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Purchase Intention On Hijab Product Through Celebrity Endorser and Advertisement Mediated By Religiosity



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DEA AULIA, B.B.A
SURESH KUMAR, S.T., M.SI.



YAYASAN PENDIDIKAN
CENDEKIA MUSLIM



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The large Muslim population in the world, especially Indonesia, has attracted the attention of many companies to work on this market, both online and offline. In terms of food and drink, it is clear the rules made in the holy book of the Koran which emphasizes whether or not the food and drink is halal. but in terms of fashion there are also provisions that say how a Muslim woman should dress, especially how to wear the hijab. but lately there have been advertisements that use celebrities how to use products with the halal label. One of them is a famous Indonesian celebrity who shows how to wear a trendy hijab. although the procedure is not quite appropriate according to religious provisions, but the followers show a pretty fantastic figure. This study reveals that celebrity attractiveness and expertise significantly influence customer attitude towards the advertisement. On the other hand, the customer purchase intention influences by celebrity expertise and trustworthiness. This study also confirms that religiosity does not mediate the relationship between customer attitude towards the ads and their purchase intention which means that the role of religiosity does not influence Muslims in Indonesia in making a decision. Furthermore, it is also found that favorable attitude towards the advertisement significantly influences customer purchase intention.



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