

ABSTRACT

Indonesia tops the list as the largest Muslim country in the world. Every Muslim must consume halal products. People change their lifestyle to be more aware and concerned about the halalness of a product. The trend of moving to make halal standardization develop in food and beverage products, service products and lifestyle. Halal products can provide a sense of security for Muslims. The halal label contained on the product packaging will certainly make it easier for consumers to identify a halal product. In Indonesia, the halal label is very easy to find on various products. Apart from being applied to countries with Muslim populations, it turns out that the halal industry is quite fast in non-Muslim countries. This is due to the growing demand for halal products around the world.

This study aims to analyze the direct relationship between the variables of religiosity and subjective norms on the attitude and purchase intention variables. Then analyze the indirect relationship between the variable of religiosity and subjective norms on the variable of buying interest which is mediated by the variable of attitude.

The method used in this research is a quantitative method with a conclusive type of research (causal) with a questionnaire to 400 respondents who have used halal products in Bandung. The sampling technique is non-probability sampling with 400 respondents. The data analysis technique used quantitative analysis with the Amos 24 analysis tool.

In this study, the results show that the Religiosity variable has a positive effect on the Purchase Intention variable in halal products in Bandung City, the Subjective Norm variable has a positive effect on the Purchase Intention variable on halal products in Bandung City, the Attitude variable mediates the relationship between the Subjective Norm variable and the Purchase variable. Intention to halal products in Bandung City, Attitude variable mediates the relationship between the Religiosity variable and the Purchase Intention variable on halal products in Bandung City.

The research results are expected to be used as input and solutions that can make the company better, namely suggesting that companies that use halal and safe raw materials use their products to MUI to get an official halal certificate so that people can use products that do have an official halal certificate.

Keywords: Attitudes, Halal products, purchase intention, religiosity, subjective norms