

**ANALISIS LABEL HALAL, BRAND IMAGE, HARGA DAN MINAT DALAM
PEMBELIAN PRODUK SKINCARE HALAL (Studi Pada Santri Putri di
Pondok Pesantren Salafiyah Sa'idiyah Aermata Arosbaya)**

Skincare halal menjadi produk yang sangat diminati oleh para konsumen apalagi dikalangan santri. Penelitian ini untuk menganalisis pengaruh label halal, brand image, harga dan minat dalam pembelian produk skincare halal. Santri Putri Pondok Pesantren Salafiyah Sa'idiyah Aermata Arosbaya yang menggunakan skincare merupakan populasi penelitian ini. Sampel penelitian terdiri 135 responden, pengumpulan data dengan kuesioner. Analisis data dengan analisis Structural Equation Modeling menggunakan Smart PLS 3.0. Hasil penelitian menyatakan bahwa label halal berpengaruh positif dan signifikan terhadap minat pembelian, brand image berpengaruh positif dan signifikan terhadap minat pembelian, harga berpengaruh positif tetapi tidak signifikan terhadap minat pembelian, label halal berpengaruh positif dan signifikan terhadap brand image, label halal berpengaruh positif dan signifikan terhadap minat pembelian melalui brand image.

Kata Kunci: Label Halal, Brand Image, Harga, Minat Pembelian.

ABSTACT

ANALYSIS OF HALAL LABELS, BRAND IMAGE, PRICE AND INTEREST IN PURCHASING HALAL SKINCARE PRODUCTS (Study on female students at Aermata Arosbaya Salafiyah Islamic Boarding School)

Halal skincare is a product that is in great demand by consumers, especially among students. This research is to analyze the effect of halal label, brand image, price and interest in purchasing halal skincare products. The female students of the Salafiyah Sa'idyah Islamic Boarding School Aermata Arosbaya who use skincare are the population of this study. The research sample consisted of 135 respondents, collecting data with a questionnaire. Data analysis with Structural Equation Modeling analysis using Smart PLS 3.0. The results of the study stated that the halal label had a positive and significant effect on purchase intention, brand image had a positive and significant effect on purchase intention, price had a positive but not significant effect on purchase intention, halal label had a positive and significant effect on brand image, halal label had a positive and significant effect on purchase intention through brand image.

Keywords: Halal Label, Brand Image, Price, Purchase Intention.