

## TABLE OF CONTENTS

PERNYATAAN KEASLIAN .....	iii
PREFACE.....	iii
ABSTRACT.....	iv
TABLE OF CONTENTS.....	v
LIST OF TABLES.....	viii
INTRODUCTION.....	1
1.1 Background.....	1
1.2 Previous Researches.....	2
1.3 Research Gap.....	4
1.4 Research Scope.....	5
1.5 Research Questions.....	5
1.6 Research Objectives.....	5
1.7 Potential Research Benefit.....	5
2. LITERATUR REVIEW.....	7
2.1 Halal Concept.....	7
2.2 Halal Food.....	7
2.3 Halal Cosmetic.....	8
2.4 Islamic Bank Products.....	9
2.5 Hypothesis Development.....	10
2.5.1 Theory of Reasoned Action.....	10
2.5.2 Religiosity.....	11
2.5.3 Attitude Toward Islamic Products.....	12
2.5.4 Subjective Norm.....	13
2.5.5 Normative Belief.....	13
2.5.6 Motivation to Comply.....	14
2.6 Conceptual Framework.....	15
3. RESEARCH METHODOLOGY.....	16
3.1 Type of Research.....	16
3.2 Data Collection Method.....	16
3.3 Research Subject.....	17

3.3.1	Population.....	17
3.3.2	Sampling.....	17
3.3.3	Sampling Design.....	17
3.4	Data Analysis Method.....	17
3.4.	Factor Analysis Test.....	17
3.4.2	Reliability Test.....	18
3.4.3	Validity Test.....	18
3.4.4	Univariate Analysis (Descriptive Test).....	18
3.4.5	Classical Assumption Test.....	18
3.5	Multiple Regression Test.....	19
3.5.1	Sobel Test.....	20
3.6	Operational Definition.....	20
3.7	Research Timeline.....	25
4.	ANALYSIS.....	26
4.1	Descriptive Analysis.....	26
4.1.1	Respondent's Analysis.....	26
4.1.2	Descriptive Statistics.....	29
4.1.3	Factor Analysis, Reliability, and Validity.....	29
4.3	Classical Assumption Test.....	31
4.4	Regression Result.....	34
4.4.1	Regression Result For All Islamic Products.....	34
4.4.2	Regression Result For Halal Food Products.....	37
4.4.3	Regression Result For Halal Cosmetic Products.....	41
4.4.4	Regression Result For Shariah Bank Products.....	44
5.	DISCUSSION AND CONCLUSION.....	47
5.1	Theoretical Implications.....	47
5.2	Managerial Implications.....	49
5.3	Limitations.....	49
5.4	Conclusions.....	50
5.5	Suggestions for Future Research.....	50

REFERENCES.....51

## LIST OF TABLES

Table 2.1 Previous Research on Halal Food, Halal Cosmetic, and Islamic Bank Products...	3
Table 2.2 Differences between conventional and Islamic banking.....	9
Table 3.1 Demographic questions.....	21
Table 3.2 Religiosity Questions.....	21
Table 3.3 Halal Food Questions.....	22
Table 3.4 Halal Cosmetic Questions.....	23
Table 3.5 Shariah Bank Products Questions.....	24
Table 3.6. Thesis Timeline.....	25
Table 4.1 Descriptive Statistics for Combined Variable Religiosity.....	29
Table 4.2 Descriptive Statistics for All Independent Variables Islamic Product Categories..	29
Table 4.3 Reliability, Validity, and Factory Analysis for Religiosity Variable.....	30
Table 4.4 Reliability, Validity, and Factory Analysis for all Variables.....	30
Table 4.5 Inter item correlations matrix for all variable.....	31
Table 4.6 Classical assumption table for all Islamic product categories.....	32
Table 4.7 Classical assumption table for Halal food product.....	32
Table 4.8 Classical assumption table for Halal cosmetic product.....	33
Table 4.9 Classical assumption table for Shariah bank product.....	33
Table 4.10 Regression Result For All Islamic Products.....	34
Table 4.11 Sobel Test Result for Attitude Towards Islamic Product as Mediating Variable..	36
Table 4.12 Regression Result For Halal Food Products.....	38
Table 4.13 Sobel Test Result for Attitude Towards Halal Food as Mediating Variable.....	40
Table 4.14 Regression Result For Halal Cosmetic Products.....	41
Table 4.15 Sobel Test Result for Attitude Towards Halal Cosmetic as Mediating Variable..	43
Table 4.16 Regression Result For Shariah Bank Products.....	44
Table 5.1 Summary regression for study A.....	47
Table 5.2 Summary regression for study B.....	49

## LIST OF FIGURES

Figure 2.1 Theory of reasoned action.....	1
Figure 2.2 Conceptual framework.....	15
Figure 3.1 Regression steps.....	20
Figure 4.1 Respondents Profile Based on Gender.....	26
Figure 4.2 Respondents Profile Based on Age.....	26
Figure 4.3 Respondents Profile Based on Income.....	27
Figure 4.4 Respondents Profile Based on Education Level.....	27
Figure 4.5 Respondents Profile Based on Occupation.....	28
Figure 4.6 Respondents Profile Based on Islamic Education Institution Background.....	28
Figure 4.7 Study A Regression Result for All Islamic Product.....	36
Figure 4.8 Study B Regression Result for All Islamic Product.....	37
Figure 4.9 Study A Regression Result for Halal Food.....	39
Figure 4.10 Study B Regression Result for Halal Food.....	40
Figure 4.11 Study A Regression Result for Halal Cosmetic.....	42
Figure 4.12 Study B Regression Result for Halal Cosmetic.....	43
Figure 4.13 Study A Regression Result for Shariah Bank.....	45
Figure 4.14 Study B Regression Result for Shariah Bank.....	46