

ABSTRAK

Nam : Fina Sari
Program Studi : Program Studi Ekonomi Syariah
Judul : Pengaruh Label Halal Dan Kualitas Produk Scarlet
Whitening Terhadap Keputusan Pembelian (Studi Kasus
Masyarakat Cut Mamplam Kandang Di Kecamatan
Muara Dua Lhokseumawe)

Penelitian ini bertujuan menganalisis pengaruh label halal dan kualitas produk terhadap keputusan pembelian *Scarlett Whitening* di masyarakat Cut Mamplam Kandang, Lhokseumawe. Dengan pendekatan kuantitatif melalui survei terhadap 87 responden, data dikumpulkan menggunakan kuesioner dan dianalisis dengan regresi linier berganda (uji t, uji F, dan R^2). Hasil penelitian menunjukkan bahwa label halal dan kualitas produk secara parsial maupun simultan berpengaruh positif dan signifikan terhadap keputusan pembelian. Kedua variabel tersebut memberikan kontribusi besar terhadap keputusan pembelian, sementara sisanya dipengaruhi faktor lain. Temuan ini menegaskan pentingnya pencantuman label halal serta menjaga kualitas produk sebagai strategi pemasaran efektif bagi konsumen Muslim.

Kata kunci: Label Halal, Kualitas Produk, Keputusan Pembelian, *Scarlett Whitening*.

ABSTRACT

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Study Program : Sharia Economics Study Program
Title : The Influence of Halal Labels and Scarlet Whitening
Product Quality on Purchasing Decisions (Case Study of
the Cut Mamplam Kandang Community in Muara Dua
District,*

This study aims to analyze the influence of halal labeling and product quality on purchasing decisions of Scarlett Whitening among the community of Cut Mamplam Kandang, Lhokseumawe. Using a quantitative approach with a survey of 87 respondents, data were collected through questionnaires and analyzed using multiple linear regression. The results show that halal labeling and product quality, both partially and simultaneously, have a positive and significant effect on purchasing decisions. These variables contribute substantially to purchasing decisions, while the remaining influence comes from other factors. The findings highlight the importance of halal labeling and maintaining product quality as effective marketing strategies for Muslim consumers.

Keywords: *Halal Labeling, Product Quality, Purchasing Decision, Scarlett Whitening.*