

The Impact of Halal Labeling, Brand Image, and Product Quality on Customer Loyalty with Customer Satisfaction as Mediating Variable

(Study of Halal Skin Care in UMS)



RESEARCH PAPER

Submitted as a Partial Fulfillment of the Requirement for Obtaining a Bachelor Degree of Management at the Faculty of Economics and Business

by:

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**MANAGEMENT DUAL DEGREE PROGRAM
ECONOMICS AND BUSINESS FACULTY
UNIVERSITAS MUHAMMADIYAH SURAKARTA**

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APPROVAL PAGE

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APPROVAL PAGE

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QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER
SATISFACTION AS MEDIATING VARIABLE**

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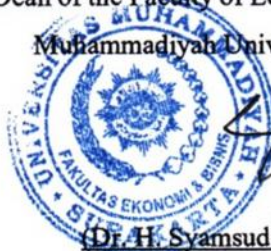
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DECLARATION OF AUTHENTICITY

I am truthfully declaring that this research paper that is handed over the institution is my own work, except quotation and summaries which are explained the sources. If one day it is proved and found any evidence that this research paper is contained of plagiarism, I will be ready to accept any punishment that given from the Faculty of Economics and Business, including the cancelation of my academic title/degree and my certificate from Muhammadiyah University of Surakarta.

Surakarta, 19th February 2020

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A handwritten signature in black ink, appearing to read 'Tania Widayaputri', with a stylized, cursive script.

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MOTTO

For indeed, with hardship [will be] ease. Indeed, with hardship [will be] ease.

(Q.S Al-Insyirah: 6-7)

So, which of the favors of your Lord would you deny?

(Q.S. Ar-Rahman: 13)

DEDICATION

Bismillahirrahmanirrahiim

I present this paper with full of love for:

- Allah SWT, because of His blessings and mercies, I can finish this research paper without any obstacles.
- Rasulullah SAW, sholawat and greetings always be poured out for him, his family, and his friends.
- My beloved parents, H. Ir. Singih Widiarto, M.P & Hj. Nanik Chotfrida, M.Pd., who always support me physically, mentally, and financially. Thank you very much for the prayers you have been sent to God so that I can finish my final project well.
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- For all of my dearest friends who have already been there to give me a hand when I need help in finishing this research paper.

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Assalaamu'alaikum Warahmatullahi Wabarakaatuh

Alhamdulillah, First of all the author would like to express high thankfulness to Allah SWT, the Almighty for the blessing, health, and inspiration in the completion of thesis with the title “THE IMPACT OF HALAL LABELING, BRAND IMAGE, PRODUCT QUALITY ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE (a study of halal skin care in UMS)”. This thesis was composed as one of the requirements to achieve a Bachelor of Economics degree at the Faculty of Economics and Business, Study Program Management double degree, Muhammadiyah University of Surakarta.

During the composition of this thesis has received a lot of help from various parties, for that the author does not forget to say thank you to:

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5. Father, Mother, Brother, Sisters, Niece and Nephew who have given support, pray, and guided and devoted their love to me.
6. All my friends who have given support to me to go ahead and never give up.

7. All parties that the author cannot mention one by one who have meaning in completing this thesis. Without meaning to ignore, only the limitations of space and the writer's mistakes.

The author realizes that the writing of this thesis is still lacking in both writing and presentation. For that all constructive suggestions and criticisms may be useful for further research. Hopefully this thesis will be useful for all those who need it and become an early success of the author in the future. Aamiin.

Wassalaamu'alaikum Warahmatullahi Wabarakaatuh.

Abstrak

Skin care halal belum begitu banyak digunakan masyarakat Indonesia terutama oleh mahasiswi Universitas Muhammadiyah Surakarta. Tujuan dari penelitian ini adalah untuk menganalisis tingkat loyalitas konsumen terhadap penggunaan skin care Halal oleh mahasiswi UMS dengan mediasi kepuasan konsumen. Penelitian ini menggunakan penelitian kuantitatif untuk mengetahui hubungan antara label halal, citra merek, dan kualitas produk terhadap loyalitas konsumen dengan melalui kepuasan konsumen. Menggunakan 26-item kuesioner dan metode purposive sampling, data dikumpulkan dari 100 mahasiswi di Universitas Muhammadiyah Surakarta. Data dianalisis menggunakan uji regresi linier berganda. T-test digunakan untuk menguji hipotesis yang diajukan. Hasilnya menunjukkan bahwa label halal dan citra merek tidak berpengaruh signifikan terhadap loyalitas konsumen dan kepuasan konsumen tidak memediasi keduanya. Sementara itu, kualitas produk berpengaruh signifikan terhadap loyalitas konsumen dan dimediasi oleh kepuasan konsumen.

Kata Kunci: Label Halal, Citra Merek, Kualitas Produk, Kepuasan Konsumen, Loyalitas Konsumen.

Abstract

The usage of Halal Skin Care in Indonesia is still rare, especially by the Muslim female students of Muhammadiyah University of Surakarta. The aim of conducting the research is to analyze the customer loyalty towards the usage of Halal skincare in UMS. This research uses quantitative method to investigate the impact of Halal Labeling, Brand Image, and Product Quality on Customer Loyalty through the mediation of Customer Satisfaction. Using 26 items of questions and purposive sampling method the data are collected from 100 female Muslim students of Muhammadiyah University of Surakarta. The data are analyzed using Linier Regression Test. T-test is used to examine the hypotheses proposed. The result shows that Halal Labeling and Brand Image do not give significant impact on Customer Loyalty and both of them are not mediated by Customer Satisfaction. Meanwhile, Product Quality gives significant impact on Customer Loyalty and mediated by Customer Satisfaction.

Keyword: Halal Labeling, Brand Image, Product Quality, Customer Satisfaction, Customer Loyalty.

TABLE OF CONTENTS

RESEARCH COVER	i
APPROVAL PAGE	ii
APPROVAL PAGE	iii
DECLARATION OF AUNTHENTICITY	iv
MOTTO	v
DEDICATION	vi
ACKNOWLEDGEMENT	vii
ABSTRAK	ix
ABSTRACT	ix
TABLE OF CONTENTS	x
LIST OF FIGURES	xiii
LIST OF TABLES	xiv
CHAPTER I INTRODUCTION	1
A. Background of Study	1
B. Research Problems	7
C. Purposes of Research	7
D. Benefits of Research	7
E. Systematics of Writing	8
CHAPTER II LITERATUR REVIEW	10
A. Basic Theory	10
1. Consumer Behavior	10
2. Labeling	14
3. Halal Labeling	15
4. Brand Image	17
5. Product Quality	19
6. Customer Loyalty	20
7. Customer Satisfaction	25
B. Previous Studies	28

C. Hypothesis.....	29
D. Theoretical Framework	36
CHAPTER III RESEARCH METHEDOLOGY	37
A. Research Design.....	37
B. Operational Definition	37
1. Independent Variable	37
2. Dependent Variable.....	39
3. Intervening Variable.....	40
C. Population and Sample.....	44
1. Population	44
2. Sample.....	44
3. Sampling Technique.....	45
D. Sources of Data	45
E. Data Collection Method	46
F. Research Instrument Test.....	46
1. Validity Test.....	46
2. Reliability Test	47
G. Assumption Classic Test.....	47
1. Normality Test	47
2. Multicolinierity	48
3. Heteroscedastisity	48
H. Hypothesis Test.....	49
1. Path Analysis.....	49
2. Sobel Analysis.....	52
3. T-Test	53
4. F-Test	53
5. Coeficient Determination Test	54
CHAPTER IV RESULT ANALYSIS AND DISCUSSION	55
A. Characteristic of Respondents.....	55

B. Research Instruments Test	57
1. Validity Test.....	57
2. Reliability Test	60
3. Respondent's Response.....	61
C. Assumption Classic Test.....	67
1. Normality Test	67
2. Multicollinearity Test.....	68
3. Heteroscedasticity Test	70
D. Hypothesis Test.....	71
1. Path Analysis.....	71
2. Sobel Test	75
3. T Test.....	78
4. F Test.....	79
5. Coefficient Determination Test (R^2)	81
E. Summary Model.....	83
F. Discussion	83
CHAPTER V CONCLUSION	89
A. Conclusion	89
B. Implication of the Study.....	89
C. Research Limitations.....	90
D. Suggestions	90
BILBIOGRAPHY	92
APPENDIX	97

LIST OF FIGURES

Figure 2.1 Model of Consumer Behaviour	14
Figure 2.2 Model of Customer Loyalty.....	24
Figure 2.3 Customer Satisfaction Analysis Model	27
Figure 2.4 Theoretical Framework.....	36

LIST OF TABLES

Table 2.1 Previous Studies.....	28
Table 3.1 Operational Definition and Variable Measurement.....	41
Table 4.1 Respondents by Age	55
Table 4.2 Respondents by Brand Name.....	56
Table 4.3 Respondents by Products Used.....	56
Table 4.4 Respondents by Time Duration	58
Table 4.5 Validity Test.....	58
Table 4.6 Reliability.....	61
Table 4.7 Respondents' Response based on Halal Labeling.....	63
Table 4.8 Respondents' Response based on Brand Image.....	64
Table 4.9 Respondents' Response based on Product Quality.....	65
Table 4.10 Respondents' Response Based on Customer Loyalty.....	66
Table 4.11 Respondents' Response Based on Customer Satisfaction	67
Table 4.12 Normality Test I.....	67
Table 4.13 Normality Test II.....	68
Table 4.14 Multicollinearity Test I.....	68
Table 4.15 Multicollinearity Test II.....	69
Table 4.16 Heteroscedasticity Test I.....	70
Table 4.17 Heteroscedasticity Test II.....	71
Table 4.18 Regression 1 X-M.....	72
Table 4.19 Regression 2 M-Y	73
Table 4.20 Regression 3 XM-Y	74
Table 4.21 F Test Model I.....	79
Table 4.22 F Test Model II	80

Table 4.23 F Test Model III	80
Table 4.24 R Square Test Model I	81
Table 4.25 R Square Test Model II.....	82
Table 4.26 R Square Test Model III.....	82
Table 4.27 Summary Model.....	83