ABSTRAK

Skripsi dengan judul "Pengaruh Labelisasi Halal, *Brand Image*, dan *Beauty Vlogger* Terhadap Minat Beli Produk Kosmetik ESQA (Studi Kasus pada Toko Sofhia by Me) yang ditulis oleh Chintya Eka Riskawati, NIM. 12402183240 Jurusan Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, pembimbing Prof. Dr. Iffatin Nur, M.Ag.

Penelitian ini dilatarbelakangi dengan adanya produk kosmetik yang menjadi salah satu alat yang sangat penting khususnya bagi para kaum wanita, karena penggunaan kosmetik digunakan untuk menunjang penampilan. Banyaknya produk kosmetik yang beredar di pasaran bisa memengaruhi minat beli seseorang. Oleh sebab itu, para wanita dihadapkan pada berbagai faktor dalam melakukan minat beli antara lain adanya Labelisasi Halal, *Brand Image*, dan *Beauty Vlogger.*

Tujuan penelitian ini adalah: 1) Untuk mengetahui pengaruh labelisasi halal terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me. 2) Untuk mengetahui pengaruh *brand image* terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me. 3) Untuk mengetahui pengaruh *beauty vlogger* terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me. 4) Untuk mengetahui pengaruh labelisasi halal, *brand image* dan *beauty vlogger* terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me.

Penelitian ini menggunakan pendekatan asosiatif dengan jenis penelitian kuantitatif. Dalam penelitian ini data yang digunakan adalah data primer yang diperoleh dari kuesioner yang disebar pada responden konsumen kosmetik ESQA pada Toko Sofhia by Me sebanyak 100 responden. Data kuesioner dianalisis menggunakan SPSS 21.0 dengan melakukan beberapa tahap uji analisis data, uji validitas, uji reliabilitas, uji normalitas, uji asumsi klasik, uji regresi linier berganda, uji hipotesis (uji t dan F) dan koefisien determinasi.

Hasil penelitian menunjukkan bahwa secara parsial labelisasi halal berpengaruh positif dan signifikan terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me, *brand image* berpengaruh positif dan signifikan terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me dan *beauty vlogger* juga berpengaruh positif dan signifikan terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me.

Sedangkan secara simultan labelisasi halal, *brand image* dan *beauty vlogger* berpengaruh positif dan signifikan terhadap minat beli kosmetik ESQA pada Toko Sofhia by Me dengan total pengaruh sebesar 64%. Peneliti selanjutnya disarankan dapat meneliti faktor lain yang dapat mempengaruhi minat pembelian seperti pelayanan dan diskon. Hal ini diharapkan agar dalam penelitian selanjutnya dapat lebih maksimal dan berwawasan lebih luas.

Kata Kunci: *Beauty Vlogger*, *Brand Image*, Labelisasi Halal, Minat Beli.

ABSTRACT

Thesis with the title "The Effect of Halal Labeling, Brand Image, and Beauty Vlogger on Interest in Buying Cosmetic Products ESQA (Case Study at Sofhia By Me Store) written by Chintya Eka Riskawati, NIM. 12402183240 Department of Islamic Economics, Faculty of Islamic Economics and Business, State Islamic University of Tulungagung Sayyid Ali Rahmatullah Tulungagung with supervisor Prof. Dr. Iffatin Nur, M.Ag.

This research is motivated by the existence of cosmetic products which are one of the most important tools, especially for women, because the use of cosmetics is used to support appearance. The number of cosmetic products on the market can affect a person's buying interest. Therefore, women are faced with various factors in buying interest, including Halal Labeling, Brand Image, and Beauty Vloggers..

The aims of this study are: 1) To determine the effect of halal labeling on the interest in buying ESQA cosmetics at the Sofhia by Me Store. 2) To determine the effect of brand image on buying interest in ESQA cosmetics at the Sofhia by Me Store. 3) To find out the effect of beauty vloggers on buying interest in ESQA cosmetics at Sofhia by Me Stores. 4) To determine the effect of halal labeling, brand image and beauty vlogger on interest in buying ESQA cosmetics at the Sofhia by Me Store.

This study uses an associative research approach with the type of quantitative. In this study, the data used are primary data obtained from questionnaires distributed to 100 respondents of ESQA cosmetic consumers at the Sofhia by Mek Shop. Questionnaire data was analyzed using SPSS 21.0 by performing several stages of data analysis test, validity test, reliability test, normality test, classical assumption test, multiple linear regression test, hypothesis test (t and F test) and coefficient of determination.

The results showed that partially halal labeling had a positive and significant effect on buying interest in ESQA cosmetics at the Sofhia by Me Store, brand image had a positive and significant effect on buying interest in ESQA cosmetics at the Sofhia by Me Store and beauty vloggers also had a positive and significant effect on buying interest in ESQA cosmetics at the Sofhia by Me Store.

Meanwhile, simultaneously halal labeling, brand image and beauty vlogger have a positive and significant effect on buying interest in ESQA cosmetics at the Sofhia by Me Shop with a total effect of 64%. Further researchers are advised to examine other factors that can influence purchase intention such as services and discounts. It is hoped that in future research it can be more optimal and have a broader perspective.

Keywords: Beauty Vlogger, Brand Image, Buying Interest, Halal labeling,