

PENGARUH LABEL HALAL DAN PERSEPSI HARGA TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK WARDAH DI KABUPATEN JOMBANG

ABSTRAK

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Penelitian ini bertujuan mengetahui dan menjelaskan pengaruh signifikan label halal dan persepsi harga terhadap keputusan pembelian kosmetik Wardah di Kabupaten Jombang. Penelitian menggunakan metode penelitian eksplanasi yang dilaksanakan melalui pengumpulan data di lapangan. Populasi adalah konsumen Wardah di Bravo Swalayan Jombang dengan sampel penelitian sebanyak 96 konsumen, analisa data dengan menggunakan metode statistik Regresi Linier berganda dan pengujian hipotesis dan koefisien diterminasi. Berdasarkan hasil penelitian menunjukkan bahwa Label Halal termasuk kategori baik, sehingga Label Halal berkontribusi terhadap Keputusan Pembelian kosmetik wardah di Kabupaten Jombang dan Perepsi Harga termasuk kategori baik, sehingga persepsi harga berkontribusi terhadap Keputusan Pembelian kosmetik wardah di Kabupaten Jombang

***Kata Kunci:* Label Halal, Perspsi harga dan keputusan pembelian**

**THE EFFECT OF HALAL LABEL AND PRICE PERCEPTION ON COSMETIC
PURCHASE DECISION WARDAH IN JOMBANG DISTRICT**

ABSTRACT

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This study aims to determine and explain the significant influence of halal labels and price perceptions on Wardah cosmetic purchasing decisions in Jombang Regency. The research uses an explanatory research method which is carried out through data collection in the field. The population is Wardah consumers in Bravo Supermarkets Jombang with a research sample of 96 consumers, data analysis using multiple linear regression statistical methods and hypothesis testing and termination coefficients. Based on the results of the study, it shows that the Halal Label is in the good category, so that the Halal Label contributes to the Purchasing Decision of Wardah Cosmetics in Jombang Regency and Price Perception is in the Good Category, so that the perception of price contributes to the Purchasing Decision of Wardah Cosmetics in Jombang Regency.

Keywords: Halal Label, Price Perception and Purchase Decision

