

ABSTRAK

Skripsi dengan judul “Pengaruh Pengetahuan Konsumen Tentang Label Halal, Manfaat Produk Dan Pemuas Nilai Terhadap Keputusan Pembelian Produk Mie Samyang Studi Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura” ini ditulis oleh Sahrul, NIM 160211100168, Pembimbing Triana Setiyarini, SE,MM.

Penelitian ini bertujuan untuk menganalisis: (1) pengaruh pengetahuan konsumen tentang label halal terhadap keputusan pembelian produk mie samyang, (2) pengaruh manfaat produk terhadap keputusan pembelian produk mie samyang, (3) pengaruh pemuas nilai terhadap keputusan pembelian produk mie samyang, dan (4) variabel pengetahuan konsumen tentang label halal, manfaat produk, dan pemuas nilai berpengaruh secara bersama-sama terhadap keputusan pembelian produk mie samyang.

Jenis penelitian ini merupakan penelitian survei dengan pendekatan kuantitatif. Populasi dalam penelitian ini adalah mahasiswa Fakultas Ekonomi dan Bisnis Universitas Trunojoyo Madura yang pernah membeli dan mengkonsumsi produk mie samyang. Teknik pengambilan sampel menggunakan purposive sampling, dan diperoleh jumlah sampel sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya. Teknik analisis data yang digunakan adalah regresi linear berganda.

Hasil penelitian menunjukkan bahwa: (1) Pengetahuan konsumen tentang label halal berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) Manfaat produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) Pemuas nilai berpengaruh positif dan signifikan terhadap keputusan pembelian, (4) Pengetahuan konsumen tentang label halal, manfaat produk, dan pemuas nilai berpengaruh secara bersama-sama terhadap keputusan pembelian.

Kata kunci: Pengetahuan Konsumen Tentang Label Halal, Manfaat Produk, Pemuas Nilai, Keputusan Pembelian.

ABSTRACT

Thesis with the title Influence of Consumer Knowledge About Halal Labels, Product Benefits and Value Gratification To The Purchase Decision Of Samyang Noodle Products In The Student Of The Faculty Of Economic And Business University Of Trunojoyo Madura written by Sahrul, NIM 160211100168, Supervisor Triana Setiyarini, SE, MM.

This study aims to analyze: (1) the effect of consumer knowledge about halal labels on purchasing decisions of samyang noodle products, (2) the effect of product benefits on purchasing decisions of samyang noodle products, (3) the effect of satisfying value on purchasing decisions of samyang noodle products, and (4) consumer knowledge variables about halal labels, product benefits, and value gratification jointly influence the purchasing decision of samyang noodle products.

This type of research is a survey research with a quantitative approach. The population in this study were students of the Faculty of Economics and Business, University of Trunojoyo Madura who had bought and consumed samyang noodle products. The sampling technique using purposive sampling, and obtained a total sample of 100 people. Data collection techniques using a questionnaire that has been tested for validity and reliability. The data analysis technique used is multiple linear regression.

The results showed that: (1) Consumer knowledge about halal labels had a positive and significant effect on purchasing decisions, (2) Product benefits had a positive and significant effect on purchasing decisions, (3) Satisfaction of values had a positive and significant effect on purchasing decisions, (4) Consumer knowledge about halal labels, product benefits, and value gratification jointly influence the purchase decision.

Keywords: Consumer Knowledge About Halal Labels, Product Benefits, Value Satisfaction, Purchasing Decisions.