

## ABSTRAK

*Fakultas Ekonomi dan Bisnis  
Program Studi S-1 Manajemen  
2022*

**Dhita Febriyani Putri**

**120.2018.201**

***Analisa Pengaruh Citra Merek, Kepercayaan Merek, Promosi, dan Label Halal Terhadap Minat Beli Air Minum Le Minerale Serta Tinjauannya Dari Sudut Pandang Islam***

117 halaman + 19 tabel + 2 gambar dan 5 lampiran

### Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh citra merek, kepercayaan merek promosi, dan label halal terhadap minat beli air minum Le Minerale serta tinjauannya dari sudut pandang Islam. Sampel dalam penelitian ini sejumlah 105 responden dengan kriteria berdomisili di wilayah DKI Jakarta dan sudah pernah membeli atau mengkonsumsi air minum Le Minerale. Teknik pengambilan sampel yang digunakan adalah dengan menggunakan *purposive sampling*. Data dikumpulkan dengan menggunakan metode survei dengan menggunakan instrument berupa angket atau kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Last Square Equation Modeling* (PLS-SEM).

Hasil penelitian menunjukkan bahwa (1) citra merek berpengaruh positif dan signifikan terhadap minat beli (p-value 0,034) (2) kepercayaan merek berpengaruh positif dan signifikan terhadap minat beli (p-value 0,031) (3) promosi berpengaruh positif dan signifikan terhadap minat beli (p-value <0,001) dan (4) label halal berpengaruh positif dan signifikan terhadap minat beli (p value 0,034)

Menurut tinjauan Islam suatu produk memiliki citra merek sesuai syariat Islam maka akan menimbulkan suatu kesan yang baik dan dapat meningkatkan kepercayaan merek kepada konsumen melalui promosi yang mengacu pada syariat Islam seperti tidak melebih-lebihkan atau mengobral sumpah, diiringi dengan adanya label halal maka dapat meningkatkan minat beli konsumen.

**Kata Kunci:** Citra Merek, Kepercayaan Merek, Promosi, Label Halal, Minat Beli, Sudut Pandang Islam

## ABSTRACT

*Faculty Of Economy And Bussiness*

*Study Program S-1 Management*

*2022*

**Dhita Febriyani Putri**

**120.2018.201**

***Analysis of the Effect of Brand Image, Brand Trust, Promotion, and Halal Labels on Interest in Buying Le Minerale Drinking Water and Its Overview from an Islamic Point of View***

*117 pages + 19 tables + 2 pictures and 5 attachments*

### ***Abstract Description***

*This study aims to determine the effect of brand image, brand trust, promotion, and halal label on interest in buying Le Minerale drinking water and its review from an Islamic point of view. The sample in this study was 105 respondents with the criteria of being domiciled in the DKI Jakarta area and had purchased or consumed Le Minerale drinking water. The sampling technique used is by using purposive sampling. Data were collected using a survey method using an instrument in the form of a questionnaire or questionnaire. The data analysis method used is Partial Last Square Equation Modeling (PLS-SEM) analysis.*

*The results showed that (1) brand image had a positive and significant effect on buying interest (p-value 0.034) (2) brand trust had a positive and significant effect on buying interest (p-value 0.031) (3) promotion had a positive and significant effect on interest buy (p-value <0.001) and (4) halal label has a positive and significant effect on buying interest (p value 0.034)*

*According to Islamic reviews, a product has a brand image according to Islamic law, it will cause a good impression and can increase brand trust in consumers through promotions that refer to Islamic law such as not exaggerating or selling oaths, accompanied by the existence of a halal label, it can increase consumers' buying interest.*

***Keywords: Brand Image, Brand Trust, Promotion, Halal Label, Buying Interest, Islamic Perspective***