

ABSTRAK

Abstrak: Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh influencer, kualitas produk dan label halal terhadap keputusan pembelian produk somethinc di kota jambi. Karena fenomena mempromosikan produk melalui influencer saat ini banyak digunakan oleh merk kosmetik. Influencer membuat fonomena lebih mudah bagi pelanggan, tetapi mereka juga memiliki efek negatif. Sebuah *brand* harus mempertimbangkan kualitas produknya selain melakukan promosi untuk menarik konsumen membeli produknya. Kualitas produk akan menjadi pertimbangan penting bagi pembeli sebelum melakukan pembelian. Label Halal menjadi pertimbangan umat muslim untuk melakukan pembelian suatu produk karena dengan adanya label halal menimbulkan kenyamanan saat di gunakan. Sumber data yang digunakan adalah data sekunder dan primer melalui penyebaran kuesioer yang dilakukan pada 97 responden. Metode penelitian yang digunakan berupa uji validitas, uji realiabilitas, dan regresi berganda yang diolah menggunakan aplikasi SPSS 26 for windows. Hasil menunjukan bahwa influencer berpengaruh negatif signifikan terhadap keputusan pembelian produk somethinc di Kota Jambi. Sedangkan kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian produk somethinc di kota jambi. Label Halal berpengaruh positif signifikan terhadap keputusan pembelian produk somethinc di kota jambi Influencer, Kualitas Produk dan Label Halal berpengaruh secara simultan terhadap keputusan pembelian produk somethinc di Kota Jambi.

Kata Kunci: Influencer, Kualitas Produk, Label Halal, Keputusan Pembelian

ABSTRACT

Abstract: This research aims to determine and analyze the influence of influencers, product quality and halal labels on purchasing decisions for certain products in the city of Jambi. Because the phenomenon of promoting products through influencers is currently widely used by cosmetic brands. Influencers make the phenomenon easier for customers, but they also have negative effects. A brand must consider the quality of its products in addition to carrying out promotions to attract consumers to buy its products. Product quality will be an important consideration for buyers before making a purchase. The Halal label is a consideration for Muslims when purchasing a product because the presence of a halal label creates comfort when used. The data sources used were secondary and primary data through questionnaires distributed to 97 respondents. The research methods used were validity tests, reliability tests and multiple regression which were processed using the SPSS 26 for Windows application. The results show that influencers have a significant negative effect on purchasing decisions for certain products in Jambi City. Meanwhile, product quality and the halal label have a significant influence on the decision to purchase some products in the city of Jambi. Influencers, Product Quality and Halal Labels simultaneously influence the decision to purchase certain products in Jambi City.

Keywords: *Influencer; Product Quality; Halal Label; Purchase Decision*