

ABSTRAK

Harsita, Melly, Vita, 2024 “PENGARUH LABEL HALAL, PERSEPSI KONSUMEN DAN MARKETING SYARIAH TERHADAP MINAT BELI SKINCARE SAFI DI DESA SEKARAN” Unisda Lamongan Pembimbing (1) SYUHADA’, M.E.I. (2) AHMAD MUNIR HAMID, M.SEI.

Kata kunci: Label Halal, Persepsi Konsumen, Marketing Syariah, Minat Beli, *Skincare Safi*

Penelitian ini bertujuan untuk menginvestigasi pengaruh label halal, persepsi konsumen, dan pemasaran syariah terhadap minat beli produk *skincare* Safi di Desa Sekaran. Penelitian ini menggunakan pendekatan kuantitatif dengan menyebarkan kuesioner kepada 68 responden yang merupakan konsumen produk *skincare* Safi di Desa Sekaran. Data yang terkumpul dianalisis menggunakan metode regresi berganda untuk menguji hubungan antara variabel independen (label halal, persepsi konsumen, dan marketing syariah) dan variabel dependen (minat beli) $Y = 11,896 + 0,163X_1 + 0,134X_2 + 0,121X_3$. Hasil penelitian menunjukkan bahwa variabel label halal, persepsi konsumen dan marketing Syariah memiliki pengaruh positif yang signifikan terhadap minat beli produk *skincare* Safi di Desa Sekaran. Selain itu, dari uji f Dilihat dari hasil tabel diperoleh F hitung sebesar 12,457 dan hasil F tabel = 5% adalah 0,05 adalah 2,75 yang menunjukkan bahwa F hitung 15,686 > F tabel 2,75, sehingga terdapat pengaruh secara simultan antara variabel Label Halal (X1), Persepsi Konsumen (X2), Dan Marketing Syariah (X3) terhadap Minat Beli Skincare Safi di desa Sekaran.

ABSTRACT

Harsita, Melly, Vita, 2024 "THE EFFECT OF HALAL LABEL, CONSUMER PERCEPTION AND SYARIAH MARKETING ON INTEREST IN BUYING SAFI SKINCARE IN SEKARAN VILLAGE" Unisda Lamongan Supervisor (1) Syu'hada' M.E.I. (2) Ahmad Munir Hamid, M.SEI.

Keywords: Halal Label, Consumer Perception, Sharia Marketing, Buying Interest, Safi Skincare

This study aims to investigate the influence of halal label, consumer perception, and sharia marketing on purchasing interest of Safi skincare products in Sekaran Village. This study uses a quantitative approach by distributing questionnaires to 68 respondents who are consumers of Safi skincare products in Sekaran Village. The collected data were analyzed using multiple regression methods to test the relationship between independent variables (halal label, consumer perception, and sharia marketing) and dependent variables (purchase interest) $Y = 11.896 + 0.163X1 + 0.134X2 + 0.121X3$. The results showed that the variables halal label, consumer perception and sharia marketing have a significant positive influence on purchasing interest of Safi skincare products in Sekaran Village. In addition, from the f test, seen from the tabel results, the calculated F is 12.457 and the result of the F tabel = 5% is 0.05 is 2.74, which shows that the calculated F is 15.686 > F tabel 2.74, so there is a simultaneous influence between the variables Halal Label (X1), Consumer Perception (X2), and Sharia Marketing (X3) on the Interest in Buying Safi Skincare in Sekaran Village.