

## **ABSTRACT**

*Halal cosmetics became one of the focus of the beauty industry in Indonesia. By seeing the opportunities Wardah expanding its market segment into non-Muslim segment (swa.co.id, 2014). Wardah can prepare strategies to be responded with positive attitude by customers. This research purposed to know perceived quality, knowledge, and attitude of Wardah consumer, the influence of perceived quality and knowledge to consumer attitude, to know whether religion can be a moderating variable to relation between variables.*

*This research uses quantitative method, type of descriptive-explanatory research. The population in this study is all female consumers Wardah in Bandung. Using a non-probability sampling technique of snowball sampling, with 100 sample size. Using descriptive and Structural Equation Modeling Partial Least Squares (SEM-PLS) analysis.*

*Descriptive analysis results of the three variables are generally rated Good with average of total value of perceived quality 76%, consumer knowledge 74%, and consumer attitudes 72%. Based on SEM-PLS analysis, the perceived quality and knowledge strongly influence consumer attitudes with T-Statistics of 10.774 and 2,217. Moderation effect analysis show, religion didn't moderate the relationship between variables.*

*Conclusion based on result, Wardah's decision to expand the business into non-muslim segments is correct, Wardah can continue targeting the non-muslim consumers by keep improving the quality of products to influence the customers both Muslims and non-Muslims.*

**Keywords:** *Perceived Quality, Consumer Knowledge, Consumer Attitudes, Halal Cosmetic Products Wardah, Religion as Moderator Variable.*