

## ABSTRAK

Persaingan bisnis dunia kecantikan semakin ketat. Hal ini diringi dengan semakin banyak *brand skincare* dari dalam maupun luar negeri. Keputusan pembelian konsumen menjadi faktor penting dalam sebuah usaha, yang tentunya dalam mengambil keputusan pembelian seorang konsumen mempertimbangkan beberapa hal seperti kehalalan suatu produk, harga dan kualitasnya. Penelitian ini bertujuan untuk mengetahui pengaruh labelisasi halal, harga dan kualitas produk terhadap keputusan pembelian produk *skincare* Skintific di Kecamatan Peninjauan Kabupaten Ogan Komering Ulu.

Metode penelitian yang digunakan dalam penelitian ini adalah metode kuantitatif dengan penarikan kesimpulan dengan analisis statistik menggunakan bantuan aplikasi IBM SPSS 25.0. Adapun populasi dalam penelitian ini yaitu masyarakat di Kecamatan Peninjauan Kabupaten Ogan Komering Ulu yang pernah membeli *skincare* Skintific, dengan metode *insidental sampling* yakni sebanyak 90 responden. Teknik analisis data dalam penelitian ini adalah uji asumsi klasik, regresi linier berganda dan uji hipotesis.

Hasil penelitian ini menunjukkan bahwa variabel labelisasi halal secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Skintific dengan nilai  $t_{hitung} 4,332 > t_{tabel} 1,662$  dan nilai signifikansi sebesar  $0,000 < 0,05$ . Variabel harga secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian *skincare* Skintific dengan  $t_{hitung} 2,557 > t_{tabel} 1,662$  dan nilai signifikansi  $0,012 < 0,05$ . Variabel kualitas produk secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Skintific dengan  $t_{hitung} 2,799 > t_{tabel} 1,662$  dan nilai signifikansi  $0,006 < 0,05$ . Variabel labelisasi halal, harga dan kualitas produk secara simultan berpengaruh positif dan signifikan terhadap keputusan pembelian produk *skincare* Skintific dengan nilai  $f_{hitung} 42,543 > f_{tabel} 2,71$  dengan nilai signifikansi  $0,000 < 0,05$ .

**Kata Kunci: Labelisasi Halal, Harga, Kualitas Produk, Keputusan Pembelian**

## **ABSTRACT**

*The competition in the beauty world business is getting tighter. This is accompanied by more and more skincare brands from within and outside the country. Consumer purchasing decisions are an important factor in a business, which of course in making a consumer's purchase decision considers several things such as the halalness of a product, price and quality. This study aims to determine the effect of halal labeling, price and product quality on the purchase decision of Skintific skincare products in the Review District of Ogan Komerang Ulu Regency.*

*The research method used in this research is a quantitative method with conclusions drawn by statistical analysis using the help of IBM SPSS 25.0 applications. The population in this study is people in Peninjauan District, Ogan Komerang Ulu Regency who have bought Skintific skincare, with the insidental sampling method, which is as many as 90 respondents. Data analysis techniques in this study are classical assumption test, pitched linear regression and hypothesis test.*

*The results of this study showed that the halal labeling variable partially had a positive and significant effect on the purchase decision of Skintific skincare with a calculated  $t_{value}$  of  $4.332 > t_{table}$  1.662 and a significance value  $0.000 < 0.05$ . The price variable partially has a positive and significant effect on the purchase decision of Skintific skincare with  $t_{value}$  2.557  $> t_{table}$  1.662 and significance value  $0.012 < 0.05$ . The variable of product quality partially has a positive and significant effect on the purchase decision of Skintific skincare products with  $t_{value}$  2.799  $> t_{table}$  1.662 and significance value  $0.006 < 0.05$ . The variables of halal labeling, price and product quality simultaneously have a positive and significant effect on the purchase decision of Skintific skincare products with a calculated  $f_{value}$  42.543  $> f_{table}$  2.71 with a significant value of  $0.000 < 0.05$ .*

**Keywords: Halal Labeling, Price, Product Quality, Purchasing Decision**