

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh literasi halal, label halal, kualitas produk, dan harga produk terhadap keputusan pembelian skincare Something pada gen. Z dimediasi oleh *willingness to pay premium price*. Metode yang digunakan dalam penelitian ini adalah dengan menggunakan pendekatan kuantitatif menggunakan data primer kuisioner. Pengambilan sampel menggunakan teknik *purposive sampling* sebanyak 272 responden. Teknik analisis data yang digunakan adalah analisis data *Structural Equation Modeling (SEM)* dengan alat analisis menggunakan *software* SmartPLS versi 3.

Hasil penelitian ini menunjukkan bahwa variabel literasi halal, kualitas produk, dan harga produk tidak berpengaruh secara langsung terhadap keputusan pembelian, variabel label halal dan *willingness to pay premium price* berpengaruh secara langsung terhadap keputusan pembelian. Variabel literasi halal dan label halal tidak berpengaruh terhadap *willingness to pay premium price* sedangkan variabel kualitas produk dan harga produk berpengaruh terhadap *willingness to pay premium price*. Variabel literasi halal dan label halal tidak berpengaruh terhadap keputusan pembelian dimediasi oleh *willingness to pay premium price* sedangkan kualitas produk dan harga produk berpengaruh terhadap keputusan pembelian yang dimediasi oleh *willingness to pay premium price*.

Kata Kunci: Halal, Keputusan Pembelian, *Skincare*

ABSTRAK

This research aims to determine the influence of halal literacy, halal labels, product quality, and product price on the decision to purchase Somethinc skincare on genes. Z is mediated by willingness to pay premium price. The method used in this research is to use a quantitative approach using questionnaire primary data. The sample was taken using a purposive sampling technique as many as 272 respondents. The data analysis technique used is Structural Equation Modeling (SEM) data analysis with analysis tools using SmartPLS version 3 software.

The results of this research show that the variables of halal literacy, product quality and product price do not have a direct influence on purchasing decisions, the halal label variables and willingness to pay premium price have a direct influence on purchasing decisions. The halal literacy and halal label variables do not influence the willingness to pay premium price, while the product quality and product price variables influence the willingness to pay premium price. The variables halal literacy and halal labels have no influence on purchasing decisions mediated by willingness to pay premium price, while product quality and product price influence purchasing decisions mediated by willingness to pay premium price.

Keyword: *Halal, Purchasing Decisions, Skincare*