

ABSTRAK

Skripsi yang berjudul “Pengaruh Labelisasi Halal, Persepsi Harga, dan Citra Merek terhadap Keputusan Pembelian Produk *Viva Cosmetics* (Studi pada Mahasiswa Fakultas Ekonomi dan Bisnis Islam Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung),” ditulis oleh Eliza Putri Wardani, NIM. 126402212127, Program Studi Ekonomi Syariah, Fakultas Ekonomi dan Bisnis Islam, UIN Sayyid Ali Rahmatullah Tulungagung, dengan pembimbing Citra Mulya Sari, M.E.

Kata Kunci: Labelisasi Halal, Persepsi Harga, Citra Merek, Keputusan Pembelian.

Penelitian ini dilatarbelakangi oleh sebuah fenomena adanya persaingan industri kecantikan yang semakin berkembang pesat. Salah satu produk kecantikan yang telah lama dikenal luas oleh masyarakat Indonesia adalah *Viva Cosmetics*. Terkenal memiliki harga murah, citra merek positif dan halal. Namun, meningkatnya persaingan dalam industri kecantikan berdampak pada semakin banyaknya peredaran berbagai jenis produk kecantikan lainnya, sehingga menyebabkan produk *Viva Cosmetics* mulai dikesampingkan para konsumen.

Adapun yang menjadi tujuan dalam penelitian ini meliputi: 1) Menguji pengaruh labelisasi halal, persepsi harga, dan citra merek terhadap keputusan pembelian produk *Viva Cosmetics*. 2) Menguji pengaruh labelisasi halal terhadap keputusan pembelian produk *Viva Cosmetics*. 3) Menguji pengaruh persepsi harga terhadap keputusan pembelian produk *Viva Cosmetics*. 4) Menguji pengaruh citra merek terhadap keputusan pembelian produk *Viva Cosmetics*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis asosiatif. Sumber data yang digunakan adalah data primer dari penyebaran kuesioner secara *online* melalui *Google Form* pada mahasiswa FEBI Angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung yang pernah melakukan pembelian atau saat ini sedang memakai produk *Viva Cosmetics* sebanyak 93 responden. Teknik sampling yang digunakan yaitu *probability sampling* dengan *proportionate stratified random sampling*. Data kuesioner dianalisis menggunakan regresi linier berganda dengan bantuan aplikasi SPSS versi 25.

Hasil penelitian menunjukkan bahwa: 1) Secara simultan (bersama-sama), labelisasi halal, persepsi harga, dan citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk *Viva Cosmetics* pada mahasiswa FEBI Angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 2) Labelisasi halal berpengaruh positif dan signifikan terhadap keputusan pembelian produk *Viva Cosmetics* pada mahasiswa FEBI Angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 3) Persepsi harga berpengaruh positif dan signifikan terhadap keputusan pembelian produk *Viva Cosmetics* pada mahasiswa FEBI Angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 4) Citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk *Viva Cosmetics* pada mahasiswa FEBI Angkatan 2021 UIN Sayyid Ali Rahmatullah Tulungagung.

ABSTRACT

The thesis entitled “The Influence of Halal Labeling, Price Perception, and Brand Image on the Purchase Decision of Viva Cosmetics Products (A Study on Students of the Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University of Tulungagung),” was written by Eliza Putri Wardani, NIM. 126402212127, Sharia Economics Study Program, Faculty of Islamic Economics and Business, UIN Sayyid Ali Rahmatullah Tulungagung, with the supervisor Citra Mulya Sari, M.E.

Keywords: *Halal Labeling, Price Perception, Brand Image, Purchasing Decision.*

This research is motivated by a phenomenon of the increasingly rapid competition in the beauty industry. One of the beauty products that has long been widely known by the Indonesian people is Viva Cosmetics. It is known for its low price, positive brand image and halal. However, the increasing competition in the beauty industry has an impact on the increasing circulation of various types of other beauty products, causing Viva Cosmetics products to be sidelined by consumers.

The objectives of this study include: 1) Testing the effect of halal labeling, price perception, and brand image on purchasing decisions for Viva Cosmetics products. 2) Testing the effect of halal labeling on purchasing decisions for Viva Cosmetics products. 3) Testing the effect of price perception on purchasing decisions for Viva Cosmetics products. 4) Testing the effect of brand image on purchasing decisions for Viva Cosmetics products. This study uses a quantitative approach with an associative type. The data source used is primary data from distributing questionnaires online via Google Form to FEBI students of Class of 2021 UIN Sayyid Ali Rahmatullah Tulungagung who have purchased or are currently using Viva Cosmetics products as many as 93 respondents. The sampling technique used is probability sampling with proportionate stratified random sampling. The questionnaire data were analyzed using multiple linear regression with the help of SPSS version 25.

The results of the study showed that: 1) Simultaneously (together), halal labeling, price perception, and brand image have a positive and significant effect on the purchasing decision of Viva Cosmetics products for FEBI students of Class 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 2) Halal labeling has a positive and significant effect on the purchasing decision of Viva Cosmetics products for FEBI students of Class 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 3) Price perception has a positive and significant effect on the purchasing decision of Viva Cosmetics products for FEBI students of Class 2021 UIN Sayyid Ali Rahmatullah Tulungagung. 4) Brand image has a positive and significant effect on the purchasing decision of Viva Cosmetics products for FEBI students of Class 2021 UIN Sayyid Ali Rahmatullah Tulungagung.