for the development of the halal industry, including the halal cosmetics sector. One widely recognized halal cosmetics brand is Wardah lipstick. However, in recent years, Wardah lipstick has experienced a decline in performance, as evidenced by a drop in the Top Brand Index and a weakening sales position in e-commerce. This phenomenon indicates a gap between theory and empirical conditions, where, theoretically, religiosity, subjective norm, and attitude should be able to increase purchase intention toward halal products. Therefore, this study aims to analyze the influence of religiosity and subjective norm on purchase intention, with attitude as a mediating variable, regarding Wardah lipstick in Banyumas Regency. This study employs a quantitative approach using a survey method through the distribution of questionnaires to respondents. The population in this study consists of Muslim women in Banyumas Regency, while the sample comprises 77 respondents selected using purposive sampling, with the criteria being Muslim women of Generation Z aged 18–28 who have seen Wardah lipstick promotions. Data analysis was conducted using Partial Least Squares (PLS)-based Structural Equation Modeling (SEM) with the assistance of the SmartPLS 4.0 application.

The results of the study indicate that religiosity has a significant effect on attitude, subjective norm has a significant effect on attitude, subjective norm has a significant effect on purchase intention, and attitude has a significant effect on purchase intention. However, religiosity does not have a significant direct effect on purchase intention. These findings suggest that attitude plays a crucial role in strengthening consumers' purchase intention toward Wardah lipstick. This study is expected to contribute to the development of consumer behavior science, particularly regarding halal cosmetic products, and to serve as a basis for companies in formulating more effective marketing strategies by considering the factors of religiosity, subjective norm, and attitude in enhancing consumer purchase intention.

Keywords: Religiosity, Subjective Norm, Attitude, Purchase Intention, Halal Cosmetics, Wardah