

ABSTRAK

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Pengaruh Gaya Hidup, Label Halal dan Harga Terhadap Keputusan Pembelian Serta Tinjauannya Dari Sudut Pandang Islam

(Studi Kasus Pada Mahasiswi Fakultas Ekonomi dan Bisnis Universitas YARSI)

110 halaman + xvi halaman + 22 tabel + 4 gambar + 4 lampiran

Abstrak

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh gaya hidup, label halal dan harga terhadap keputusan pembelian. Sampel dalam penelitian ini adalah sebanyak 100 responden Mahasiswi Fakultas Ekonomi dan Bisnis Universitas YARSI. Teknik pengambilan sampel yang digunakan adalah *purposive Sampling*. Jumlah responden dalam penelitian ini sebanyak 100 responden. Data dikumpulkan dengan menggunakan metode *Judgement Sampling* dengan instrumen kuesioner. Metode analisis data yang digunakan yaitu analisis regresi berganda, uji t (parsial), uji F (simultan) dan koefisien determinasi. Hasil penelitian menunjukkan bahwa: (1) Gaya hidup berpengaruh positif dan signifikan terhadap keputusan pembelian. (2) Label halal tidak signifikan terhadap keputusan pembelian. (3) Harga tidak signifikan terhadap keputusan pembelian. (4) secara simultan seluruh variabel independen berpengaruh signifikan terhadap keputusan pembelian. Menurut sudut pandang Islam tentang tentang Gaya Hidup, Label Halal dan Harga terhadap keputusan Pembelian Produk Kosmetik Emina sudah sesuai dengan prinsip-prinsip syariah yaitu halal dan tayyib.

Kata Kunci: Gaya hidup, Label Halal, Harga dan Keputusan Pembelian

ABSTRACT

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The Influence of Lifestyle, Halal Label and Price on Purchasing Decisions and Their Overview from an Islamic Point of View (Case Study were students of the Faculty of economics and Business, YARSI University)

110 pages +xvi pages +22 tables +4 pictures + 4 attachments

Abstract

The purpose of this study was to determine the effect of lifestyle, halal labels and prices on purchasing decisions. The sample in this study were 100 respondents in the Faculty of Economics and Business, YARSI University. The sampling technique used was purposive sampling. The number of respondents in this study were 100 respondents. Data were collected using the Judgment Sampling method with a questionnaire instrument. The data analysis method used is multiple regression analysis, t test (partial), F test (simultaneous) and the coefficient of determination. The results showed that: (1) Lifestyle has a positive and significant effect on purchasing decisions. (2) The halal label is not significant to the purchase decision. (3) Price is not significant to purchasing decisions. (4) simultaneously all independent variables have a significant effect on purchasing decisions. According to the Islamic point of view regarding Lifestyle, Halal Labels and Prices for the decision to purchase Emina Cosmetics Products, it is in accordance with syariah principles, namely halal and tayyib.

Keywords: *Lifestyle, Halal Label, Price and Purchase Decision*