

## ABSTRAK

**Nur Amelia, 2019; Pengaruh Label Halal dan *Electronic Word of Mouth* terhadap Keputusan Pembelian dengan Citra Merek sebagai *Intervening* pada Sariayu Martha Tilaar. Skripsi, Jakarta: Program Studi S1 Manajemen, Fakultas Ekonomi, Universitas Negeri Jakarta, Tim Pembimbing: Dr. Mohamad Rizan, SE, MM & Andrian Haro, S.Si, MM**

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh label halal terhadap citra merek, pengaruh *E-WOM* citra merek, pengaruh citra merek terhadap keputusan pembelian, pengaruh label halal terhadap keputusan, pengaruh *E-WOM* memiliki pengaruh positif terhadap keputusan pembelian, pengaruh label halal terhadap keputusan pembelian melalui citra merek sebagai *intervening*, dan pengaruh *E-WOM* terhadap keputusan pembelian melalui citra merek sebagai *intervening* pada Sariayu Martha Tilaar. Metode pengumpulan data menggunakan metode survei dengan instrumen berupa kuesioner. Objek penelitian ini adalah 200 responden yang sudah pernah membeli dan menggunakan produk dari Sariayu Martha Tilaar. Analisis data menggunakan SPSS versi 22 dan SEM (*Structural Equation Model*) dari paket statistik LISREL versi 8.8. untuk mengolah dan menganalisis data hasil penelitian. Hasil pengujian hipotesis menunjukkan: 1) label berpengaruh signifikan terhadap citra merek, 2) *E-WOM* berpengaruh signifikan terhadap citra merek, 3) citra merek berpengaruh signifikan terhadap keputusan pembelian, 4) label halal berpengaruh signifikan terhadap keputusan pembelian, 5) *E-WOM* berpengaruh signifikan terhadap keputusan pembelian, 6) label halal berpengaruh signifikan terhadap keputusan pembelian melalui citra merek sebagai *intervening*, 7) *E-WOM* berpengaruh signifikan terhadap keputusan pembelian melalui citra merek sebagai *intervening* pada Sariayu Martha Tilaar.

**Kata Kunci:** label halal, *electronic word of mouth*., citra merek, keputusan pembelian, kosmetik.

## **ABSTRACT**

**Nur Amelia, 2019; *The Effect of Halal Label and Electronic Word Of Mouth toward Purchase Decision with Brand Image As An Intervening Of Sariayu Martha Tilaar. Thesis, Jakarta: Management Studies Program, Management Department, Faculty of Economics, Universitas Negeri Jakarta, Advisory: Dr. Mohamad Rizan, SE, MM & Andrian Haro, S.Si, MM.***

*The purpose of this study was to determine the effect of halal label on brand image, the influence of electronic word of mouth on brand image, the influence of brand image on purchase decision, the influence of halal label on purchase decision, the influence of electronic word of mouth on purchase decision, the influence of halal label on purchase decision with brand image as an intervening, the influence of electronic word of mouth on purchase decision with brand image as an intervening of Sariayu Martha Tilaar. Methods of data collection using survey method with the instrument in the form of questionnaire. The object of this study were 200 respondents who have already bought and used products from Sariayu Martha Tilaar. Data analysis using SPSS version 22 and SEM (Structural Equation Model) from LISREL software 8.8. statistic package to process and analyze data of research result. The results of hypothesis testing show: 1) halal label has a significant effect toward brand image, 2) electronic word of mouth has a significant effect toward brand image, 3) brand image has a significant effect toward purchase decision, 4) halal label has significant effect toward purchase decision, 5) electronic word of mouth has significant effect toward purchase decision, 6) halal label has a significant effect toward purchase decision with brand image as an intervening, 7) electronic word of mouth has a significant effect toward purchase decision with brand image as an intervening of Sariayu Martha Tilaar.*

**Keywords:** *halal label, electronic word of mouth, brand image, purchase decision, cosmetics.*