

## TABLE OF CONTENT

<b>ABSTRAK</b> .....	<b>i</b>
<b>DECLARATION</b> .....	Error! Bookmark not defined.
<b>APPROVAL OF SUPERVISOR</b> .....	Error! Bookmark not defined.
<b>SUPERVISOR DECISION LETTER</b> .....	Error! Bookmark not defined.
<b>MOTTO</b> .....	<b>vii</b>
<b>DEDICATION</b> .....	<b>ix</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>x</b>
<b>TABLE OF CONTENT</b> .....	<b>xii</b>
<b>CHAPTER I INTRODUCTION</b> .....	<b>1</b>
1.1 Background of Study.....	1
1.2 Problem Formulation.....	8
1.3 Research Purpose .....	8
1.4 Benefits of Research.....	9
1.4.1 Academic Uses.....	9
1.4.2 Practical Uses.....	9
1.5 Literature Review .....	9
1.6 Research Methods .....	12
1.6.1 Type of Research .....	13
1.6.2 Research Location.....	13
1.6.3 Data Source.....	13
1.7 Data Collection Technique .....	14
1.8 Data Analysis Techniques .....	15
1.9 Systematization of Discussion .....	16
<b>CHAPTER II THEORETICAL FOUNDATION</b> .....	<b>17</b>
2.1 Theoretical Foundation.....	17
2.1.1 Purchasing Behavior .....	17
2.1.2 Cosmetics.....	24
2.1.3 Islamic Consumption Ethics .....	28

<b>CHAPTER III RESULT AND DISCUSSION.....</b>	<b>35</b>
3.1 Research Objective.....	35
3.2 Cosmetic Purchasing Behavior in Female Students of Darussalam Gontor University .....	39
3.3 Cosmetic Purchasing Behavior of female students at Darussalam Gontor University from the perspective of Islamic Consumption Ethics .....	40
3.4 Analysis of Cosmetic Purchasing Behavior of female students at Darussalam Gontor University from the perspective of Islamic Consumption Ethics .....	43
<b>CHAPTER IV CLOSING .....</b>	<b>46</b>
4.1 Conclusion .....	46
4.2 Recommendation .....	46
<b>BIBLIOGRAPHY .....</b>	<b>48</b>
<b>APPENDIX .....</b>	<b>62</b>
Interview Transcription .....	62
Interview Result .....	63
Documentation .....	94

