

**THE INFLUENCE OF HALAL LABEL, PRICE AND INGREDIENTS ON
PURCHASING DECISION OF COSMETICS PRODUCT IN
YOGYAKARTA**

***PENGARUH LABEL HALAL, HARGA, DAN KOMPOSISI TERHADAP
KEPUTUSAN MEMBELI PRODUK KOSMETIK DI YOGYAKARTA***

UNDERGRADUATE THESIS



Written by:

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**FACULTY OF ECONOMY AND BUSINESS
UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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In partial fulfilment for the requirement for the degree of Bachelor of Economics at
International Program for Islamic Economics and Finance (IPIEF), Economics
Department, Faculty of Economy and Business



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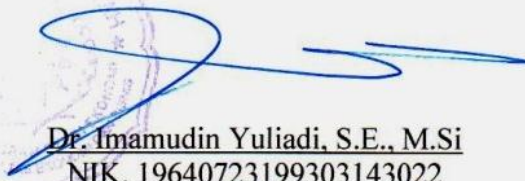


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I hereby declare that this undergraduate thesis entitled “**The Influence of Halal Label, Price and Ingredients on Purchasing Decision of Cosmetics Product in Yogyakarta**” does not consist of any content that ever being proposed for any degree in other university, ideas of any research and publication of others, in exception all quotes and ideas which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences.

Yogyakarta, December, 17st 2019



Mulyati

MOTTO

“Don’t give up, because the beginning is always the hardest.”

*“Spread kindness. Then someday you’ll receive what you have given. Not today,
tomorrow, or the day after tomorrow, just wait.”*

This precious Undergraduate Thesis I dedicate to my beloved parents, H. Mursalin and Hj. Murni. my brother, Salman Mursalin and Sandi Mursalin. And my sister Myesha Adiba Faihah.

ABSTRACT

This study aims to examine and find out: (1) The effect of halal labels on consumer purchasing decisions for cosmetic products. (2) The effect of product prices on consumer purchasing decisions for cosmetic products. (3) Effect of ingredients on consumer cosmetics products' buying decisions. This research is a survey research. The population in this study were students of Yogyakarta Muhammadiyah University, UIN Sunan Kalijaga Yogyakarta, and Indonesian Islamic University. The sample of this study was determined by the Slovin sampling technique of 400 people. The questionnaire trial consisted of validity testing using the Product Moment method and reliability testing using Cronbach's Alpha method. The analysis technique in this study uses a descriptive analysis method and multiple linear regression analysis. The results showed that: (1) the halal label had a positive effect on purchasing decisions, this was evidenced by the significant value of t count is 0,000, which means (sig <0.05), (2) the price of the product affected positive towards the purchase decision, with the significant value of t count is 0.000, (3) ingredients has a positive effect on the purchase decision, with the significant value t count is 0.000, and (4) halal label, price and ingredients have a positive effect on purchasing decisions, this is evidenced by the significant of F count is 0,000.

Keywords: Cosmetics, Halal Label, Price, Ingredients, Purchasing Decision.

INTISARI

Penelitian ini bertujuan untuk menguji dan mengetahui: (1) Pengaruh label halal terhadap keputusan membeli konsumen produk kosmetik. (2) Pengaruh harga produk terhadap keputusan membeli konsumen produk kosmetik. (3) Pengaruh komposisi terhadap keputusan membeli konsumen produk kosmetik. Penulis menggunakan online survei untuk mengumpulkan data. Populasi dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Yogyakarta, UIN Sunan Kalijaga Yogyakarta dan Universitas Islam Indonesia. Sampel penelitian ini ditentukan dengan teknik slovin sampling sebanyak 400 orang. Uji coba kuesioner terdiri dari uji validitas dengan menggunakan metode Product Moment dan uji reliabilitas dengan menggunakan metode Cronbach's Alpha. Teknik analisis pada penelitian ini menggunakan metode analisis deskriptif dan analisis regresi linear berganda. Hasil penelitian menunjukkan bahwa: (1) label halal berpengaruh positif terhadap keputusan pembelian, hal ini dibuktikan dengan nilai significant t hitung sebesar 0,000. Yang berarti ($\text{sig} < 0,05$), (2) harga produk berpengaruh positif terhadap keputusan pembelian, dengan nilai signifikansi t hitung sebesar 0,000, (3) komposisi berpengaruh positif terhadap keputusan pembelian, dengan nilai signifikansi t hitung sebesar 0,000, dan (4) label halal, harga dan komposisi berpengaruh positif terhadap keputusan pembelian, hal ini dibuktikan dengan dengan nilai signifikansi F hitung sebesar 0,000.

Kata kunci: *Kosmetik, Label Halal, Harga, Komposisi, Keputusan Membeli*

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