

ABSTRAK

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Program Studi : Manajemen Sumber Daya Manusia
Judul : Pengaruh Sosial Media, Sertifikat Halal dan Citra Merek Terhadap Keputusan Pembelian Mixue Ice Cream & Tea Pada Generasi Z di Kota Lhokseumawe

Penelitian ini bertujuan untuk menganalisis Pengaruh Sosial Media, Sertifikat Halal dan Citra Merek Terhadap Keputusan Pembelian Mixue Ice Cream & Tea Pada Generasi Z di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang dibagikan kepada konsumen Mixue Ice Cream & Tea. Hasil penelitian menunjukkan bahwa Media sosial berpengaruh positif dan signifikan terhadap keputusan pembelian Mixue Ice Cream & Tea Pada Generasi Z di Kota Lhokseumawe, Sertifikat halal berpengaruh positif dan signifikan terhadap keputusan pembelian Mixue Ice Cream & Tea Pada Generasi Z di Kota Lhokseumawe, Citra merek memiliki pengaruh positif dan signifikan terhadap keputusan pembelian Mixue Ice Cream & Tea Pada Generasi Z di Kota Lhokseumawe. Media sosial, sertifikat halal dan citra merek berpengaruh terhadap keputusan pembelian Mixue Ice Cream & Tea Pada Generasi Z di Kota Lhokseumawe.

Kata Kunci: Media Sosial, Sertifikat Halal, Citra Merek, Keputusan Pembelian

ABSTRACT

Name : Miftahul Jannah
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Title : *The Influence of Social Media, Halal Certification, and Brand Image on Mixue Ice Cream & Tea Purchase Decisions among Generation Z in Lhokseumawe City*

This study aims to analyze the influence of social media, halal certification, and brand image on Mixue Ice Cream & Tea purchase decisions among Generation Z in Lhokseumawe City. This study used a quantitative approach with a survey method using a questionnaire distributed to Mixue Ice Cream & Tea consumers. The results showed that social media had a positive and significant influence on Mixue Ice Cream & Tea purchase decisions among Generation Z in Lhokseumawe City. Halal certification had a positive and significant influence on Mixue Ice Cream & Tea purchase decisions among Generation Z in Lhokseumawe City. Brand image had a positive and significant influence on Mixue Ice Cream & Tea purchase decisions among Generation Z in Lhokseumawe City. Social media, halal certification, and brand image influenced Mixue Ice Cream & Tea purchase decisions among Generation Z in Lhokseumawe City.

Keywords: Social Media, Halal Certificate, Brand Image, Purchasing Decision