

THE INFLUENCE OF PRODUCT INNOVATION AND HALAL LABELING ON PURCHASING DECISIONS MEDIATED BY BRAND IMAGE

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ABSTRACT

This study aims to analyze the influence of product innovation and halal labeling on purchasing decisions of Kahf skincare products, with brand image as a mediating variable. This study employed a quantitative approach using a survey method. The population of this study consisted of Kahf consumers in the DKI Jakarta area, with a sample of 415 respondents selected using probability sampling through the simple random sampling method. Data analysis was conducted using the Structural Equation Modeling–Partial Least Square (SEM-PLS) method with the assistance of SmartPLS 4.0 software.

The results of this study indicate that product innovation has a positive and significant effect on purchasing decisions and Kahf's brand image. Halal labeling has a positive and significant effect on brand image, but does not have a significant direct effect on purchasing decisions. Brand image is proven to have a positive and significant effect on purchasing decisions. The findings also reveal that brand image is able to mediate the influence of product innovation and halal labeling on purchasing decisions of Kahf products.

This study demonstrates that consumers' purchasing decisions toward Kahf products are more dominantly influenced by product innovation and brand image rather than halal labeling directly. Halal labeling does not directly encourage consumers to make purchases, but it plays a role in shaping positive brand perceptions. Therefore, brand image becomes a strategic factor that strengthens the influence of product innovation and halal labeling on purchasing decisions of Kahf products.

Keywords: *product innovation, halal labeling, brand image, purchasing decisions, men's skin care.*

PENGARUH INOVASI PRODUK DAN LABELISASI HALAL TERHADAP KEPUTUSAN PEMBELIAN DIMEDIASI BRAND IMAGE

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ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh inovasi produk dan labelisasi halal terhadap keputusan pembelian produk skincare merek Kahf dengan brand image sebagai variabel mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Populasi dalam penelitian adalah konsumen Kahf di wilayah DKI Jakarta dengan jumlah responden sebanyak 415 yang dipilih menggunakan teknik probability sampling dengan metode simple random sampling. Analisis data dilakukan menggunakan metode Structural Equation Modeling–Partial Least Square (SEM-PLS) menggunakan aplikasi SmartPLS 4.0.

Hasil penelitian menunjukkan bahwa inovasi produk berpengaruh positif signifikan terhadap keputusan pembelian dan brand image Kahf. Labelisasi halal berpengaruh positif signifikan terhadap brand image, namun tidak berpengaruh signifikan terhadap keputusan pembelian secara langsung. Brand image terbukti berpengaruh positif signifikan terhadap keputusan pembelian. Hasil penelitian juga menunjukkan bahwa brand image mampu memediasi pengaruh inovasi produk dan labelisasi halal terhadap keputusan pembelian produk Kahf.

Penelitian ini menunjukkan bahwa keputusan pembelian konsumen terhadap produk Kahf lebih dominan dipengaruhi oleh inovasi produk dan brand image dibandingkan labelisasi halal secara langsung. Labelisasi halal tidak secara langsung mendorong konsumen melakukan pembelian, namun berperan dalam membentuk persepsi positif merek. Dengan demikian, brand image menjadi faktor strategis yang memperkuat pengaruh inovasi produk dan labelisasi halal terhadap keputusan pembelian produk Kahf.

Kata Kunci: inovasi produk, labelisasi halal, brand image, keputusan pembelian, skincare pria.