Analysis of Purchase Interest of Safi Halal Branding Skincare

By Khairunnisa Permata Sari

Abstract

This study examines people's buying interest in Safi's skincare products. The purpose of this research is to find out what influences people's buying interest towards Safare sincare products, this research covers halal Branding, non-celebrity endorsers and Brand Trust. The approach used in this research is descriptive. The type of data used in this study is quantitative data and uses primary and secondary data sources. The sample used in this study amounted to 100 people with simple random sampling technique. This data collection uses a questionnaire. Data analysis techniques were processed using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The results of data analysis show that: (1) halal Branding does not affect buying interest with a tcount of 1.774 <ttable 1.985 and a significant value of 0.077> 0.05; (2) halal Branding has a significant positive effect on brand names with a value of 5.594> t table 1.985 and a significant value of 0.000 <0.05; (3) non-celebrity endorsers have a positive effect on buying interest with a tcount of 3.480> t table 1.985 and a significant value of 0.001 <0.05; (4) non-celebrity endorsers have a positive effect on Brand Trust with a tcount of 3.984> t table 1.985 and a significant value of 0.000 <0.05; (5) Brand Trust has a positive effect on buying interest with a tcount of 7.932> t table 1.985 and a significant value of 0.000 <0.05. Obtained R-Square value of the Brand Trust variable that is equal to 0.675. The R-Square value of the Buy Interest variable is 0.763.

Keywords: Halal Branding, Endorsers Non-Celebrity, Brand Trust, Purchase Intention, Safi Skincare Products

Analisis Minat Beli Halal *Branding* Skincare Safi

Oleh Khairunnisa Permata Sari

Abstrak

Penelitian ini meneliti tentang minat beli masyarakat terhadap produk skincare Safi. Tujuan penelitian ini adalah untuk mengetahui variabel apa saja yang mempengaruhi minat beli masyarakat terhadap produk sincare Safi, penelitian ini mencangkup variabel *halal Branding*, *endorser Non-Selebrity* serta *Brand Trust*. Pendekatan yang digunakan dalam penelitian ini adalah deskriptif. Jenis data yang digunakan dalam penelitian ini adalah data primer dan sekunder. Sampel yang digunakan dalam penelitian ini berjumlah 100 responden dengan teknik simple random sampling. Pengumpulan data ini menggunakan kuesioner. Teknik analisis data menggunakan pendekatan *Structural Equation Model* (SEM) berbasis *Partial Least Square* (PLS). Hasil analisis data menunjukkan bahwa: (1) halal *Branding* tidak berpengaruh terhadap minat beli dengan nilai t_{hitung} 1,774 < t_{tabel} 1,985 dan nilai signifikan sebesar 0,077 > 0,05; (2) halal *Branding* berpengaruh positif secara signifikan terhadap brand trsut dengan nilai t_{hitung} 5,594 > t_{tabel} 1,985 dan nilai signifikan sebesar 0,000 < 0,05; (3) endorser *Non-Selebrity* berpengaruh positif terhadap minat beli dengan nilai t_{hitung} 3,480 > t_{tabel} 1,985 dan nilai signifikan sebesar 0,001 < 0,05; (4) endorser *Non-Selebrity* berpengaruh positif terhadaap *Brand Trust* dengan nilai t_{hitung} 3,984 > t_{tabel} 1,985 dan nilai signifikan sebesar 0,000 < 0,05; (5) *Brand Trust* berpengaruh positif terhadap minat beli dengan nilai t_{hitung} 7,932 > t_{tabel} 1,985 dan nilai signifikan sebesar 0,000 < 0,05. Koefisien determinasi.

Kata Kunci : Halal *Branding*, *Endorser Non-Selebrity*, *Brand Trust*, Minat Beli, Produk *Skincare* Safi