

Pengaruh label halal dan citra merek terhadap keputusan pembelian kosmetik

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Abstrak

Penelitian ini bertujuan untuk menguji Pengaruh Label Halal dan Citra Merek terhadap Keputusan Pembelian Kosmetik Wardah oleh Mahasiswi Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Mulawarman. Berdasarkan hasil penelitian diketahui bahwa secara signifikan variabel label halal dan citra merek mempengaruhi keputusan pembelian produk kosmetik wardah oleh mahasiswi Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Mulawarman. Berdasarkan hasil penelitian ini variabel label halal merupakan variabel yang memiliki pengaruh dominan terhadap keputusan pembelian kosmetik wardah

Kata Kunci: Label halal; citra merek; keputusan pembelian produk

Influence of halal label and brand image on decision of purchase of cosmetic

Abstract

This study aims to test the influence of Halal Label and Brand Image on Wardah Cosmetic Purchase Decision by Student of Economics Study Program of Faculty of Economics and Business Mulawarman University. Based on the results of the research it is known that significantly variables of halal label and brand image influence the decision of purchasing wardah cosmetic product by the student of Economics Study Program of Faculty of Economics and Business of Mulawarman University. Based on the results of this study halal label variable is a variable that has a dominant influence on purchasing decisions cosmetics wardah.

Keywords: Halal label; brand image; product purchase decision