

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis adanya pengaruh produk halal, *packaging*, motivasi, harga dan *brand image* terhadap keputusan pembelian dan implikasinya terhadap pembelian ulang multivitamin Redoxon. Variabel dalam penelitian ini ialah variabel independen meliputi Produk Halal (X_1), *Packaging* (X_2), Motivasi (X_3), Harga (X_4), dan *Brand Image* (X_5) serta variabel dependen dalam penelitian ini Keputusan Pembelian (Y_1) dan Pembelian Ulang (Y_2) multivitamin Redoxon. Metode pengumpulan data adalah kuesioner. Metode analisis data yang digunakan adalah analisis deskriptif dan analisis regresi linear berganda menggunakan SEM PLS. Populasi dari penelitian ini adalah konsumen multivitamin redoxon yang berlokasi di DKI Jakarta dengan jumlah sampel sebanyak 120 orang. Hasil penelitian menunjukkan bahwa produk halal, *packaging*, dan motivasi berpengaruh positif dan signifikan terhadap keputusan konsumsi multivitamin Redoxon di DKI Jakarta. Akan tetapi harga dan *brand image* tidak berpengaruh signifikan terhadap keputusan konsumsi multivitamin Redoxon. Selanjutnya, keputusan konsumsi berpengaruh positif signifikan terhadap pembelian ulang multivitamin Redoxon di DKI Jakarta.

Kata Kunci: Produk Halal, *Packaging*, Motivasi, Harga, Pembelian Ulang, dan Keputusan Pembelian



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ABSTRACT

This study aims to determine and analyze the influence of halal products, packaging, motivation, price and brand image on purchasing decisions and their implications for redoxon multivitamin repurchase. The variables in this study are the independent variables including Halal Products (X1), Packaging (X2), Motivation (X3), Price (X4), and Brand Image (X5) as well as the dependent variable in this study Purchase Decision (Y1) and Repeat Purchase (Y2) Redoxon multivitamin. The data collection method is a questionnaire. The data analysis method used is descriptive analysis and multiple linear regression analysis using SEM PLS. The population of this research is redoxon multivitamin consumers located in DKI Jakarta with a total sample of 120 people. The results showed that halal products, packaging, and motivation had a positive and significant effect on Redoxon multivitamin consumption decisions in DKI Jakarta. However, price and brand image have no significant effect on the decision to consume Redoxon multivitamins. Furthermore, consumption decisions have a significant positive effect on Redoxon multivitamin repurchasing in DKI Jakarta.

Keywords: Halal Products, Packaging, Motivation, Price, Repeat Purchase, and Purchase Decision



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