

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi pengaruh label halal dan citra merek terhadap keputusan pembelian konsumen produk kosmetik Innisfree, dengan fokus pada mahasiswi Fakultas Ekonomi dan Bisnis Program Studi Ekonomi Syariah Angkatan 2020. Metode yang digunakan adalah survei dengan pendekatan kuantitatif, melibatkan 62 responden yang diambil secara acak. Hasil analisis menunjukkan bahwa label halal dan citra merek memiliki pengaruh signifikan terhadap keputusan pembelian. Label halal berperan penting dalam menciptakan kepercayaan dan kepuasan, sementara citra merek yang positif meningkatkan daya tarik produk. Ditemukan pula bahwa variabel label halal dan citra merek memberikan kontribusi sebesar 70.4% terhadap variabel keputusan pembelian. Sedangkan, sebanyak 29.9% pengaruh lain pada keputusan pembelian belum dapat dijelaskan dalam penelitian ini. Penelitian ini menyimpulkan bahwa kombinasi antara label halal dan citra merek yang kuat dapat meningkatkan keputusan pembelian konsumen terhadap produk kosmetik Innisfree.

Kata kunci : Keputusan Pembelian, Label Halal, Citra Merek, , Kosmetik Innisfree.

ABSTRACT

This study aims to explore the effect of halal labeling and brand image on consumer buying interest in Innisfree cosmetic products, with a focus on female students of the Faculty of Economics and Business, Sharia Economics Study Program Class of 2020. The method used was a survey with a quantitative approach, involving 62 respondents taken randomly. The results of the analysis show that the halal label and brand image have a significant influence on buying interest. The halal label plays an important role in creating trust and satisfaction, while a positive brand image increases product attractiveness. It was also found that the halal label and brand image variables contributed 70.4% to the purchase intention variable. Meanwhile, as much as 29.9% of other influences on buying interest cannot be explained in this study. This study concludes that the combination of halal labeling and a strong brand image can increase consumer buying interest in Innisfree cosmetic products.

Keywords : *Buying Decision, Halal Labeling, Brand Image, Innisfree Products.*