

The Influence of Halal Labeling, Price, and Brand Image on Purchase Interest in Kahf Facial Foam Products (A Case Study on Male Students at PP Matholi'ul Anwar Lamongan). Ilyas Nur Fauzi, 2024, Management Program, Faculty of Economics, University Islamic Darul 'Ulum Lamongan.

ABSTRACT

The development of the business world today is very rapid, marked by increasing competition among companies. This causes them to compete with each other to gain market share. The consumption and use of halal products today are not only limited to food and beverages but also cover sectors like sharia finance, halal fashion, halal medicines, and halal cosmetics. With the development of halal products and the large Muslim population, awareness of using halal products has increased. This study aims to determine the influence of halal labeling, price, and brand image on the purchase interest in Kahf facial foam products among male students of the Matholi'ul Anwar Islamic Boarding School in Lamongan.

The research method used is quantitative research with data collection techniques using questionnaires. This research is motivated by the increasing awareness of Muslims about the importance of halal products in daily life, including in the use of facial foam products. In addition, the increasing competition in the facial foam industry encourages producers to focus not only on product quality but also on other aspects such as halal labeling, price, and brand image. The results show that halal labeling, price, and brand image have a significant influence on the purchase interest in Kahf facial foam products.

The results indicate that the variables of halal labeling, price, and brand image positively and significantly influence the purchase interest in Kahf facial foam products among male students of the Matholi'ul Anwar Islamic Boarding School in Lamongan.

Keywords : Halal Labeling, Price, Brand Image, and Purchase Interest.

Pengaruh Labelisasi Halal, Harga, dan Citra Merek terhadap Minat Beli Produk Facial Foam Kahf (Studi Kasus Pada Santri Putra PP Matholi'ul Anwar Lamongan). Ilyas Nur Fauzi, 2024, Prodi Manajemen, Fakultas Ekonomi, Universitas Islam Darul 'Ulum Lamongan.

ABSTRAK

Perkembangan dunia bisnis dizaman sekarang ini begitu pesat dengan ditandai dengan adanya tingkat persaingan antar perusahaan yang semakin ketat. Hal itu menyebabkan satu sama lain saling bersaing untuk mendapatkan pangsa pasarnya. Konsumsi dan penggunaan produk halal pada saat ini bukan hanya mencakup pada makanan dan minuman saja, namun mencakup pada sektor keuangan syariah, busana halal, obat-obatan halal dan kosmetik halal. Dengan perkembangan produk halal dan banyaknya populasi Muslim sehingga kesadaran akan menggunakan produk halal meningkat. Penelitian ini bertujuan untuk mengetahui pengaruh labelisasi halal, harga, dan citra merek terhadap minat beli produk facial foam kahf pada santri putra Pondok Pesantren Matholi'ul Anwar Lamongan.

Metode penelitian yang digunakan adalah metode penelitian kuantitatif dengan teknik pengambilan data menggunakan kuesioner. Penelitian ini dilatar belakangi oleh meningkatnya kesadaran umat muslim akan pentingnya produk halal dalam kehidupan sehari-hari, termasuk dalam penggunaan produk perawatan kulit. Selain itu, persaingan di industri skincare yang semakin ketat mendorong produsen untuk tidak hanya fokus pada kualitas produk, tetapi juga pada aspek lain seperti labelisasi halal, harga, dan citra merek. Hasil penelitian menunjukkan bahwa labelisasi halal, harga, dan citra merek memiliki pengaruh yang signifikan terhadap minat beli produk facial foam Kahf.

Hasil penelitian menunjukkan bahwa variabel labelisasi halal, harga, dan citra merek berpengaruh positif dan signifikan terhadap minat beli produk facial foam kahf pada santri putra Pondok Pesantren Matholi'ul Anwar Lamongan.

Kata Kunci : Labelisasi Halal, Harga, Citra Merek, dan Minat Beli.