

LIST OF TABLE

Table 2. 1 Previous International Research.....	41
Table 2. 2 Research Hypothesis	49
Table 3. 1 Research Characteristics	50
Table 3. 2 Operational Variable Table	54
Table 3. 3 Measurement scale (Likert Scale).....	55
Table 3. 6 Score Interpretation Criteria.....	61
Table 4. 1 Respondents Characteristic Based on Gender	65
Table 4. 2 Respondents Characteristic Based on Age.....	66
Table 4. 3 Respondents Characteristic Based on Occupation.....	66
Table 4. 4 Respondents Characteristic Based on spending on buying beauty products	67
Table 4. 5 Response Distribution of Information Quality.....	69
Table 4. 6 Response Distribution of Information Quantity.....	72
Table 4. 7 Response Distribution of Information Credibility	75
Table 4. 8 Response Distribution of Brand Image.....	78
Table 4. 9 Response Distribution of Halal Product Image.....	81
Table 4. 10 Response Distribution of Purchase Intention.....	83
Table 4. 11 Response Distribution of Purchase Decision.....	86
Table 4. 12 Summarization of Descriptive Analysis.....	88
Table 4. 13 Loading Factor and AVE Score	91
Table 4. 14 Fornell Lacker Criterion Scores.....	92
Table 4. 15 Cross Loading Result.....	94
Table 4. 16 Reliability Test Using SmartPLS	94
Table 4. 17 Path Coefficient and T-Value Score	96
Table 4. 18 Specific Indirect Effect From Exogenous to Endogenous Variable	97
Table 4. 19 R-square Values of Latent variables	99
Table 4. 20 Hypothesis Testing Result	100

Table 4. 21 Model Fit Result..... 101