

ABSTRAK

Penelitian ini bertujuan untuk menguji dan mengetahui pengaruh labelisasi halal terhadap keputusan pembelian dan loyalitas konsumen terhadap Bakso Bathesda 74 outlet pusat.

Populasi yang digunakan dalam penelitian ini adalah konsumen Bakso Bethesda 74. Sedangkan sampel yang diambil dari populasi berjumlah 80 koresponden. Teknik yang digunakan dalam pengambilan sampel menggunakan teknik *Simple Random Sampling*. Dalam mengumpulkan data menggunakan kuisioner. Analisis yang digunakan dalam penelitian ini ialah metode analisis regresi linier sederhana.

Hasil dari penelitian ini menunjukkan bahwa terdapat korelasi yang positif dan signifikan antara label halal terhadap keputusan pembelian. Juga korelasi yang positif dan signifikan antara label halal terhadap loyalitas konsumen.

Kata kunci: Label halal, keputusan pembelian, loyalitas konsumen

ABSTRACT

This study aims to examine and discover the effect of halal labeling towards purchase decision and customer loyalty to Bakso Bethesda 74 of center outlet.

The population used for this research was the customers of Bakso Bethesda 74. The samples gained from the population were 80 respondents. The technique used in the sampling was simple random sampling. The data were gathered using questionnaire. The analysis used in this research was simple linear regression analysis method.

The result of the research shows that there is a positive and significant correlation between the halal label and the purchase decision. There is also a positive and significant correlation between the halal label and the customer loyalty. The t-count is 3.381 with the significance of 0.001 and the value of R square is 11.7% for the halal label towards the purchase decision. The value of halal label towards the customers loyalty is 4.368 for the t-count with the significance of 0.000 and the value of R square is 18.6%. Therefore, this research reveals that there is a positive and significant effect of halal label towards the purchase decision and the customer loyalty to Bakso Bethesda 74.

Keywords: halal label, purchase decision, customer loyalty