ABSTRACT

The Analysis on the Cosmetic Purchasing Behaviour Based on the *Theory Planned of Behaviour* (Case Study on Private University Students in Yogyakarta)

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The development of halal industry has come to the new era. This has been followed with the Global Trend of Halal Business that was held in IHHLEC in 2016. The Global Trend of Halal Business in 2016 mentioned 10 business and economic sectors that have a quite significant contribution to halal industries, one of which is cosmetic industry. The halal cosmetic industry today has been rapidly developing along with the people awareness today about the importance of using halal products. This research was conducted to observe and understand the behaviour in purchasing the halal cosmetic. It was focused on the *Theory of Planned Behaviour* model by selecting 103 respondents as the research sample in three private Islamic universities in Yogyakarta. The data collection was conducted using the questionnaires of 10 points of Likert scale that was analysed using the doubled linear regression analysis. The result of the research showed that three detectors of the intention (attitude, subjective norm, and perception of behaviour control) brought a positive effect on the consumer intention to purchase the halal cosmetic. Of those three variables, the subjective norm had the most significant effect on the intention to purchase the halal cosmetic products.

Keywords: Halal Cosmetic, Consumer Behavior, Theory of Planned Behavior, Purchase Behavior