

ABSTRAK

Mia Miftakhul Ilmi, Keputusan Pembelian Ditinjau Dari Label Halal, Brand Image dan Electronic Word Of Mouth (Studi Pada Mie Gacoan di Gresik) di Bawah Bimbingan Dr. A. Yahya Surya Winata, S.E., M.Si.

Penelitian ini bertujuan untuk mengetahui pengaruh label halal, *brand image* dan *electronic word of mouth* terhadap keputusan pembelian mie gacoan di Gresik. Penelitian ini dilakukan dengan metode kuantitatif, dengan menggunakan analisis deskriptif dan analisis regresi linear berganda. Populasi dalam penelitian ini adalah masyarakat Gresik yang pernah membeli Mie Gacoan di Gresik. Teknik penarikan sampel dalam penelitian ini menggunakan non *probability sampling*; *purposive sampling*, dan analisis dengan menggunakan *software* SPSS IBM 25.

Berdasarkan hasil analisis deskriptif menunjukkan bahwa keputusan pembelian berada pada kategori tinggi, demikian pada label halal berada pada kategori tinggi begitupun juga brand image dan e-wom berada pada kategori baik. Berdasarkan hasil analisis regresi linear berganda bahwa label halal, *brand image* dan *electronic word of mouth* secara parsial berpengaruh positif terhadap keputusan pembelian pada mie gacoan di Gresik. Selanjutnya label halal, *brand image* dan *electronic word of mouth* secara simultan berpengaruh positif terhadap keputusan pembelian pada mie gacoan di Gresik.

Kata Kunci: Keputusan Pembelian, Label Halal, *Brand Image* dan *Electronic Word Of Mouth*

ABSTRACT

Mia Miftakhul Ilmi, Purchasing Decision In terms of Halal Label, Brand Image and Electronic Word Of Mouth (Study on Gacoan Noodles in Gresik) Under the Guidance of Dr. A. Yahya Surya Winata, S.E., M.Si.

This study aims to determine the effect of the halal label, brand image and electronic word of mouth on purchasing decisions for gacoan noodles in Gresik. This research was conducted using quantitative methods, using descriptive analysis and multiple linear regression analysis. The population in this study were the people of Gresik who had bought Gacoan noodles in Gresik. The sampling technique in this study used non probability sampling; purposive sampling and analysis using SPSS IBM 25 software.

Based on the results of the descriptive analysis, it shows that the purchase decision is in the high category, so the halal label is in the high category as well as brand image and e-wom are in the good category. Based on the results of multiple linear regression analysis that the halal label, brand image and electronic word of mouth partially have a positive effect on purchasing decisions on gacoan noodles in Gresik. Furthermore, the halal label, brand image and electronic word of mouth simultaneously have a positive effect on purchasing decisions for gacoan noodles in Gresik.

Keywords: *Purchase Decision, Halal Label, Brand Image and Electronic Word Of Mouth*

