

Factors that Affecting the Interest of Buying Halal Cosmetics to Students in Jakarta (Case Study on Make Over Cosmetics)

By Muthia Rizkitri Aulia

ABSTRACT

This research is motivated by the increase in the halal cosmetic industry in Indonesia. Researchers have a goal to analyze several factors, namely, halal label, brand image, and price that affecting the interest of buying halal cosmetics to students in Jakarta. The method used is a quantitative approach with the number of samples processed as many as 130 respondents with the characteristics of Jakarta students who use make over cosmetics. The data collection technique was taken through a questionnaire and analyzed using the Statistical Package for the Social Sciences (SPSS) version 26 application. The data analysis technique was through validity testing, reliability testing, classical assumption testing, and multiple linear regression tests. Hypothesis test using F test, T test and determinant coefficient. The results showed that the variables of halal label, brand image, and price had a simultaneous effect on buying interest. Partially, the variables of halal label, brand image and price show a positive and significant influence on buying interest. With this, the researcher hopes to help the growth of local cosmetics so that there will be more and more good quality halal cosmetics.

Keywords: brand image, halal label, make over, price.

Faktor-Faktor yang Mempengaruhi Minat Beli Kosmetik Halal Pada Mahasiswa di Jakarta (Studi Kasus pada Kosmetik Make Over)

Oleh Muthia Rizkitri Aulia

Abstrak

Penelitian ini di latar belakang oleh meningkatnya industri kosmetik halal yang berada di Indonesia. Peneliti memiliki tujuan untuk menganalisis beberapa faktor yaitu, label halal, harga dan citra merek apakah berpengaruh terhadap minat beli pada mahasiswa di Jakarta. Metode yang digunakan adalah pedekatan kuantitatif dengan jumlah sampel yang diolah sebanyak 130 responden dengan karakteristik mahasiswa Jakarta yang menggunakan kosmetik make over. Teknik pengambilan data diambil melalui kuesioner dan di analisis menggunakan aplikasi *Statistical Package for the Social Sciences* (SPSS) versi 26. Teknik analisis data melalui uji validitas, uji reliabelitas, uji asumsi klasik, dan uji linier regresi berganda. Uji hipotesis menggunakan uji F, uji T dan koefisien determinan. Hasil penelitian menunjukkan variabel label halal, citra merek, dan harga berpengaruh secara simultan terhadap minat beli. Secara parsial, variabel label halal, citra merek dan harga menunjukkan pengaruh positif dan signifikan terhadap minat beli. Dengan ini peneliti berharap dapat membantu pertumbuhan kosmetik lokal agar semakin banyak kosmetik halal lainnya yang berkualitas baik.

Kata Kunci: citra merek, harga, label halal, make over