

ABSTRACT

This study aims to determine the effect of halal label and halal awareness towards purchase decision. This research uses quantitative methods, and a sample of 149 respondents who are civilization around Mercu Buana University by using convenience 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 and halal awareness has significant effect toward purchase decision of Samyang Noodle. Based on the R-Square test, the influence of independent latent variables (lebal halal and halal awareness) on the purchase decision variable gives an R-Square value of 0.809 which can be interpreted that the constructability variability of the purchase decision can be explained by the variability of the halal label construct and halal awareness by 80.9%; while 19.1% is explained by other variables, beyond those studied.

Keywords : Halal Label, Halal Awareness, Purchase Decision.



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh label halal dan kesadaran halal terhadap keputusan pembelian. Penelitian ini menggunakan metode kuantitatif dan sampelnya berjumlah 149 Masyarakat Lingkungan Universitas Mercu Buana dengan menggunakan metode *convenience 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 dan kesadaran halal berpengaruh signifikan terhadap keputusan pembelian. Berdasarkan uji R – Square, pengaruh variabel laten independen (label halal dan kesadaran halal) terhadap variabel keputusan pembelian memberikan nilai *R-Square* sebesar 0.809 yang dapat diinterpretasikan bahwa variabilitas konstruk keputusan pembelian dapat dijelaskan oleh variabilitas konstruk label halal dan kesadaran halal sebesar 80.9%; sedangkan 19.1% dijelaskan oleh variabel lain, diluar yang diteliti.

Kata Kunci: Label Halal, Kesadaran Halal, Keputusan Pembelian



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