

**THE EFFECT OF BEAUTY INFLUENCER, AND HALAL LABELING ON
PURCHASE DECISIONS THROUGH BRAND IMAGE AS A MEDIATION
VARIABLE TOWARD HALAL PRODUCT OF WARDAH COSMETICS**



THESIS

Compiled To Meet The Requirements To Obtain a Bachelor of Economics in
Management Department at the Faculty of Economics and Business Muhammadiyah
Surakarta University

Arranged By:

LISANDRA ANANDHITA BISRI

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MANAGEMENT DOUBLE DEGREE

FACULTY ECONOMIC AND BUSINESS OF

UNIVERSITY OF MUHAMMADIYAH SURAKARTA

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APPROVAL PAGE

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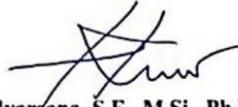
Written by:

LISANDRA ANANDHITA BISRI

B 101 173 021

Research has been accepted and approved

Thesis Supervisor,



Kussudiyarsana, S.E., M.Si., Ph.D

NIDN. 0619077301

APPROVAL PAGE

THE EFFECT OF BEAUTY INFLUENCER AND HALAL LABELING ON PURCHASE DECISIONS THROUGH BRAND IMAGE AS A MEDIATION VARIABLE TOWARD HALAL LABEL OF PRODUCT WARDAH COSMETIS

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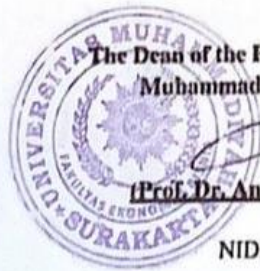
LISANDRA ANANDIITA BISRI

B 101 173 021

**It has been maintained in front of the Board of Examiner Faculty of
Economics and the Business Muhammadiyah University of Surakarta On
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The Board of Examiners:

1. Soepatini, S.E., M.Si., Ph.D
(Chief of The Board of Examiners)
2. Kussudyarsana, S.E., M.Si., Ph.D
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3. Muhammad Sholahuddin, S.E., M.Si, Ph.D
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**The Dean of the Faculty of Economics and Business
Muhammadiyah University of Surakarta**

(Prof. Dr. Anton Agus Setyawan, SE, M.Si)

NIDN. 616087401



UNIVERSITY OF MUHAMMADIYAH SURAKARTA

FACULTY ECONOMIC AND BUSINESS

Jl. A. Yani Tromol Pos 1 Pabelan Kartosuro Telp. (0271) 717417 Surakarta 57102

DECLARATION OF AUTHENTICITY

The undersigned:

Name : **LISANDRA ANANDHTA BISRI**
ID Number : **B101173021**
Major : **MANAGEMENT DOUBLE DEGREE**
Thesis Title : **THE EFFECT OF BEAUTY INFLUENCER, AND HALAL LABELING ON PURCHASE DECISIONS THROUGH BRAND IMAGE AS A MEDIATION VARIABLE TOWARD HALAL PRODUCT OF WARDAH COSMETICS.**

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Surakarta, February 2022

Writer

LISANDRA ANANDHITA BISRI

MOTTO

"Pengetahuan tanpa tindakan adalah sia-sia, dan tindakan tanpa pengetahuan adalah kegilaan."

(Abu Hamid Al Ghazali)

"Berpikirlah sebelum menentukan suatu ketetapan, atur strategi sebelum menyerang, dan musyawarahkan terlebih dahulu sebelum melangkah maju ke depan."

(Imam Syafi'i)

"When I say I'm do something I do it, I don't give a damn what you think, I'm doing this for me"

(Not Afraid – Eminem).

"Memulai dengan Penuh Keyakinan, Menjalankan dengan Penuh Keikhlasan, Menyelesaikan dengan Penuh Kebahagiaan"

DEDICATION

Alhamdulillah for the blessings, grace, and abundance of blessings in the form of health and opportunities, the author is given the convenience to complete this thesis by good. With all humility, the author dedicates this thesis to:

1. Allah SWT who always gives the ease, favors, gifts and guidance so that this thesis can be completed.
2. My Beloved Family (Father, Mother, Sister, and Brother), who always supports me in every condition.
3. My cousin, who was kind enough to provide a place to stay during my college, and was always by my side and motivated me to become a better person.
4. Mr. Kussudyarsana, S.E., M.Sc., Ph. D, as a supervisor who has guided me in completing this thesis.
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ABSTRACT

The development of the cosmetic industry is experiencing fairly rapid development. This can be seen from the number of cosmetic products developing with high innovation to attract consumers. This study analysed the influence of beauty influencers, brand image, a halal label on purchasing decisions. This research was conducted on female consumers who have bought or want to buy Wardah cosmetic products. The data collection method used a questionnaire with a sample of 159 respondents and was processed using Partial Least Square (PLS) analysis tool with SmartPLS 3.0 software. Based on the analysis and discussion of the resulting data, the influence of beauty influencers, brand image, and halal labels on purchasing decisions shows that: (1) beauty influencers significantly influence purchasing decisions. (2) beauty influencers significantly affect brand image. (3) beauty influencers significantly affect purchasing decisions through brand image. (4) Halal label significantly influences purchasing decisions. (5) Halal label significantly affects brand image. (6) the halal label significantly affects purchasing decisions through brand image. (7) brand image significantly influences purchasing decisions.

Keyword : *Beauty Influencer, Brand Image, Halal Labeling, Purchase Decision*

ABSTRAKSI

Perkembangan industri kosmetik mengalami perkembangan yang cukup pesat. Hal tersebut dapat dilihat dari banyaknya produk kosmetik yang berkembang dengan inovasi yang tinggi guna menarik konsumen. Penelitian ini untuk menganalisis pengaruh influencer kecantikan, citra merek, label halal terhadap keputusan pembelian. Penelitian ini dilakukan pada konsumen wanita yang pernah membeli atau ingin membeli produk kosmetik wardah. Metode pengumpulan data menggunakan kuesioner dengan jumlah sampel sebanyak 159 responden dan di olah menggunakan alat analisis *Partial Least Square* (PLS) dengan software SmartPLS 3.0. Berdasarkan hasil analisis dan pembahasan data yang dihasilkan pengaruh influencer kecantikan, citra merek, dan label halal terhadap keputusan pembelian menunjukkan bahwa: (1) influencer kecantikan secara signifikan mempengaruhi keputusan pembelian. (2) influencer kecantikan secara signifikan mempengaruhi citra merek. (3) influencer kecantikan berpengaruh signifikan terhadap keputusan pembelian melalui citra merek. (4) label halal secara signifikan mempengaruhi keputusan pembelian. (5) label halal secara signifikan mempengaruhi citra merek. (6) label halal berpengaruh signifikan terhadap keputusan pembelian melalui citra merek. (7) citra merek secara signifikan mempengaruhi keputusan pembelian.

Kata kunci : *Influencer Kecantikan, Citra Merek, Label Halal, Keputusan pembelian*

FOREWORD

Bismillahirrohmanirrohim

Assalamualaikum Wr. Wb

Alhamdulillahirabil'alam, Praise and gratitude, the writer always pray for the presence of Allah SWT who has bestowed the grace, favour and guidance so that finally the author can complete the preparation of the thesis entitled "**THE EFFECT OF BEAUTY INFLUENCER, AND HALAL LABELING ON PURCHASE DECISIONS THROUGH BRAND IMAGE AS A MEDIATION VARIABLE TOWARD HALAL PRODUCT OF WARDAH COSMETICS**". 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 preparing this thesis, the author received guidance, direction, support and assistance from various parties. Therefore, for all parties who have helped, either directly or indirectly with humility, the author would like to express his gratitude to:

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This thesis still has many shortcomings both from renewal and presentation. For this reason, all the suggestions and criticisms made may be useful for further research. Hopefully, this thesis is useful for all those who need it and be successful early in the future. Aamiin.

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Surakarta, February 10th 2022

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