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The Influence of Trust and Attitude Toward Housewives' Purchase Intention of Halal Cosmetics

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Abstract

This research investigated "Trust and attitude toward housewives' purchase intention of halal cosmetics, and attitude as the mediating variable between trust and purchase intention". The data are obtained through questionnaires. The samples were drawn from 120 housewives in Padang. The data analyzed using SmartPLS 2.0 to test four hypothesis. In this research there are three variables; those are trust and attitude as independent variable, attitude as mediating variable between trust and purchase intention, and purchase intention as dependent variable. The findings indicated that three from four hypotheses are significant.

Keywords: Trust, Attitude, Housewives Purchase Intention, Halal Cosmetics.

This thesis has already examined and passed on July 25, 2016. This abstract has already approved by supervisor and examiners:

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