

ABSTRACT

This study aims to determine the effect of halal label, product quality and electronic word of mouth (ewom) towards purchase decision. This research uses quantitative methods and a sample of 175 respondents who are using product cosmetic brand Make Over Customers in the Pondok Aren Tangerang Selatan area using purposive sampling method and the data obtained were analyzed by using PLS analysis technique (Partial Least Square) through the PLS software. The results of this study showed halal label has a insignificant positive effect on the purchase decision. Product quality have a significant positive effect on the purchase decision and electronic word of mouth (ewom) has a significant positive effect on the purchase decision.

Keywords : Halal Label, Product Quality, Electronic Word of Mouth (EWOM), Buying Decisions.



ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh label halal, kualitas produk dan *electronic word of mouth (ewom)* terhadap keputusan produk kosmetik Make Over. Penelitian ini menggunakan metode kuantitatif dan sampelnya berjumlah 175 yang telah menggunakan produk kosmetik *brand* Make Over di area Pondok Aren, Tangerang Selatan menggunakan metode *snowball sampling* dan data yang diperoleh dianalisis dengan menggunakan teknik analisis PLS (*Partial Least Square*) melalui *software* Smart PLS. Hasil penelitian ini menunjukkan bahwa label halal berpengaruh positif tidak signifikan terhadap keputusan pembelian. Kualitas produk berpengaruh positif signifikan terhadap keputusan pembelian dan *electronic word of mouth (ewom)* berpengaruh positif signifikan terhadap keputusan pembelian.

Keyword : Label Halal, Kualitas Produk, *Electronic Word of Mouth (EWOM)*, Keputusan Pembelian.



UNIVERSITAS
MERCU BUANA