

ABSTRAK

Tesis dengan judul “Pengaruh *Viral Marketing*, *Brand Religiosity Image*, *Beauty Vlogger*, Gaya Hidup Dan Sertifikasi Halal Terhadap Keputusan Pembelian Produk Kosmetik Halal Safi Dengan Minat Beli Sebagai Variabel Intervening Pada Konsumen Safi Indonesia” ditulis oleh Yulinda Darwiyanti, Nim 128508203037 Magister Ekonomi Syariah Pascasarjana Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung. Pembimbing 1 Dr. H. Mashudi, M.Pd.I. dan Pembimbing 2 Prof. Dr. Agus Eko Sujianto, SE.MM.

Penelitian ini dilatar belakangi oleh semakin pesatnya Produk kosmetik Halal Safi asal Malaysia yang masuk ke Indonesia pada tahun 2018 langsung diterima baik oleh masyarakat dan banyak konsumennya. Dalam masalah keputusan pembelian disebabkan oleh berbagai faktor, yaitu *viral marketing*, *brand religiosity image*, *beauty vlogger*, gaya hidup, sertifikasi halal dan perlu dikaitkan dengan minat beli untuk memaksimalkan keputusan pembelian.

Penelitian ini bertujuan untuk: untuk menguji pengaruh *Viral Marketing*, *Brand Religiosity Image*, *Beauty Vlogger*, Gaya Hidup dan Sertifikasi Halal terhadap Keputusan Pembelian melalui Minat Beli produk kosmetik Safi pada konsumen Safi Indonesia,

Pendekatan penelitian ini adalah kuantitatif. Jenis penelitian yang digunakan adalah asosiatif. Populasi dalam penelitian ini berjumlah 306.000 responden dengan metode non *probability sampling* dan teknik *purposive sampling*. Teknik pengumpulan data yang digunakan adalah penyebaran angket / *google form*, observasi dan dokumentasi. Data penelitian ini diolah menggunakan alat analisis SmartPLS 3 dengan teknik analisis data yang digunakan yaitu analisis jalur / *path analysis*, *Convergent Validity*, *Discriminant Validity*, *Reliability*, *R-Square* dan *Estimate For Path Coefficients*.

Hasil penelitian menunjukkan bahwa: *Viral Marketing*, *Brand Religiosity Image*, Gaya Hidup dan Sertifikasi Halal berpengaruh tidak signifikan terhadap Keputusan Pembelian produk kosmetik Safi pada konsumen Safi Indonesia, sedangkan *Beauty Vlogger* berpengaruh signifikan terhadap Keputusan Pembelian produk kosmetik Safi pada konsumen Safi Indonesia. *Viral Marketing*, *Brand Religiosity Image*, Gaya Hidup dan Sertifikasi Halal berpengaruh signifikan terhadap Keputusan Pembelian melalui Minat Beli produk kosmetik Safi pada konsumen Safi Indonesia, sedangkan *Beauty Vlogger* berpengaruh tidak signifikan terhadap Keputusan Pembelian melalui Minat Beli produk kosmetik Safi pada konsumen Safi Indonesia.

Kata kunci: *Viral Marketing*, *Brand Religiosity Image*, *Beauty Vlogger*, Gaya Hidup, Sertifikasi Halal, Keputusan Pembelian dan Minat Beli.

ABSTRACT

Thesis with title "The Influence of Viral Marketing, Brand Religiosity Image, Beauty Vlogger, Lifestyle and Halal Certification on the Purchase Decision of Safi Halal Cosmetic Products with Purchase Intention as an Intervening Variable in Indonesian Safi Consumers" was written by Yulinda Darwiyanti, Nim 128508203037 Master of Islamic Economics Postgraduate at the Islamic University Sayyid Ali Rahmatullah Tulungagung. Advisor 1 by Dr. H. Mashudi, M.Pd.I. and Advisor 2 Prof. Dr. Agus Eko Sujianto, SE.MM.

This research is motivated by the rapid increase in Halal Safi cosmetic products from Malaysia that entered Indonesia in 2018 and were immediately accepted by the public and many consumers. The purchasing decision problem is caused by various factors, namely viral marketing, brand religiosity image, beauty vlogger, lifestyle, halal certification and needs to be linked to buying interest to maximize purchasing decisions.

This study aims to: to examine the effect of Viral Marketing, Brand Religiosity Image, Beauty Vlogger, Lifestyle and Halal Certification on Purchase Decisions through Purchase Interest of Safi cosmetic products on Safi Indonesia consumers.

The approach of this research is quantitative. The type of research used is associative. The population in this study amounted to 306,000 respondents with non- probability sampling and purposive sampling technique. Data collection techniques used are questionnaires / google form, observation and documentation. The research data is processed using the SmartPLS 3 analysis tool with the data analysis techniques used, namely path analysis, Convergent Validity, Discriminant Validity, Reliability, R-Square and Estimate For Path Coefficients.

The results showed that: Viral Marketing, Brand Religiosity Image, Lifestyle and Halal Certification had no significant effect on Safi's cosmetic product purchase decisions for Indonesian Safi consumers, while Beauty Vlogger had a significant effect of cosmetic products. Viral Marketing, Brand Religiosity Image, Lifestyle and Halal Certification have a significant effect on Purchase Decisions through Interest in Buying Safi cosmetic products for Safi Indonesian consumers, while Beauty Vloggers have no significant effect on Purchase Decisions through Purchase Interest in Safi cosmetic products on Safi Indonesia consumers.

Keywords: *Viral Marketing, Brand Religiosity Image, Beauty Vlogger, Lifestyle, Halal Certification, Purchase Decision and Purchase Interest.*