

Hubungan religiositas dan atribut inovasi terhadap adopsi brand kosmetik dengan label halal (studi kuantitatif pengguna Wardah di Jabodetabek) = Religiosity and attributes of innovation relationship to adoption of brand cosmetics with halal label quantitative (study with wardah consumer in greater area of Jakarta)

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Abstrak

[Penelitian ini bertujuan untuk melihat hubungan antara religiositas dan atribut inovasi terhadap adopsi brand kosmetik dengan label halal. Religiositas dan atribut inovasi ini digunakan untuk dapat mengukur hubungan dengan keputusan adopsi konsumen brand kosmetik dengan label halal. Penelitian menggunakan metode survey dengan instrument kuesioner yang disebar di daerah Jabodetabek. Penelitian ini menggunakan regresi berganda. Uji regresi menunjukkan adanya hubungan yang positif, searah dan signifikan antara kedua variabel independen dan variabel dependen. Serta terdapat perbedaan kekuatan hubungan antara variabel religiositas dan atribut inovasi terhadap variabel adopsi brand kosmetik dengan label halal.

, This study aimed to examine the relationship between religiosity and brand attributes of innovation to the adoption of cosmetics with halal label. Religiosity and attributes of this innovation is used to measure the relationship with the consumer adoption decision to label halal cosmetics brand. Research using survey method with instruments questionnaire distributed in the Greater Jakarta area. This study uses regression. Regression test showed a positive relationship, unidirectional relationship. Also significant correlation between the two independent variables and the dependent variable. And there are differences in the strength of the relationship between religiosity variable with adoption variable with label halal cosmetics brand and attributes of the innovation adoption variable with label halal cosmetics brand.

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