# *ABSTRACT*

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| *Title* | *: THE EFFECT OF RELIGIUSITY, SUBJECTIVE NORMS, CONTROL PERCEPTION OF BEHAVIORON THE INTENTION OF RETURN THROUGH HALAL AWARENESS AS VARIABLE INTERVENING OF COSMETIC CONSUMERS SAFI IN SUPERMALL KARAWACI, TANGERANG (Supervised by Dihinm Septyanto)* |
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| *Study Program* | *: S1 Management* |

*This study aims to determine the effect of religiosity, subjective norms and perceptions of behavioral control on halal awareness of safi cosmetics. Direct influence of religiosity, subjective norms, and perceptions of halal awareness behavior control on purchase intentions. The influence of religiosity, subjective norms, and perceptions of behavioral control on purchase intentions through halal awareness as an intervening variable. Sampling with purposive sampling method by determining the number of samples using the heir at all formula as many as 140 respondents with an age limit of 17 years and at least have purchased the product once every 6 months. The number of statements submitted to respondents was 28 items, consisting of 8 items of religiosity statements, 6 subjective norm statements, 5 behavioral control perceptions, and 4 halal awareness statements and 5 purchase intent statements. The data analysis techniques used in this research are validity test, reliability test, classical assumption test, descriptive analysis, and path analysis. The results of the study based on path analysis showed that religiosity, subjective norms and perceived behavioral control had an effect on halal awareness. Religiosity, subjective norms, perceptions of behavior control and halal awareness have a direct effect on purchase intentions. The direct influence of religiosity, subjective norms, and perceptions of behavioral control is greater than indirect effects, so that halal awareness cannot be an intervening variable between religiosity, subjective norms, and perceptions of behavioral control on purchase intentions.*

***Key Word: Religiosity, Subjective Norms, Perceptions of Halal Consciousness Behavior Control, Purchase Intention***