

ABSTRAK

Silvia Zahra Syahidah, 2024. Analisis Implementasi Gaya Hidup Halal dalam Keputusan Pembelian Produk Kosmetik pada Mahasiswi Fakultas Agama Islam Universitas Siliwangi : Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi

Penelitian ini bertujuan untuk menganalisis implementasi gaya hidup halal dalam keputusan pembelian produk kosmetik pada mahasiswi fakultas agama islam universitas siliwangi dengan metode deskriptif kualitatif. Implementasi gaya hidup halal seharusnya menjadi suatu pertimbangan dalam mengambil keputusan pembelian produk kosmetik oleh mahasiswi Fakultas Agama Islam Universitas Siliwangi, namun kenyataannya yang menjadi dasar mereka dalam pengambilan keputusan pembelian produk kosmetik didasarkan atas kecocokan dengan mengesampingkan gaya hidup halal. Tujuan untuk mengetahui implementasi gaya hidup halal dalam keputusan pembelian produk kosmetik pada mahasiswi Fakultas Agama Islam Universitas Siliwangi.

Metode penelitian yang digunakan yaitu metode penelitian deskriptif kualitatif. Teknik pengumpulan data pada penelitian ini dilakukan dengan cara observasi, wawancara, angket (kuesioner). Narasumber pada penelitian ini yaitu mahasiswi Fakultas Agama Islam Universitas Siliwangi Sebanyak 20 orang wawancara dan 30 orang kuesioner.

Berdasarkan hasil penelitian yang diperoleh bahwa 85% mahasiswi Fakultas Agama Islam Universitas Siliwangi sudah mengimplementasikan gaya hidup halal dalam keputusan pembelian produk kosmetik, sementara 15% dianggap belum mengimplementasikan gaya hidup halal. Alasannya mahasiswi lebih mementingkan produk dan hasilnya yang memuaskan secara instan karena mahasiswi cenderung mencari efektivitas dan kualitas yang terlihat langsung, dibandingkan memprioritaskan label halal yang di anggap tidak selalu mempengaruhi hasil penggunaan kosmetik. Daripada itu perlu diperbaiki untuk meningkatkan kesadaran mahasiswi akan pentingnya penerapan gaya hidup halal dalam keputusan pembelian produk kosmetik sesuai syariat islam.

Kata Kunci: Gaya Hidup Halal, Keputusan Pembelian.

ABSTRACT

Silvia Zahra Syahidah, 2024. Analysis of the Implementation of a Halal Lifestyle in Cosmetic Product Purchase Decisions among Female Students of the Faculty of Islamic Studies at Universitas Siliwangi: Sharia Economics Study Program, Faculty of Islamic Studies, Universitas Siliwangi.

This study aims to analyze the implementation of a halal lifestyle in purchasing decisions for cosmetic products for female students of the faculty of Islamic religion, Siliwangi University with a qualitative descriptive method. The implementation of a halal lifestyle should be a consideration in making purchasing decisions for cosmetic products by female students of the Faculty of Islamic Religion, Siliwangi University, but in reality what they base their purchasing decisions for cosmetic products on is based on compatibility by putting aside the halal lifestyle. The aim is to find out the implementation of a halal lifestyle in purchasing decisions for cosmetic products for female students of the Faculty of Islamic Religion, Siliwangi University. Translated with DeepL.com (free version)The research method used is a qualitative descriptive method. Data collection techniques include observation, interviews, and questionnaires. The respondents in this study consisted of 20 students for interviews and 30 students for questionnaires, all from the Faculty of Islamic Studies at Universitas Siliwangi.

The research method used is descriptive qualitative research method. Data collection techniques in this study were carried out by means of observation, interviews, questionnaires (questionnaires). The sources in this study were female students of the Faculty of Islamic Religion, Siliwangi University, totaling 20 interviews and 30 questionnaires.

Based on the results of the research obtained that 85% of students of the Faculty of Islamic Religion of Siliwangi University have implemented a halal lifestyle in their decision to purchase cosmetic products, while 15% are considered not to have implemented a halal lifestyle. The reason is that female students are more concerned with products and results that are instantly satisfactory because female students tend to look for effectiveness and quality that is directly visible, rather than prioritizing halal labels which are considered not to necessarily affect the results of cosmetic use. Rather than that, it needs to be improved to increase the awareness of female students on the importance of applying a halal lifestyle in purchasing cosmetic products after Islamic law.

Keywords: Halal Lifestyle, Purchase Decisions