

ABSTRAK

Nama : Jummiati
Program Studi : Manajemen
Judul : Pengaruh Religiusitas Terhadap *Online Purchase Intention* dengan *Cognitive Attitude* dan *Affective Attitude* Sebagai Variabel *Intervening* pada Produk Kosmetik Wardah Studi Kasus Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh

Meningkatnya kesadaran konsumen terhadap produk halal menjadikan religiusitas sebagai faktor penting dalam perilaku pembelian, khususnya di kalangan muslim. Namun, meskipun Wardah menjadi pelopor kosmetik halal di Indonesia dan menempati posisi teratas dalam penjualan produk di *E-commerce*, keputusan pembelian konsumen tidak sepenuhnya dipengaruhi oleh status kehalalan produk. Hal ini menunjukkan adanya variabel lain yang turut memengaruhi niat beli *online*, seperti sikap kognitif dan afektif. Penelitian ini bertujuan untuk menganalisis pengaruh religiusitas terhadap *online purchase intention* dengan *cognitive attitude* dan *affective attitude* sebagai variabel *intervening* pada produk kosmetik Wardah. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei dan teknik pengumpulan data melalui kuesioner. Sampel penelitian adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Malikussaleh yang pernah menggunakan produk kosmetik Wardah sebanyak 108 responden. Analisis data dilakukan dengan *Structural Equation Modeling* (SEM) berbasis SmartPLS. Hasil penelitian menunjukkan bahwa religiusitas berpengaruh positif terhadap *cognitive attitude*, *affective attitude* dan *online purchase intention*. Selain itu, *cognitive attitude* dan *affective attitude* berpengaruh signifikan terhadap *online purchase intention*. Religiusitas juga memiliki pengaruh tidak langsung terhadap niat beli *online* melalui kedua sikap tersebut, yang berarti peran mediasi *attitude* cukup penting dalam membentuk keputusan pembelian konsumen terhadap produk kosmetik halal secara *online*.

Kata kunci: religiusitas, *cognitive attitude*, *affective attitude*, *online purchase intention*, Wardah

ABSTRACT

Name : Jummiati
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Title : *The Effect of Religiosity on Online Purchase Intention with Cognitive Attitude and Affective Attitude as Intervening Variables on Wardah Cosmetic Products Case Study of Students of the Faculty of Economics and Business Malikussaleh University*

Increasing consumer awareness of halal products has made religiosity an important factor in purchasing behavior, especially among muslims. However, despite Wardah being a pioneer of halal cosmetics in Indonesia and occupying the top position in product sales on E-commerce, consumer purchasing decisions are not fully influenced by the halal status of the product. This shows that there are other variables that influence online purchase intentions, such as cognitive and affective attitudes. This study aims to analyze the effect of religiosity on online purchase intention with cognitive attitude and affective attitude as intervening variables in Wardah cosmetic products. This study uses a quantitative approach with a survey method and data collection techniques through questionnaires. The research sample was Malikussaleh University Faculty of Economics and Business students who had used Wardah cosmetic products as many as 108 respondents. Data analysis was performed with SmartPLS-based Structural Equation Modeling (SEM). The results showed that religiosity has a positive effect on cognitive attitude, affective attitude and online purchase intention. In addition, cognitive attitude and affective attitude have a significant effect on online purchase intention. Religiosity also has an indirect effect on online purchase intention through these two attitudes, which means that the mediating role of attitude is quite important in shaping consumer purchasing decisions for halal cosmetic products online.

Keywords: *religiosity, cognitive attitude, affective attitude, online purchase intention, Wardah*