

ABSTRAK

Skripsi dengan judul “Pengaruh Harga, *Viral Marketing*, *Online Customer Review*, dan Label Halal terhadap Keputusan Pembelian *Skincare* Facetology (Studi Pada Mahasiswi Fakultas Ekonomi dan Bisnis Islam Angkatan 2021 Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung)” yang ditulis oleh Dinda Oktafiani, NIM. 126402213195. Fakultas Ekonomi dan Bisnis Islam, Jurusan Ekonomi, Program Studi Ekonomi Syariah, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung yang dibimbing oleh Citra Mulya Sari, S.E.Sy., M.E.

Penelitian ini dilatarbelakangi oleh banyaknya pelonjakan pada tingkat persaingan dunia bisnis, termasuk dibidang produk kecantikan. Permintaan yang tinggi terhadap produk perawatan kulit dapat memicu persaingan bisnis dimana setiap pelaku bisnis bersaing untuk menonjolkan produknya dan terus melakukan inovasi serta membuat produk kuliatas terbaik untuk menarik konsumen. Facetology adalah salah satu produk *skincare* lokal terbaru yang didirikan pada tahun 2022 yang berhasil raih penjualan no. 1 di Indonesia pada produk *sunscreennya* walaupun baru berdiri sekitar 2 tahunan. Sehingga dalam permasalahan tersebut peneliti ingin mengetahui faktor apa yang membuat produk Facetology bisa melaju pesat dan banyak dibeli oleh masyarakat.

Tujuan dari penelitian ini adalah (1) untuk menguji pengaruh harga, *viral marketing*, *online customer review*, dan label halal terhadap keputusan pembelian *skincare* Facetology, (2) untuk menguji pengaruh harga terhadap keputusan pembelian *skincare* Facetology, (3) untuk menguji pengaruh *viral marketing* terhadap keputusan pembelian *skincare* Facetology, (4) untuk menguji pengaruh *online customer review* terhadap keputusan pembelian *skincare*, (5) untuk menguji pengaruh label halal terhadap keputusan pembelian *skincare* Facetology.

Penelitian ini menggunakan pendekatan kuantitatif dan jenis penelitian asosiatif. Pengambilan sampel menggunakan teknik *non probability sampling* dengan *purposive sampling*. Jumlah sampel pada penelitian ini sebanyak 90 responden. Metode pengumpulan data menggunakan sumber data primer yang dianalisis menggunakan regresi linier berganda.

Hasil penelitian ini menunjukkan bahwa: (1) Harga, *viral marketing*, *online customer review*, dan label halal secara bersama-sama berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Facetology; (2) Harga berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Facetology; (3) *Viral marketing* tidak berpengaruh secara signifikan terhadap keputusan pembelian *skincare* Facetology; (4) *Online customer review* berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Facetology; (5) Label halal tidak berpengaruh secara signifikan terhadap keputusan pembelian *skincare* Facetology.

Kata kunci: Harga, *Viral Marketing*, *Online Customer Review*, Label Halal, dan Keputusan Pembelian

ABSTRACT

Thesis with the title “The Effect of Price, Viral Marketing, Online Customer Review, and Halal Label on Purchasing Decisions for Facetology Skincare (Study on Students of the Faculty of Economics and Islamic Business, Class of 2021, Sayyid Ali Rahmatullah Tulungagung State Islamic University)” written by Dinda Oktafiani, NIM. 126402213195. Faculty of Economics and Islamic Business, Department of Economics, Sharia Economics Study Program, Sayyid Ali Rahmatullah State Islamic University Tulungagung which is guided by Citra Mulya Sari, S.E.Sy., M.E.

This research is motivated by the many surges in the level of competition in the business world, including in the field of beauty products. High demand for skin care products can trigger business competition where each business competes to highlight its products and continue to innovate and make the best quality products to attract consumers. Facetology is one of the newest local skincare products established in 2022 which managed to achieve No. 1 sales in Indonesia in its sunscreen products even though it has only been established for about 2 years. So in this problem, researchers want to know what factors make Facetology products able to advance rapidly and be bought by many people.

The objectives of this study were (1) to examine the effect of price, viral marketing, online customer reviews, and halal labels on purchasing decisions for Facetology skincare, (2) to test the effect of price on purchasing decisions for Facetology skincare, (3) to test the effect of viral marketing on purchasing decisions for Facetology skincare, (4) to test the effect of online customer reviews on skincare purchasing decisions, (5) to test the effect of halal labels on purchasing decisions for Facetology skincare.

This research uses a quantitative approach and associative research type. Sampling using non probability sampling technique with purposive sampling. The number of samples in this study were 90 respondents. The data collection method uses primary data sources which are analyzed using multiple linear regression.

The results of this study indicate that: (1) Price, viral marketing, online customer review, and halal label together have a positive and significant effect on purchasing decisions for Facetology skincare; (2) Price has a positive and significant effect on purchasing decisions for Facetology skincare; (3) Viral marketing has no significant effect on purchasing decisions for Facetology skincare; (4) Online customer review has a positive and significant effect on purchasing decisions for Facetology skincare; (5) Halal label has no significant effect on purchasing decisions for Facetology skincare.

Keywords: *Price, Viral Marketing, Online Customer Review, Halal Label, and Purchase Decision*