

PENGARUH *BRAND IMAGE*, LABEL HALAL, KUALITAS PRODUK, PERSEPSI HARGA DAN *COUNTRY OF ORIGIN* TERHADAPA KEPUTUSAN PEMBELIAN PRODUK KOSMETIK WARDAH

ABSTRAK

Penelitian ini bertujuan untuk menguji dan menganalisis pengaruh *brand image*, label halal, kualitas produk, persepsi harga dan *country of origin* terhadap keputusan pembelian produk kosmetik wardah. Jenis penelitian ini adalah penelitian kuantitatif kausal. Sampel penelitian ini adalah konsumen perempuan berusia minimal 17 tahun yang membeli dan menggunakan produk kosmetik Wardah . Sampel yang diambil dengan teknik Random Sampling. Data dikumpulkan dengan menggunakan kuesioner. Variabel Terikat dalam penelitian ini adalah keputusan pembelian produk kosmetik Wardah, sedangkan Variabel Bebas dalam penelitian ini adalah *Brand image*, label halal, kualitas produk, persepsi harga dan *country of origin*. Analisis yang dilakukan menggunakan metode uji asumsi klasik, koefisiensi determinasi, dan regresi linier berganda. Hasil penelitian menunjukkan bahwa: 1) *brand image* berpengaruh signifikan terhadap keputusan pembelian produk kosmetik wardah; 2) label halal tidak berpengaruh signifikan terhadap keputusan pembelian produk kosmetik wardah; 3) kualitas produk tidak berpengaruh signifikan terhadap keputusan pembelian produk kosmetik wardah; 4) persepsi harga berpengaruh signifikan terhadap keputusan pembelian produk kosmetik wardah; 5) *country of origin* berpengaruh terhadap keputusan pembelian produk kosmetik wardah.

Kata Kunci: *Brand Image*, Label Halal, Kualiatas Produk, Persepsi Harga, *Country Of Origin* dan Keputusan pembelian.

THE EFFECT OF BRAND IMAGE, HALAL LABEL, PRODUCT QUALITY, PRICE PERCEPTION AND COUNTRY OF ORIGIN ON PURCHASE OF DECISION WARDAH COSMETIC PRODUCTS

ABSTRACT

This study aims to examine and analyze the effect of brand image, halal label, product quality, price perception and country of origin on purchasing decisions of wardah cosmetic products. This type of research is causal quantitative research. The sample of this study is female consumers aged at least 17 years who buy and use Wardah cosmetic products. Samples were taken by random sampling technique. Data were collected using a questionnaire. The bound variable in this study was the decision to purchase Wardah cosmetics, while the independent variable in this study was the brand image, halal label, product quality, price perception and country of origin. The analysis was performed using the classical assumption test methods, coefficient of determination, and multiple linear regression. The results showed that: 1) brand image had a significant effect on purchasing decisions for wardah cosmetics products; 2) Halal label has no significant effect on purchasing decisions of wardah cosmetic products; 3) product quality does not significantly influence the purchasing decision of wardah cosmetic products; 4) price perception significantly influences the purchasing decision of wardah cosmetic products; 5) country of origin influences the purchasing decision of wardah cosmetic products.

Keywords: Brand Image, Halal Label, Product Quality, Price Perception, Country of Origin and Purchasing Decision.