

## **ABSTRAK**

Skripsi dengan judul “Pengaruh Persepsi Resiko, Kualitas Produk dan Harga terhadap Citra Merek Kosmetik Berlabel Halal pada Konsumen Kosmetik Wardah di Golden Swalayan Tulungagung” ini ditulis oleh Zumrotus Alfin Fharadina, NIM. 17402153053, pembimbing Nurul Fitri Ismayanti, S.E., M.EI.

Penelitian ini dilatar belakangi oleh perkembangan industri kosmetik yang mengalami peningkatan sangat cepat. Akibatnya berbagai macam produk kosmetik bermunculan, namun semakin berkembangnya industri kosmetik telah banyak ditemukan kosmetik yang berbahaya beredar luas di pasaran. Sebagai konsumen harus selektif dalam memilih merek kosmetik. Kosmetik halal menjadi jawaban wanita muslimah yang ingin tampil cantik dan tidak melanggar syariat Islam. Wardah merupakan kosmetik Indonesia yang seluruh produknya telah mendapat sertifikat halal yang dikeluarkan secara resmi oleh Majelis Ulama Indonesia (MUI).

Permasalahan yang dirumuskan oleh peneliti terdapat 5 pertanyaan: (1) Apakah persepsi resiko berpengaruh signifikan terhadap citra merek kosmetik berlabel halal ? (2) Apakah kualitas produk berpengaruh signifikan terhadap citra merek kosmetik berlabel halal ? (3) Apakah harga berpengaruh signifikan terhadap citra merek kosmetik berlabel halal (4) Apakah persepsi resiko, kualitas produk dan harga secara simultan berpengaruh signifikan terhadap citra merek kosmetik berlabel halal ? (5) Variabel manakah dari persepsi resiko, kualitas produk dan harga yang berpengaruh dominan terhadap citra merek kosmetik berlabel halal ?.

Pendekatan yang digunakan adalah kuantitatif dengan jenis asosiatif. Teknik pengambilan sampel menggunakan teknik *Nonprobability Sampling*, skala yang digunakan yaitu skala likert, teknik analisis data menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji linear berganda, uji hipotesis dan uji koefisien determinasi. Jumlah sampel yang digunakan dalam penelitian ini sebanyak 60 konsumen kosmetik wardah di Golden Swalayan Tulungagung. Hasil penelitian menunjukkan bahwa (1) Persepsi resiko berpengaruh signifikan terhadap citra merek kosmetik berlabel halal, (2) Kualitas produk berpengaruh signifikan terhadap citra merek kosmetik berlabel halal, (3) Harga berpengaruh signifikan terhadap citra merek kosmetik berlabel halal, (4) Persepsi resiko, kualitas produk dan harga secara simultan berpengaruh signifikan terhadap citra merek kosmetik berlabel halal, (5) Dari variabel persepsi resiko, kualitas produk dan harga yang paling berpengaruh dominan terhadap citra merek kosmetik berlabel halal adalah variabel harga.

Kata Kunci: Persepsi Resiko, Kualitas Produk, Harga, Citra Merek

## **ABSTRACT**

The thesis entitled "The Influence of Risk Perceptions, Product Quality and Prices on Cosmetics Brand Images Labeled Halal in Wardah Cosmetics Consumers in Golden Swalayan Tulungagung" was published by Zumrotus Alfin Fharadina, NIM. 17402153053, guided by Nurul Fitri Ismayanti, S.E., M.EI.

This research is motivated by the rapid development of the cosmetics industry. As a result, various types of cosmetic products have sprung up, but the growing up of the cosmetics industry has found many dangerous cosmetics widely circulated in the market,. As a consumers, we must be selective in choosing cosmetics brands. Halal cosmetics are the answer for Muslim women who want to look more beautiful and not breaking the Islamic law. Wardah is an Indonesian cosmetic that has received a halal certificate issued officially by the Indonesian Ulema Council (MUI).

The problems formulated by the researcher have 5 questions: (1) Is there a perception of risk has a significant effect on the image of cosmetics brand labeled halal? (2) Is there a product quality have a significant effect on the image of cosmetics brand labeled halal? (3) Is the price has significant effect for a cosmetic brand labeled halal? (4) Is the perception of risk, product quality, and price simultaneously has a significant effect on the image of cosmetics brand labeled halal? (5) Which variable from risk perception, product quality, and prices that has a dominant influence on the image of cosmetics brand labeled halal?

The approach used is quantitative with an associative type. The sampling technique uses the Nonprobability Sampling technique, the scale used is the Likert scale, the data analysis technique uses validity test, reliability test, classic assumption test, multiple linear test, hypothesis test and coefficient of determination test. The number of samples used in this study were 60 wardah cosmetic consumers at Golden Swalayan Tulungagung. The results showed that (1) Risk perception has a significant effect on cosmetics brand images labeled halal, (2) Product quality has a significant effect on cosmetics brand images labeled halal ,(3) Price has a significant effect on cosmetics brand images labeled halal, (4) Risk perception, product quality, and price simultaneously effect on cosmetics brand images labeled halal, (5) From the risk perception variable, product quality, and price the most influential towards cosmetics brand images labeled halal is the price variable.

**Keywords:** Risk Perception, Product Quality, Price, Brand Image