

ABSTRACT

***THE EFFECT OF WORD OF MOUTH, PRICE, INCOME, AND HALAL LABELING ON PURCHASE DECISIONS OF LOCAL BRAND COSMETIC
(A Case Study on Students of Siliwangi University)***

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This study aims to determine: (1) how word of mouth, price, income, halal labeling, and local brand cosmetic purchase decisions, (2) the influence of word of mouth, price, income, and halal labeling on local brand cosmetic purchase decisions partially, and (3) the effect of word of mouth, price, income, and halal labeling local brand cosmetic purchase decisions simultaneously. By using multiple regression analysis, the results showed that: (1) the condition of word of mouth, price, halal labeling, and purchase decisions of local brand cosmetics at Siliwangi University were in the good category. The average monthly income of students at Siliwangi University is Rp1,700,000, (2) partially word of mouth, price, income, and halal labeling have a positive significant effect on purchase decisions for local brand cosmetics, (3) simultaneously word of mouth, price, income, and halal labeling have a positive significant effect on purchase decisions for local brand cosmetics for student of Siliwangi University.

Keyword: word of mouth, price, income, and halal labeling and purchase decision.

ABSTRAK

PENGARUH *WORD OF MOUTH*, HARGA, PENDAPATAN, DAN LABELISASI HALAL TERHADAP KEPUTUSAN PEMBELIAN KOSMETIK *LOCAL BRAND* (Studi Kasus pada Mahasiswa di Universitas Siliwangi)

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Penelitian ini bertujuan untuk mengetahui: (1) bagaimana *word of mouth*, harga, pendapatan, labelisasi halal, dan keputusan pembelian kosmetik *local brand*, (2) pengaruh *word of mouth*, harga, pendapatan, dan labelisasi halal secara parsial terhadap keputusan pembelian kosmetik *local brand*, dan (3) pengaruh *word of mouth*, harga, pendapatan, dan labelisasi halal secara bersama-sama terhadap keputusan pembelian kosmetik *local brand*. Dengan menggunakan analisis regresi berganda hasil penelitian menunjukkan bahwa: (1) kondisi *word of mouth*, harga, labelisasi halal, dan keputusan pembelian kosmetik *local brand* di Universitas Siliwangi dalam kategori baik. Rata-rata pendapatan mahasiswa perbulan di Universitas Siliwangi adalah sebesar Rp1.700.000, (2) secara parsial *word of mouth*, harga, pendapatan, dan labelisasi halal memiliki hubungan positif dan berpengaruh signifikan terhadap keputusan pembelian kosmetik *local*, (3) secara bersama-sama *word of mouth*, harga, pendapatan, dan labelisasi halal berpengaruh positif dan signifikan terhadap keputusan pembelian kosmetik *local brand* di Universitas Siliwangi.

Kata kunci: *word of mouth*, harga, pendapatan, labelisasi halal dan keputusan pembelian.