

## ABSTRAK

Skripsi dengan judul “Pengaruh Labelisasi Halal, *Brand Image*, *Celebrity Endorser*, dan *Electronic Word of Mouth (E-WOM)* Terhadap Keputusan Pembelian Produk Skincare Somethinc di Kecamatan Ringinrejo” yang ditulis oleh Aprilianita Putri Syahindri, NIM 126402202079, Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi, Program Studi Ekonomi Syariah Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, dengan Dosen Pembimbing: Siswahyudianto, M.M.

Penelitian ini dilatar belakangi oleh semakin banyaknya populasi umat muslim di Indonesia yang mengakibatkan besarnya konsumsi produk halal seperti *skincare* yang telah menjadi bagian hidup bagi masyarakat secara meluas serta perkembangan teknologi yang menjadikan segalanya menjadi mudah. Semakin banyaknya persaingan *skincare* dipasaran mengharuskan perusahaan *skincare* mempertahankan perusahaannya agar tetap menarik konsumen. Salah satu perusahaan kosmetik dan *skincare* halal yang tidak kalah dari persaingan adalah Somethinc. Tujuan penelitian ini dilakukan untuk (1) mengetahui pengaruh labelisasi halal, *brand image*, *celebrity endorse*, dan *electronic word of mouth* terhadap keputusan pembelian produk *skincare* somethinc, (2) untuk mengetahui pengaruh labelisasi halal terhadap keputusan pembelian produk *skincare* somethinc, (3) untuk mengetahui pengaruh *brand image* terhadap keputusan pembelian produk *skincare* somethinc (4) untuk mengetahui pengaruh *celebrity endorse* terhadap keputusan pembelian produk *skincare* somethinc, (5) untuk mengetahui pengaruh *electronic word of mouth* terhadap keputusan pembelian produk *skincare* somethinc.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik dalam pengambilan sampel penelitian menggunakan *Non-probability* sampling dengan pendekatan *Accidental Sampling*. Jenis data yang digunakan adalah data primer yang diperoleh dari kuisisioner yang disebarakan kepada konsumen. Data kuisisioner dianalisis menggunakan SPSS 27 dengan menggunakan uji validitas, uji reliabilitas, uji asumsi klasik, uji regresi linear berganda, uji hipotesis, dan uji koefisien determinasi.

Hasil penelitian menunjukkan bahwa (1) labelisasi halal, *brand image*, *celebrity endorse*, dan *electronic word of mouth* secara simultan berpengaruh signifikan terhadap keputusan pembelian produk *skincare* somethinc pada masyarakat kecamatan Ringinrejo, (2) labelisasi halal berpengaruh secara positif signifikan terhadap keputusan pembelian produk *skincare* somethinc pada masyarakat kecamatan Ringinrejo, (3) *brand image* berpengaruh secara positif signifikan terhadap keputusan pembelian produk *skincare* somethinc pada masyarakat kecamatan Ringinrejo, (4) *celebrity endorse* berpengaruh secara positif signifikan terhadap keputusan pembelian produk *skincare* somethinc pada masyarakat kecamatan Ringinrejo, (5) *electronic word of mouth (e-wom)* berpengaruh secara negatif signifikan terhadap keputusan pembelian produk *skincare* somethinc pada masyarakat kecamatan Ringinrejo,

**Kata Kunci: Labelisasi Halal, Brand Image, Celebrity Endorse, Electronic Word of Mouth, Keputusan Pembelian, Manajemen Pemasaran**

## ABSTRACT

*Thesis with the title "The Effect of Halal Labeling, Brand Image, Celebrity Endorser, and Electronic Word of Mouth (E-WOM) on Purchasing Decision of Somethinc Skincare Products in Ringinrejo District" written by Aprilianita Putri Syahindri, NIM. 126402202079, Faculty of Economics and Islamic Business, Department of Economics, Sharia Economics Study Program, Sayyid Ali Rahmatullah Tulungagung State Islamic University, with Supervisor: Siswahyudianto, M.M*

*This research is motivated by the increasing Muslim populations in Indonesia which has resulted in the large consumption of halal products such as skincare which has become a part of life for the community at large and technological developments that make everything easier. The increasing number of skincare competition in the market requires skincare companies to maintain their companies to attract consumers. One of the halal cosmetics and skincare companies that does not lose to competition is somethinc. The purpose of this study was conducted to (1) determine the effect of halal labeling, brand image, celebrity endorser, and electronic word of mouth on purchasing decision for somethinc skincare products, (2) to determine the effect of halal labeling on the purchasing decision for somethinc skincare products, (3) to determine the effect of brand image on purchasing decision for somethinc skincare products (4) to determine the influence of celebrity endorser on purchasing decision for somethinc skincare products, (5) to determine the effect of electronic word of mouth on purchasing decision for somethinc skincare products.*

*This research uses a quantitative approach with an associative research type. The technique sampling research uses Non-probability sampling with an Accidental Sampling approach. The type of data used is primary data obtained from questionnaire distributed to consumers. Questionnaire data were analyzed using SPSS 27 by using validity tests, reliability tests, classical assumption tests, multiple linear regression tests, hypothesis tests, and determination coefficient tests.*

*The results showed that (1) halal labeling, brand image, celebrity endorse, and electronic word of mouth simultaneously had a significant effect on purchasing decision for somethinc skincare products in the Ringnirejo sub-district community, (2) halal labeling has a significant positive effect on purchasing decision for somethinc skincare products in the Ringnirejo sub-district community, (3) brand image has a significant positive effect on purchasing decision for somethinc skincare products in the Ringnirejo sub-district community, (4) celebrity endorsement has a significant positive effect on purchasing decision for somethinc skincare products in the Ringnirejo sub-district community, (5) electronic word of mouth (e-wom) has a significant negative effect on purchasing decision for somethinc skincare products in the Ringnirejo sub-district community.*

***Keywords: Halal Labeling, Brand Image, Celebrity Endorse, Electronic Word of Mouth, Purchase Decision, Marketing Management.***