

ABSTRAK

Produk perawatan pria semakin diminati oleh konsumen muda, termasuk kalangan mahasiswa, seiring dengan meningkatnya kesadaran akan pentingnya penampilan dan gaya hidup. Merek Kahf sebagai salah satu produk perawatan pria berbasis halal berusaha memenuhi kebutuhan tersebut melalui strategi brand image yang kuat, pencantuman label halal, kualitas produk yang baik, serta harga yang kompetitif. Keputusan pembelian konsumen terhadap produk tersebut tidak lepas dari persepsi mereka terhadap faktor-faktor tersebut, terutama di lingkungan kampus yang dinamis seperti Universitas Trunojoyo Madura.

Penelitian ini bertujuan untuk menganalisis pengaruh brand image, label halal, kualitas produk, dan harga terhadap keputusan pembelian produk perawatan pria merek Kahf. Metode yang digunakan adalah pendekatan kuantitatif dengan teknik survei menggunakan kuesioner. Responden dalam penelitian ini berjumlah 196 mahasiswa Universitas Trunojoyo Madura yang pernah menggunakan atau sedang menggunakan produk Kahf. Data yang dikumpulkan dianalisis menggunakan regresi linier berganda dengan bantuan software SPSS.

Hasil penelitian menunjukkan bahwa Secara parsial, brand image, kualitas produk, dan harga memiliki pengaruh positif dan signifikan, sedangkan label halal berpengaruh negatif namun signifikan. Secara simultan keempat variabel *brand image*, label halal, kualitas produk, dan harga berpengaruh signifikan terhadap keputusan pembelian produk perawatan pria kahf di kalangan mahasiswa Universitas Trunojoyo Madura.

Kata Kunci: *Brand image, Label halal, Kualitas Produk, Harga, Keputusan Pembelian*

ABSTRACT

Men's grooming products are increasingly in demand among young consumers, including students, as awareness of the importance of appearance and lifestyle grows. The Kahf brand, a halal-based men's grooming product, strives to meet this need through a strong brand image strategy, halal labeling, high product quality, and competitive pricing. Consumers' purchasing decisions for these products are inextricably linked to their perceptions of these factors, particularly in a dynamic campus environment like Trunojoyo Madura University.

This study aims to analyze the influence of brand image, halal label, product quality, and price on purchasing decisions for Kahf brand men's grooming products. The method used was a quantitative approach with a survey using a questionnaire. Respondents in this study were 196 students from Trunojoyo University, Madura, who had used or were currently using Kahf products. The collected data were analyzed using multiple linear regression with the help of SPSS software.

The results of the study indicate that partially, brand image, product quality, and price have a positive and significant influence, while the halal label has a negative but significant influence. Simultaneously, the four variables of brand image, halal label, product quality, and price have a significant influence on the purchasing decision of men's grooming products Kahf among students at Trunojoyo Madura University.

Keywords: *Brand image, Halal label, Product quality, Price, Purchasing decision*