

The Influence of Brand Ambassadors, Halal Awareness, and Product Quality to Purchasing Decisions of Men's Halal Cosmetics in e-commerce.

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Abstract

The trend of using men's cosmetics is currently increasing, this can be seen from the market share of beauty and skin care products in e-commerce which reaches 43,5%, but related to halal awareness of using cosmetics, men are less concerned about halal awareness when compared to women . Moreover, the trend of using brand ambassadors as company representative products is considered less effective in influencing consumer purchasing decisions. This study aims to explain the influence of brand ambassadors, halal awareness, and product quality on purchasing decisions for men's halal cosmetics. The population of this study was the Muslim community of DKI Jakarta who use halal cosmetics. Sampling method using non-probability sampling technique with purposive sampling method. The approach used is quantitative. Questionnaires are used as data collection techniques. Partial Least Square is used as a data analysis technique. The data test uses the outer and inner models. The results showed that the brand ambassador have a significant influence to purchasing decisions. Meanwhile, halal awareness and product quality variables has no significant influence to purchasing decisions.

Keywords : *halal cosmetics, brand ambassador, halal awareness, product quality, purchase behaviour*

Pengaruh *Brand Ambassador*, *Halal Awareness*, dan Kualitas Produk terhadap Keputusan Pembelian Kosmetik Halal Pria di E-commerce.

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Abstrak

Perkembangan kosmetik pria pada saat ini cukup meningkat, hal ini dapat dilihat dari market share produk kecantikan dan perawatan kulit di e-commerce yang mencapai angka 43,5%, namun terkait dengan kesadaran halal menggunakan kosmetik, pria cenderung kurang memperhatikan kesadaran halal dibandingkan dengan wanita. Selain itu, tren penggunaan *brand ambassador* sebagai representatif produk perusahaan dinilai kurang efektif dalam memberikan pengaruh terhadap keputusan pembelian konsumen. Penelitian ini bertujuan untuk mengidentifikasi pengaruh *brand ambassador*, *halal awareness*, dan kualitas produk terhadap keputusan pembelian kosmetik halal pria. Populasi penelitian ini yaitu masyarakat muslim DKI Jakarta yang menggunakan kosmetik halal. Pengambilan sampel menggunakan teknik *non-probability sampling* dengan metode *purposive sampling*. Pendekatan yang dipakai yaitu kuantitatif. Kuesioner digunakan sebagai teknik pengumpulan data. *Partial Least Square* digunakan sebagai teknik analisis data. Pengujian data dilakukan dengan menggunakan *outer* dan *inner* model serta uji hipotesis. Hasil penelitian menunjukkan bahwa variabel brand ambassador berpengaruh terhadap keputusan pembelian kosmetik halal pria, sedangkan variabel halal awareness dan kualitas produk tidak berpengaruh terhadap keputusan pembelian.

Kata Kunci : kosmetik halal, brand ambassador, halal awareness, kualitas produk, keputusan pembelian