

## ABSTRAK

Laluna Gita Pristia, 2024. Pengaruh Harga, Kualitas Produk, Label Halal Terhadap Keputusan Pembelian Melalui Minat Beli Produk Skincare The Originote Pada *Marketplace* Tokopedia (Studi Kasus Mahasiswa FEB Universitas PGRI Madiun). Skripsi. Program Studi Manajemen, Fakultas Ekonomi dan Bisnis, Universitas PGRI Madiun. Pembimbing (I) Dr. Heny Sidanti, S.E., M.M., Pembimbing (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

Tujuan dari penelitian ini untuk mengetahui adanya pengaruh harga, kualitas produk, label halal terhadap keputusan pembelian melalui minat beli produk skincare The Originote pada mahasiswa FEB Universitas PGRI Madiun. Sumber data dalam penelitian ini adalah data primer dimana metode pengumpulan data menggunakan metode kuesioner dengan teknik *purposive* sampling. Jumlah sampel yang digunakan berjumlah 325 responden. Metode penelitian yang digunakan adalah pendekatan kuantitatif dengan menggunakan analisis *Structural Equation Model* (SEM) dengan menggunakan bantuan *software SmartPLS* (Partial Least Square) versi 4.1.0.4.

Hasil penelitian secara parsial menunjukkan bahwa (1) harga berpengaruh positif dan signifikan terhadap minat beli, (2) kualitas produk berpengaruh positif dan signifikan terhadap minat beli, (3) label halal berpengaruh negatif dan tidak signifikan terhadap minat beli, (4) harga berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian, (5) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (6) label halal berpengaruh positif dan signifikan terhadap keputusan pembelian, (7) minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian, (8) minat beli mampu memediasi harga terhadap keputusan pembelian, (9) minat beli mampu memediasi kualitas produk terhadap keputusan pembelian, (10) minat beli tidak mampu memediasi label halal terhadap keputusan pembelian.

**Kata Kunci :** Harga; Kualitas Produk; Label Halal; Minat Beli; Keputusan Pembelian

## ABSTRACT

Laluna Gita Pristia, 2024. The Influence of Price, Product Quality, Halal Labels on Purchasing Decisions Through Interest in Buying The Originote Skincare Products on the Tokopedia Marketplace (Case Study of FEB Students at PGRI Madiun University). Thesis. Management, Economics and Business Study Program, Faculty of PGRI Madiun. Supervisor (I) Dr. Heny Sidanti, S.E., M.M., Supervisor (II) Dr. Rizal Ula Ananta Fauzi, S.E., M.M.

The aim of this research is to determine the influence of price, product quality, halal labels on purchasing decisions through interest in purchasing The Originote skincare products among FEB University of Madiun students. The data source in this research is primary data where the data collection method uses a questionnaire method with purposive sampling technique. The number of samples used was 325 respondents. The research method used is a quantitative approach using Structural Equation Model (SEM) analysis using the help of SmartPLS (Partial Least Square) software version 4.1.0.4

Partial research results show that (1) price has a positive and significant effect on purchase interest, (2) product quality has a positive and significant effect on purchase interest, (3) halal labels have a negative and insignificant effect on purchase interest, (4) price has an effect negative and not significant on purchasing decisions, (5) product quality has a positive and significant effect on purchasing decisions, (6) halal labels have a positive and significant effect on purchasing decisions, (7) purchase interest has a positive and significant effect on purchasing decisions, (8) Purchase interest is able to mediate price on purchasing decisions, (9) Purchase interest is able to mediate product quality on purchasing decisions, (10) Purchase interest is not able to mediate halal labels on purchasing decisions.

**Keywords:** Price; Product Quality; Halal Label; Purchase Interest; Buying decision