

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Produk, Religiusitas, Terhadap Keputusan Pembelian Produk Kosmetik Halal dengan Halal Awareness Sebagai Intervening (Studi Kasus Pada Konsumen Kosmetik Halal Merk Wardah Tulungagung)” yang ditulis oleh Karunia Kinanti, NIM. 126402201034. Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi, Program Studi Ekonomi Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung yang dibimbing oleh Dr. Binti Nur Asiyah, M.Si.

Penelitian ini dilatarbelakangi oleh pemahaman mendalam tentang kehalalan produk dan faktor religiusitas memiliki peran krusial dalam memengaruhi keputusan pembelian konsumen, terutama dalam konteks produk kosmetik halal. Potensi besar pasar produk halal di Indonesia dan peningkatan kesadaran konsumen tentang pentingnya status halal dalam konsumsi. Merek kosmetik halal seperti Wardah telah berhasil menarik perhatian konsumen Muslim dengan strategi "Halal dari Awal." Namun, penelitian sebelumnya menunjukkan hasil yang bervariasi mengenai pengaruh pengetahuan produk, religiusitas, dan kesadaran halal terhadap keputusan pembelian. Penelitian ini bertujuan untuk menguji pengaruh : (1) Menguji pengaruh pengetahuan produk dan religiusitas terhadap keputusan pembelian kosmetik halal Wardah di Tulungagung, (2) Pengetahuan produk dan kesadaran halal terhadap keputusan pembelian kosmetik halal Wardah di Tulungagung, (3) Religiusitas dan kesadaran halal terhadap keputusan pembelian kosmetik halal Wardah di Tulungagung, (4) Pengetahuan produk, religiusitas, dan kesadaran halal terhadap keputusan pembelian kosmetik halal Wardah di Tulungagung.

Penelitian ini menggunakan pendekatan kuantitatif dan metode asosiatif kausal. Populasinya adalah pengguna kosmetik halal Wardah di Kabupaten Tulungagung, dengan sampel 100 responden yang dipilih melalui snowball sampling. Analisis data dilakukan menggunakan path analysis.

Hasil penelitian menunjukkan bahwa: (1) Pengetahuan produk dan religiusitas secara bersama berpengaruh signifikan positif terhadap keputusan pembelian; (2) Pengetahuan produk sendiri tidak signifikan; (3) Religiusitas signifikan negatif; (4) Pengetahuan produk berpengaruh positif signifikan terhadap kesadaran halal; (5) Religiusitas signifikan negatif terhadap kesadaran halal; (6) Pengetahuan produk, religiusitas, dan kesadaran halal bersama signifikan positif terhadap keputusan pembelian; (7) Pengaruh pengetahuan produk melalui kesadaran halal positif tapi tidak signifikan; (8) Religiusitas berpengaruh negatif signifikan melalui kesadaran halal. Implikasinya, perusahaan dapat meningkatkan penjualan dengan edukasi konsumen dan mempertimbangkan religiusitas serta kesadaran halal dalam strategi pemasaran.

Kata Kunci: Keputusan Pembelian, Pengetahuan Produk, Religiusitas, Halal Awareness, Kosmetik Halal.

ABSTRAC

This thesis with the title "The Influence of Product Knowledge, Religiosity, on Purchasing Decisions of Halal Cosmetic Products with Halal Awareness as an Intervening (Case Study of Wardah Tulungagung Brand Halal Cosmetic Consumers)" written by Karunia Kinanti, NIM. 126402201034. Faculty of Economics and Islamic Business, Department of Economics, Sharia Economics Study Program, Sayyid Ali Rahmatullah State Islamic University Tulungagung supervised by Dr. Binti Nur Asiyah, M.Sc.

This research is motivated by a deep understanding of halal products and the religiosity factor which has a crucial role in influencing consumer purchasing decisions, especially in the context of halal cosmetic products. The huge potential of the halal product market in Indonesia and increasing consumer awareness about the importance of halal status in consumption. Halal cosmetic brands such as Wardah have succeeded in attracting the attention of Muslim consumers with their "Halal from the Start" strategy. However, previous research shows varying results regarding the influence of product knowledge, religiosity, and halal awareness on purchasing decisions. This research aims to test the influence of: (1) Testing the influence of product knowledge and religiosity on decisions to purchase Wardah halal cosmetics in Tulungagung, (2) Product knowledge and halal awareness on decisions to purchase Wardah halal cosmetics in Tulungagung, (3) Religiosity and halal awareness towards the decision to purchase Wardah halal cosmetics in Tulungagung, (4) Product knowledge, religiosity and halal awareness towards the decision to purchase Wardah halal cosmetics in Tulungagung.

This research uses a quantitative approach and causal associative methods. The population is users of Wardah halal cosmetics in Tulungagung Regency, with a sample of 100 respondents selected through snowball sampling. Data analysis was carried out using path analysis.

The research results show that: (1) Product knowledge and religiosity together have a significant positive effect on purchasing decisions; (2) Product knowledge itself is not significant; (3) Religiosity is significantly negative; (4) Product knowledge has a significant positive effect on halal awareness; (5) Religiosity is significantly negative on halal awareness; (6) Product knowledge, religiosity, and halal awareness together have a positive significance on purchasing decisions; (7) The effect of product knowledge through halal awareness is positive but not significant; (8) Religiosity has a significant negative effect through halal awareness. The implication is that companies can increase sales by educating consumers and considering religiosity and halal awareness in marketing strategies.

Keywords: Purchasing Decisions, Product Knowledge, Religiosity, Halal Awareness, Halal Cosmetics.