

ABSTRACT

THE ANTECEDENTS OF PURCHASE INTENTION OF ISLAMIC PRODUCTS IN INDONESIA: INVESTIGATION IN HALAL FOOD, COSMETICS, AND ISLAMIC BANKING INDUSTRIES

Indonesia is the world's most populous Muslim-majority country, as just over 87% of Indonesians declared Muslim on the 2010 census. 9.87% are Christian, 1.69% are Hindu, 0.72% are Buddhist and 0.56% practice other faiths. From that data we can conclude that Indonesia is a huge market for Islamic based product like halal food, halal cosmetic, and shariah concept bank products. This research use from the theory of reasoned action perspective as a based foundation. The purpose of this research is to provide an improved understanding of the nature of the relationship between subjective norm and the different religiosity variables that focus on Islam, as well as attitudes towards Islamic products, particularly amongst the Muslim and the purchase intention. The products that will be compared and used as objects are halal food, halal cosmetic, and Islamic bank products. This research use quantitative method The Theory of Reasoned Action is the based the antecedents concept. The result collected 120 respondents using purposive and snowball sampling technique. The result shows that Religiosity affect significantly to the attitude towards products for the mediating variable for all of the products categories but not for the shariah bank products. Attitude towards the products was also not a mediating variable for religiosity. From the sobel test result, all of the products have a p value $>0,005$. When faced with the attitude, most respondents like the products because of the attitude not from the religiosity perspective. Religiosity not sig with all of the product variable except the halal food. Normative belief is the only variable that not significant with purchase intention of all product categories and motivation to comply only not significant with the shariah bankproducts. Attitude towards the products is the one that well significant with all of the Islamic product categories.

Keywords : muslim, halal food, halal cosmetics, shariah bank products, purchase intention