

ABSTRACT

Women are the creatures which is identical with the beauty that always want to appear interesting every time. One only with the use of cosmetics as the appliance beautify themselves. Pusher cosmetic industry market growth in Indonesia especially because there is a shift in beauty trends which grow the diversification of the broader cosmetic products as well as increase awareness of beauty related to consumers in various general categories. Halal cosmetics trends that are being developed into one of the things that want to be reviewed by researchers.

This research aims to know the condition of the knowledge of the registered consumer toward wardah products, the condition of religiosity consumer toward wardah products, the condition of the consumer attitude toward the products wardah, to know the greatness of the influence of brand knowledge on consumer attitude wardah products in the city of Bandung, to know the greatness of the influence of religiosity on consumer attitude wardah products in the city of Bandung influence brand knowledge and religiosity against the attitude of consumers wardah in Bandung.

This research uses double linier regression analysis with type of research is quantitative research. Sampling techniques used is isidental sampling with the number of respondents as much as 400 people shared by google form.

The results of this research showed that the brand awareness have the relationship but does not affect the attitude is seen from the results of the partial test with the value is 0,147 this number is under the value of the t table. While Religiosity has a relationship and have a significant impact on the attitude of the women in Bandung is seen from the results of the partial tests with 3,948 value above the value of the t table.

Key Words : Cosmetics, Brand Awareness, Religiosity, Consumer Attitudes