

ABSTRAK

Muhamad Reza Pujangga Hendriana, 2024. Pengaruh Kesadaran Halal, Gaya Hidup dan *Social Media Marketing* Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Muslim *Coffee Shop* di Kota Tasikmalaya). Skripsi. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.

Keputusan pembelian produk di *Coffee Shop* kota Tasikmalaya saat ini mengalami kenaikan hal ini ditandai dengan semakin banyaknya bisnis *Coffee Shop* di kota Taikmalaya. *Coffee Shop* merupakan salah satu bisnis dibidang kuliner yang menjual produk minuman berbahan dasar kopi. Dengan hadirnya *Coffee Shop* memunculkan perilaku konsumen yang berbeda-beda saat melakukan Keputusan pembelian. Tujuan dari penelitian ini untuk mengetahui hasil dari penelitian pengaruh kesadaran halal, gaya hidup, dan *Social media marketing* terhadap keputusan pembelian konsumen muslim di *Coffee Shop* kota Tasikmalaya baik secara parsial maupun simultan.

Penelitian ini menggunakan metode kuantitatif deskriptif dengan teknik pengambilan sampel *Purposive Sampling*. Data dikumpulkan dengan menggunakan kuesioner dengan skala *likert*. Populasi pada penelitian ini adalah konsumen muslim *Coffee Shop* di kota Tasikmalaya sampel sebanyak 110 responden.

Hasil penelitian menunjukkan bahwa: 1). Kesadaran halal berpengaruh terhadap Keputusan pembelian produk di *Coffee Shop* kota Tasikmalaya dengan koefisien korelasi sebesar 0,673 dengan nilai sig. 000, koefisien regresi sebesar 1,240, nilai koefisien determinasi sebesar 45,2% dan nilai uji t sebesar 8,951. 2) Gaya hidup berpengaruh terhadap Keputusan pembelian produk di *Coffee Shop* kota Tasikmalaya dengan koefisien korelasi sebesar 0,799 dengan nilai sig. 000, koefisien regresi sebesar 1,528, nilai koefisien determinasi sebesar 63,9% dan nilai uji t sebesar 13,099. 3) *Social media marketing* berpengaruh terhadap Keputusan pembelian produk di *Coffee Shop* kota Tasikmalaya dengan koefisien korelasi sebesar 0,801 dengan nilai sig. 000, koefisien regresi sebesar 0,958, nilai koefisien determinasi sebesar 64,2% dan nilai uji t sebesar 13,182. 4) Kesadaran halal, gaya hidup dan *social media marketing* berpengaruh terhadap Keputusan pembelian produk di *Coffee Shop* kota Tasikmalaya dengan koefisien korelasi sebesar 0,881 dengan nilai sig. 000, koefisien regresi sebesar 0,467. 0,754. 0,432, nilai koefisien determinasi sebesar 77,5% dan nilai uji f sebesar 109, 285. Dengan demikian kesadaran halal, gaya hidup dan *social media marketing* berpengaruh signifikan secara parsial dan simultan terhadap keputusan pembelian (Y) konsumen muslim di *Coffee Shop* kota Tasikmalaya.

Kata Kunci: Kesadaran Halal, Gaya Hidup, *Social Media Marketing*, Keputusan Pembelian

ABSTRACT

Muhamad Reza Pujangga Hendriana, 2024. *The Effect of Halal Awareness, Lifestyle and Social Media Marketing on Purchasing Decisions (Case Study on Muslim Coffee Shop Consumers in Tasikmalaya City)*. Thesis. Islamic Economics Study Program, Faculty of Islamic Religion, Siliwangi University

Product purchasing decisions at Coffee Shop in Tasikmalaya city are currently experiencing an increase, this is indicated by the increasing number of Coffee Shop businesses in the city of Taikmalaya. Coffee Shop is a business in the culinary field that sells coffee-based beverage products. With the presence of Coffee Shop, there are different consumer behaviors when making purchasing decisions. The purpose of this study was to determine the results of research on the effect of halal awareness, lifestyle, and Social media marketing on Muslim consumer purchasing decisions at Coffee Shop in Tasikmalaya city both partially and simultaneously.

This research uses descriptive quantitative methods with purposive sampling techniques. Data was collected using a questionnaire with a Likert scale. The population in this study were Muslim Coffee Shop consumers in Tasikmalaya city, the sample was 110 respondents.

The results showed that: 1). Halal awareness affects product purchasing decisions at Coffee Shop in Tasikmalaya city with a correlation coefficient of 0.673 with a sig value. 000, regression coefficient of 1,240, coefficient of determination of 45.2% and t test value of 8,951. 2) Lifestyle affects product purchasing decisions at Coffee Shop in Tasikmalaya city with a correlation coefficient of 0.799 with a sig value. 000, regression coefficient of 1.528, coefficient of determination of 63.9% and t test value of 13.099. 3) Social media marketing affects product purchasing decisions at Coffee Shop in Tasikmalaya city with a correlation coefficient of 0.801 with a sig value. 000, regression coefficient of 0.958, coefficient of determination of 64.2% and t test value of 13.182. 4) Halal awareness, lifestyle and social media marketing affect product purchasing decisions at Coffee Shop in Tasikmalaya city with a correlation coefficient of 0.881 with a sig value. 000, regression coefficient of 0.467. 0,754. 0.432, the coefficient of determination is 77.5% and the f test value is 109, 285. Thus awareness halal awareness, lifestyle and social media marketing have a significant effect on purchasing decisions (Y). partially and simultaneously on purchasing decisions (Y) of Muslim consumers at Coffee Shop in Tasikmalaya city.

Keywords: *Halal Awareness, Lifestyle, Social Media Marketing, Purchase Decision*