

ANALYSIS OF THE INFLUENCE OF HALAL LABELS AND PRICE ON COSMETIC PURCHASING DECISIONS

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Abstract

This study aims to analyze the influence of the halal label and price on cosmetic purchasing decisions among the residents of Bengkalis Island. A quantitative research method with an associative approach was employed. Data were collected by distributing questionnaires to residents of Bengkalis Island who had purchased and used cosmetic products, utilizing a purposive sampling technique. Data analysis was conducted using multiple linear regression to examine the impact of the Halal Label (X_1) and Price (X_2) variables on Purchasing Decisions (Y). The results indicate that the halal label and price are factors considered by consumers when purchasing cosmetics. The halal label instills a sense of security and trust in the product, while price serves as a consideration for assessing affordability and the benefits gained. Therefore, both factors play a significant role in influencing cosmetic purchasing decisions among the community of Bengkalis Island.

Keywords: Halal Label, Price, Purchase Decision, Cosmetics.