

Elok Zahrotul Ula. NPM 190331100072. Analisis Pengaruh Label Halal dan Promosi Terhadap Keputusan Pembelian Jamu Serbuk Jahe Merah (*Zingiber officinale roscoe*). Dibawah Bimbingan **Dr. Moh. Fuad Fauzul M., S.TP., M.Si** dan **Dian Farida Asfan S.T., M.T.**

ABSTRAK

Industri jamu di Indonesia sudah semestinya mampu menjadi keunggulan yang dapat bersaing secara kompetitif dari negara produsen jamu tradisional yang lain, salah satunya untuk mencapai keberhasilan tujuan bisnis yaitu melalui memenuhi kebijakan pemerintah terkait label halal dan melalui media promosi. Tujuan dari penelitian ini yaitu 1) mengetahui pengaruh label halal terhadap keputusan pembelian jamu serbuk jahe merah 2) mengetahui pengaruh promosi terhadap keputusan pembelian jamu serbuk jahe merah 3) mengetahui apakah secara simultan label halal dan promosi berpengaruh terhadap keputusan pembelian jamu serbuk jahe merah. Metode yang digunakan dalam penelitian yaitu analisis regresi linier berganda. Hasil penelitian terhadap produk jamu serbuk jahe merah UD. Al-Manshurien yaitu variabel label halal (X_1) secara parsial terdapat pengaruh terhadap variabel keputusan pembelian (Y) jamu serbuk jahe merah sebesar 17,96%. Variabel promosi (X_2) secara parsial terdapat pengaruh terhadap variabel keputusan pembelian (Y) jamu serbuk jahe merah sebesar 17,31% Variabel label halal (X_1) dan promosi (X_2) secara simultan terdapat pengaruh terhadap variabel keputusan pembelian jamu serbuk jahe merah sebesar 35,26%.

Kata kunci: Label halal, Promosi, Analisis Regresi Linier berganda, Jahe Merah, Jamu Tradisional

Elok Zahrotul Ula. NPM 190331100072. *Analysis of the Effect of Halal Labeling and Promotion on Purchasing Decisions of Red Ginger Herbal Powder (Zingiber officinale roscoe).* Under the Guidance of **Dr. Moh. Fuad Fauzul M., S.TP., M.Si** and **Dian Farida Asfan S.T., M.T.**

ABSTRACT

The herbal medicine industry in Indonesia should be able to become an advantage that can compete competitively from other traditional herbal medicine producing countries, one of which is to achieve successful business goals, namely through fulfilling government policies regarding halal labels and through promotional media. The aims of this study were 1) to determine the effect of halal labels on purchasing decisions of red ginger powder herbs 2) to determine the effect of promotion on purchasing decisions of red ginger powder herbs 3) to find out whether simultaneously halal labels and promotions affect purchasing decisions of red ginger powder herbs. The method used in this research is multiple linear regression analysis. The results of research on red ginger powder herbal products UD. Al-Manshurien, namely the halal label variable (X1) partially has an influence on the purchasing decision variable (Y) red ginger powder herb by 17.96%. Promotion variable (X2) partially has an influence on the purchasing decision variable (Y) red ginger powder herb by 17.31% Halal label variable (X1) and promotion (X2) simultaneously has an influence on the purchasing decision variable red ginger powder herbal medicine by 35.26%.

Keyword: Halal label, Promotion, Multiple Linear Regression Analysis, Red Ginger, Traditional Herbal Medicine