

ABSTRAK

Ada beberapa pengaruh yang perlu diperhatikan saat menggunakan suatu peroduk perawatan kulit seperti adanya pengaruh atau tidak pada *Islamic Branding*, *Islamic Advertising*, Sertifikasi Halal dan Kualitas Produk. Oleh karena itu, penulis tertarik untuk melakukan analisis pengaruh *Islamic Branding*, *Islamic Advertising*, Sertifikasi Halal dan Kualitas Produk terhadap keputusan pembelian produk nivea *deodorant brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura. Penelitian ini bertujuan untuk menjawab pertanyaan: 1) Apakah *islamic branding*, *islamic advertising*, sertifikasi halal dan kualitas produk berpengaruh terhadap keputusan pembelian produk nivea *deodorant brightening hijab soft*?, 2) Apakah *islamic branding* berpengaruh terhadap keputusan pembelian produk nivea *deodorant brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura?, 3) Apakah *Islamic advertising* berpengaruh terhadap keputusan pembelian produk nivea *deodorant brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura?, 4) Apakah sertifikasi halal berpengaruh terhadap keputusan pembelian produk nivea *deodorant brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura?, 5) Apakah kualitas produk berpengaruh terhadap keputusan pembelian produk nivea *deodorant brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura?.

Penelitian ini merupakan jenis penelitian Kuantitatif. Pengambilan data menggunakan sumber data primer dan data sekunder. Teknik pengumpulan data dengan menyebarkan kuesioner dengan menggunakan sampel mahasiswi Universitas Trunojoyo Madura. Hasil penelitian ini adalah 1) Variabel *Islamic Branding* (X1) dinyatakan berpengaruh secara signifikan terhadap keputusan pembelian (Y) produk deodorant nivea *brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura, 2) Variabel *Islamic Advertising* (X2) dinyatakan berpengaruh signifikan terhadap keputusan pembelian (Y) produk deodorant nivea *brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura, 3) Variabel Sertifikasi Halal (X3) dinyatakan tidak berpengaruh signifikan terhadap keputusan pembelian (Y) produk deodorant nivea *brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura, 4) Variabel Kualitas Produk (X4) dinyatakan berpengaruh signifikan terhadap keputusan pembelian (Y) produk deodorant nivea *brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura, dan 5) Variabel *Islamic Branding*, *Islamic Advertising*, Sertifikasi Halal, kualitas produk berpengaruh signifikan terhadap keputusan pembelian produk deodorant nivea *brightening hijab soft* pada mahasiswi Universitas Trunojoyo Madura.

Kata Kunci: *Islamic Branding*, *Islamic Advertising*, Sertifikasi Halal, Kualitas Produk, Keputusan Pembelian.

ABSTRACT

One of the body care deodorant products included in the topbrand category is Nivea. There are several influences that need to be considered when using a skin care product such as whether or not there is an influence on Islamic branding, Islamic advertising, halal certification, and product quality. Therefore, the authors are interested in analysing the influence of Islamic branding, Islamic advertising, halal certification, and product quality on the decision to purchase Nivea brightening hijab soft deodorant products for female students at Trunojoyo University Madura. This Study aims to answer the questions: 1) does Islamic branding, Islamic advertising, halal certification, and product quality influence the decision to purchase Nivea deodorant brightening hijab soft products for female student at Trunojoyo Madura University?, 2) does Islamic branding affect the purchase decision of Nivea deodorant brightening hijab soft product at Trunojoyo Madura University?, 3) does Islamic advertising affect the purchase decision of Nivea deodorant brightening hijab soft products at Trunojoyo Madura University?, 4) does halal certification affect the purchase decision of Nivea deodorant brightening hijab soft products at Trunojoyo Madura University?, 5) does product quality affect the purchase decision of Nivea deodorant brightening hijab soft products at Trunojoyo Madura University?.

This research is a type of quantitative research. Retrieval of data using primary data sources and secondary data. Data collection technique by distributing questionnaires using a sample of female students at Trunojoyo Madura University.

The result of this study are: 1) the Islamic branding variable (X1) is stated to have a significant effect on the purchasing decision (Y) of Nivea brightening hijab soft products for female students at Trunojoyo Madura University. 2) Islamic advertising variable (X2) is stated to have a significant effect on the purchasing decision (Y) of Nivea brightening hijab soft products for female students at Trunojoyo Madura University. 3) halal certification variable (X3) is stated to have no significant effect on the purchasing decision (Y) of Nivea brightening hijab soft products for female students at Trunojoyo Madura University. 4) product quality variable (X4) is stated to have a significant effect on the purchasing decision (Y) of Nivea brightening hijab soft products for female students at Trunojoyo Madura University. 5) Islamic branding (X1), Islamic advertising variable (X2), halal certification (X3), product quality (X4) is stated to have a significant effect on the purchasing decision (Y) of Nivea brightening hijab soft products for female students at Trunojoyo Madura University.

Keywords: *Islamic Branding, Islamic Advertising, Halal Certification, Product Quality*