

**DETERMINANT OF BEHAVIOR INTENTION AMONG
GENERATION Z CUSTOMERS TOWARD HALAL PRODUCT
COSMETICS**

(Study on Customer Cosmetics Somethinc)

**PENENTU NIAT PERILAKU PELANGGAN GENERASI Z
TERHADAP PRODUK KOSMETIK HALAL**

(Studi pada pengguna kosmetik Somethinc)

Undergraduate Thesis



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PRODUK KOSMETIK HALAL**

UNDERGRADUATE THESIS

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DECLARATION

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I, at this moment, declare that this thesis entitled: " DETERMINANT OF BEHAVIOR INTENTION AMONG GENERATION Z CUSTOMERS TOWARD HALAL PRODUCT COSMETICS" does not contain any work submitted to obtain a bachelor's degree at a university, and to my knowledge, there are also no works or opinions that have been written or published by other people, except for those that are referred to in the manuscript and written in bibliography. If any violation of intellectual rights is later found in this manuscript, I agree to accept any relevant academic consequences.

Yogyakarta, 29 Desember 2023



Zurahma Tri Astuti

MOTTO

“Great people are not made from comfort, pleasure and convenience. But it is formed through the air of the eyes and challenges”.

فَإِنَّ مَعَ الْعُسْرِ يُسْرًا

إِنَّ مَعَ الْعُسْرِ يُسْرًا

"So indeed, with difficulty there is ease, indeed with difficulty there is ease." (QS. Ash-Syrah [94]: 5-6).

PREFACE

Praise Allah SWT for providing convenience, grace, and mercy in writing the thesis "Determinant of Behavior Intention Among Generation Z Customers Toward Halal Product Cosmetics." This thesis is prepared to fulfill one of the requirements: obtaining a bachelor's degree at the Faculty of Economics and Business, Universitas Muhammadiyah Yogyakarta. The author took this topic in the hope that it can provide input for organizational companies in the use of influencing tactics in taking consumer behavior intentions and provide development ideas for further research. The completion of this thesis is inseparable from the guidance and support of various parties; therefore, on this occasion, the authors would like to express our deepest gratitude to the following:

1. Dean of the Faculty of Economics, Universitas Muhammadiyah Yogyakarta, who provided instructions, guidance, and convenience for the author to complete the study.
2. Mrs. Indah Fatmawati, Dr SE., MSi., has patiently provided input and guidance while completing this thesis.
3. My father, mother, brothers, and sisters always gave me encouragement and attention until I finished my studies.
4. All parties who have provided support, assistance, ease, and enthusiasm in the process of completing this final project (thesis).

As a final word, no ivory is cracked; the author realizes that there are still many shortcomings in this thesis. Therefore, criticism, suggestions, and further research development are indispensable for the depth of this topic.

Yogyakarta,

Author

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