

ABSTRAK

Tujuan penelitian ini ialah untuk menganalisis bagaimana keputusan masyarakat kota Palembang terkait produk skincare bening's, dan bagaimana faktor-faktor seperti label halal , variasi produk, dan citra merek memengaruhi mereka dalam melakukan pembelian. Penelitian ini menggunakan metode penelitian kuantitatif. Selain itu, kuesioner dengan skala Likert digunakan untuk mengumpulkan data primer dari sampel yang dipilih secara kebetulan. Populasinya ialah masyarakat yang berbelanja skincare bening's di agen bening's plaju. Sampelnya ialah sebanyak 80 responden dengan rumus *hair et al.* Analisis regresi linier berganda adalah metode utama yang digunakan. Ketika melihat kualitas data, pengujian validitas dan reliabilitas adalah jalan keluarnya. Pengujian hipotesis menggunakan uji-t parsial, uji-f simultan, dan koefisien determinasi, sedangkan pengujian asumsi klasik menggunakan uji normalitas, linearitas, heteroskedastisitas, dan multikolinearitas. Survei ini menemukan bahwa: (1) Label halal tidak berpengaruh positif dan signifikan terhadap keputusan pembelian produk skincare bening's di masyarakat kota Palembang. (2) variasi produk berpengaruh positif dan signifikan terhadap keputusan pembelian produk skincare bening's di masyarakat kota Palembang (3) citra merek berpengaruh positif dan signifikan terhadap keputusan pembelian produk skincare bening's di masyarakat kota Palembang (4) label halal ,variasi produk , dan citra merek berpengaruh positif dan signifikan secara simultan terhadap keputusan pembelian produk skincare bening's di masyarakat kota Palembang..

Kata Kunci : Label Halal , Variasi Produk , Citra Merek dan Keputusan Pembelian

ABSTRACT

The purpose of this study is to analyze how the decisions of the Palembang city community regarding Bening's skincare products, and how factors such as halal labels, product variations, and brand image influence them in making purchases. This study uses a quantitative research method. In addition, a questionnaire with a Likert scale was used to collect primary data from samples selected by chance. The population is people who shop for Bening's skincare at Bening's Plaju agents. The sample is 80 respondents with the Hair et al. formula. Multiple linear regression analysis is the main method used. When looking at data quality, validity and reliability testing are the solutions. Hypothesis testing uses partial t-tests, simultaneous f-tests, and coefficients of determination, while classical assumption testing uses normality, linearity, heteroscedasticity, and multicollinearity tests. This survey found that: (1) The halal label does not have a positive and significant effect on purchasing decisions for Bening's skincare products in the Palembang city community. (2) Product variation has a positive and significant effect on purchasing decisions for Bening's skincare products in the Palembang community (3) Brand image has a positive and significant effect on purchasing decisions for Bening's skincare products in the Palembang community (4) Halal labels, product variation, and brand image have a positive and significant effect simultaneously on purchasing decisions for Bening's skincare products in the Palembang community.

Keywords: *Halal Label, Product Variation, Brand Image and Purchasing Decisions*