

ABSTRAK

**Fakultas Ekonomi dan Bisnis
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Pengaruh Label Halal dan Harga Terhadap Loyalitas Pelanggan dengan *Brand Image* sebagai Mediasi serta Tinjauannya dari Sudut Pandang Islam (Studi pada Pelanggan Tom Sushi di DKI Jakarta)

128 + xiv halaman, 26 tabel, 5 gambar, 10 lampiran

Uraian Abstrak

Tujuan penelitian ini adalah untuk menganalisis pengaruh Label Halal dan Harga terhadap Loyalitas Pelanggan dengan *Brand Image* sebagai variabel mediasi menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah pelanggan Tom Sushi di wilayah DKI Jakarta dengan jumlah sampel 130 responden. Teknik pengambilan sampel yang digunakan yaitu *non-probability sampling* dengan *purposive sampling* melalui penyebaran kuesioner dengan *google form*. Metode analisis data yang digunakan adalah *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) dengan *software* SmartPLS 4.0. Hasil penelitian menunjukkan bahwa: (1)Label Halal tidak berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (2)Harga berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (3)Label Halal tidak berpengaruh signifikan terhadap *Brand Image*, (4)Harga berpengaruh positif dan signifikan terhadap *Brand Image*, (5)*Brand Image* berpengaruh positif dan signifikan terhadap Loyalitas Pelanggan, (6)*Brand Image* tidak memediasi hubungan antara Label Halal dan Loyalitas pelanggan, dan (7)*Brand Image* memediasi hubungan antara Harga dan Loyalitas Pelanggan. Penelitian ini juga meninjau Label Halal, Harga, *Brand Image*, dan Loyalitas Pelanggan berdasarkan sudut pandang Islam.

Kata Kunci: Label Halal; Harga; *Brand Image*; Loyalitas Pelanggan; SEM-PLS

ABSTRACT

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The Influence of Halal Labels and Prices on Customer Loyalty with Brand Image as a Mediator and Its Review from an Islamic Perspective (Case Study on Tom Sushi Customers in DKI Jakarta)

128 + xiv pages, 26 tables, 5 figures, 10 appendices

Abstract Description

The purpose of this study is to analyze the influence of Halal Label and Price on Customer Loyalty through Brand Image as a mediating variable using a quantitative approach. The population in this study were Tom Sushi customers in the DKI Jakarta area with a sample of 130 respondents. The sampling technique employed is non-probability sampling using purposive sampling, with data collected through an online questionnaire distributed via Google Forms. The data analysis method used was Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0 software. The results of the study indicate that: (1) Halal Label does not have a positive and significant effect on Customer Loyalty, (2) Price has a positive and significant effect on Customer Loyalty, (3) Halal Label does not have a significant effect on Brand Image, (4) Price has a positive and significant effect on Brand Image, (5) Brand Image has a positive and significant effect on Customer Loyalty, (6) Brand Image does not mediate the relationship between Halal Label and Customer Loyalty, and (7) Brand Image mediates the relationship between Price and Customer Loyalty. This study also reviews Halal Label, Price, Brand Image, and Customer Loyalty from an Islamic perspective.

Keywords: Halal Label; Price; Brand Image; Customer Loyalty; SEM-PLS