

**THE IMPACT OF HALAL LABEL, WORD OF MOUTH, AND BRAND
IMAGE IN CONSUMER PURCHASING DECISION
(An Empirical Study for Pie Susu Dhian Bali)**



THESIS

Submitted a Partial Fulfillment of the Requirement for Obtaining Bachelor Degree
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2020**

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IMAGE IN CONSUMER PURCHASING DECISION**
(an Empirical Study for Dhian Pie Milk Bali)

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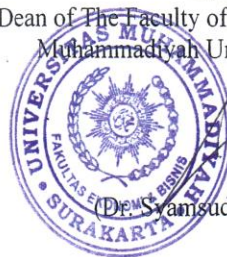
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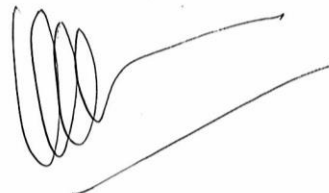
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(An Emprical Study for Pie Susu Dhian Bali)

Stating exactly that the thesis I made and submitted is my own work, except for the quotations and summaries, all of which I have explained the source of. If in the future it is proven and or can be proven that this thesis is the result of plagiarism, then I am willing to accept any sanctions from the Faculty of Economics and Business and / or the degrees and diplomas granted by the Muhammadiyah University of Surakarta, which I cancel.

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The signature author



(ERWANDA AYU MUSTIKA)

MOTTO

*Life is the most important thing can be sure, run, survive, and complete. Trust ,
Allah always with us. (the author)*

*"So actually with difficulties there is ease, actually with difficulties there is ease.
So when you have finished (from one matter) keep working hard (for other
matters), and only to your Lord are you hoping. "(Q.S Al Insyirah verses 5-8)*

If you feel tired, remember what the first purpose and your future. (the author)

*"Success is about growing emotionally, socially, spiritually, physically,
intellectually, and financially while contributing positively to others." (Merry
Riana)*

*"Whoever points to goodness, he will get the reward like the reward of those who
do it" (H.R Muslim)*

*"Whoever takes a way to seek knowledge, Allah will make it easy for him to go to
Heaven" (H.R. Muslim)*

"You must aspire to achieve great things, not small things" (Amr Bin 'Ash)

*"Success is not always a matter of how great you are. But success is about
consistency producing success "(The Rock)*

*Be an intelligent, creative, and lucky person. Then you will be facilitated by all
things that are unexpected. (the author)*

DEDICATION

Bismillah, this simple work includes offerings as an expression of unlimited gratitude to the special:

1. Allah SWT, who grants so many favors so that researchers can finish the thesis on time and for His blessing.
2. The Prophet Muhammad SAW, peace be upon him and greetings are always poured out on him the Prophet Muhammad, his family and friends.
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PREFACE



Assalamualaikum Wr.Wb.

Alhamdulillah, praise and gratitude are endless writers always pray the presence of Allah SWT who has bestowed His grace, blessings and guidance so that finally the author can complete the preparation of a thesis entitled "THE IMPACT OF HALAL LABELS, WORD OF MOUTH, AND BRAND IMAGE IN CONSUMER PURCHASING DECISION (An Emprical Study for Bali Dhian Milk Pie) "This thesis was prepared with the aim of completing and fulfilling the requirements to achieve a Bachelor of Economics in Management Study Program at the Faculty of Economics and Business, Muhammadiyah University, Surakarta.

During the process of preparing this thesis, the authors get guidance, direction, support and assistance from various parties. Therefore, for all those who have helped, both directly and indirectly with humility, the writer wants to express his gratitude to:

God Almighty for all his grace, guidance, strength, patience, ease and all His blessings that never cease to be always bestowed upon His servants.

Rasulullah Muhammad SAW, the last and final prophet of the prophets who gave an example that can be used as motivation in life.

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7. All Administrative Staff and Employees at the University of Muhammadiyah Surakarta.

The author realizes that the preparation of this thesis there are still many shortcomings and limitations so it is far from perfect. Therefore, criticism and suggestions are highly expected. Finally, I hope this thesis is useful and can be used as additional information and discourse for those who need it. Amiin yaa Robbal Alamin.

Wassalamu'alaikum Wr. Wb.

Surakarta, February 8th, 2020

Author

Erwanda Ayu Mustika

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ABSTRAK

Tujuan dari penelitian ini adalah: 1) Untuk menganalisis dampak positif Label Halal pada keputusan pembelian pelanggan di Pie Susu Dhian Bali. 2) Untuk menganalisis dampak positif dari *Word of Mouth* pada keputusan pembelian pelanggan di Pie Susu Dhian Bali. 3) Untuk menganalisis dampak positif dari Brand Image pada keputusan pembelian pelanggan di Pie Susu Dhian Bali.

Populasi dalam penelitian ini adalah orang Indonesia beriman dengan agama Islam dan yang sudah pergi ke Pulau Bali, membeli dan mengkonsumsi Pie Susu Dhian Bali. Teknik pengambilan sampel dalam penelitian ini adalah Convenience Sampling atau pengambilan sampel berdasarkan pertimbangan dan kriteria, sehingga diperoleh sampel sebanyak 150 responden. Metode analisis data menggunakan: 1) menguji instrumen penelitian, adalah uji validitas dan uji reliabilitas; 2) Uji asumsi Klasik, yaitu uji normalitas, multikolinieritas, dan heteroskedastisitas; 3) Uji regresi linier berganda; 4) Uji hipotesis, yaitu uji-t, uji-F, dan uji koefisien determinasi.

Hasil analisis data menunjukkan bahwa: 1) Tes angket valid karena r-value lebih baik dari r-table dan reliabel karena nilai Alpha lebih dari 0,60; 2) Uji asumsi klasik, tidak ada kesalahan dalam asumsi klasik; 3) Hasil uji regresi linier berganda menunjukkan bahwa variabel koefisien regresi label halal memiliki 0,150, variabel Word of Mouth memiliki 0,109, variabel Brand Image memiliki 0,310, variabel Word of Mouth. Citra Merek adalah nilai terbesar dari koefisien regresi, sehingga variabel Citra Merek adalah variabel yang paling dominan mempengaruhi kinerja karyawan daripada variabel lain; 4) Hasil pengujian hipotesis ada pengaruh yang signifikan terhadap keputusan pembelian, ini ditunjukkan oleh t-hitung lebih dari t-tabel 1,984 dan nilai signifikan kurang dari 0,05; b) Hasil uji F menunjukkan bahwa Label Halal, Word of Mouth, dan Brand Image berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan uji koefisien determinasi R Square adalah 58,7% variasi dalam variabel keputusan pembelian dapat dijelaskan oleh variabel Label Halal, Word of Mouth dan Citra Merek, sedangkan sisanya 42,3% dijelaskan oleh faktor-faktor lain di luar model yang diteliti.

Kata kunci: Label Halal, *Word of Mouth*, Citra Merek, Keputusan Pembelian

ABSTRACT

The aims of this study were: 1) To analyze the positive impact of Halal Label on the customer purchasing decision at Pie Susu Dhian Bali. 2) To analyze the positive impact of Word of Mouth on the customer purchasing decision at Pie Susu Dhian Bali. 3) To analyze the positive impact of Brand Image on the customer purchasing decision at Pie Susu Dhian Bali.

The population in this study were Indonesian people faith with Islam religion and who already went to Bali Island, purchasing and consumed Pie Susu Dhian Bali. The sampling technique in this research is Convenience Sampling or sampling based on the considerations and criteria, in order to obtain a sample of 150 respondents. Methods of data analysis using: 1) test the research instrument, are test the validity and reliability testing; 2) Test assumptions Classic, namely normality test, multicollinearity, and heteroscedasticity; 3) Test the multiple linear regression; 4) Test the hypothesis, that the t-test, F-test, and test the coefficient of determination.

The results of data analysis showed that: 1) Test questionnaire is valid because r-value is grater than r-table and reliable because the value of Alpha is more than 0.60 ; 2) Test the classical assumption, there is no error in the classical assumption; 3) The results of multiple linear regression test showed that the regression coefficient variable have significant in purchasing decision. 4) The results of hypothesis testing, there are have significant effect on the purchasing decision, this is indicated by the t-count more than t-table 1.984 and the significant value of less than 0.05; b) F-test results showed that Halal Label, Word of Mouth, and Brand Image have significant effect on the purchasing decision; c) based on test coefficient determination R Square is 58.7% variations in purchasing decision variables can be explained by the Halal Label, Word of Mouth and Brand Image variable, while the rest of 42.3% is explained by other factors outside the model under study.

Keywords: Halal Label, Word of Mouth, Brand Image, Purchasing Decision