ABSTRAK

PENGARUH ISLAMIC BRANDING DAN CELEBRITY ENDORSER TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN KOSMETIK HALAL PADA MAHASISWI DI YOGYAKARTA

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Fenomena *Islamic branding* telah mendapat perhatian yang cukup luas dikalangan akademisi dan praktisi dalam beberapa tahun terakhir. Hal ini mengingat populasi muslim didunia yang semakin bertambah. Para produsen sadar bahwa konsumen muslim merupakan sasaran empuk bagi pemasaran produk mereka. Melihat peluang ini tak mengherankan jika para produsen baik muslim maupun non muslim berlomba-lomba mengembangkan produk halal demi mendapatkan pasar muslim. Strategi pemasaran yang diterapkan produsen produk kosmeik halal agar dampak positif pesan iklan dapat tersampaikan adalah dengan menggunakan *celebrity endorser* yang dianggap mewakili nilai-nilai dari produk kosmetik mereka.

Penelitian ini bertujuan untuk menganalisis pengaruh *Islamic branding* dan *celebrity endorser* terhadap keputusan pembelian konsumen kosmetik halal pada mahasiswi di Yogyakarta. Model *theory of planned behavior* digunakan dalam penelitian ini sebagai prediktor dalam perilaku konsumen. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan analisis data menggunakan *partial least square* (PLS). Sampel dalam penelitian ini adalah 200 responden dan data diolah dengan menggunakan aplikasi SmartPLS 3.0.

Hasil penelitian ini menunjukkan bahwa seluruh prediktor TPB (Sikap, Norma Subjektif, Persepsi Kontrol Perilaku) berpengaruh terhadap Niat Beli konsumen, Niat Beli dan *Islamic branding* berpengaruh terhadap keputusan pembelian konsumen sedangkan *celebrity endorser* tidak berpengaruh terhadap konsumen keputusan pembelian konsumen kosmetik halal pada mahasiswi di Yogyakarta.

Kata Kunci: *Islamic branding, Celebrity Endorser, Theory of Planned Behavior,* Sikap, Norma Subjektif, Persepsi Kontrol Perilaku, Niat Beli, keputusan pembelian konsumen kosmetik halal

ABSTRACT

THE EFFECT OF ISLAMIC BRANDING AND CELEBRITY ENDORSER ON THE CUSTOMER'S PURCHASE DECISION OF HALAL COSMETICS AMONG YOGYAKARTA STUDENTS

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As a current phenomenon, Islamic branding has been grabbing considerable attention of countless academics and practitioners in recent years, particularly due to the increasing Muslim population in the world. Producers are well aware of the great potential of Muslim consumers as the target market of their products. Considering this excellent opportunity, the cosmetic producers of both Muslims and non-Muslims are rushing to develop halal cosmetic products to target the Muslim market. It is apparent that these halal producers apply a certain marketing strategy to build a positive image by hiring popular celebrity endorser to represent the values of their cosmetic products.

On this basis, this study aims to analyze the effect of Islamic branding and celebrity endorser on female students' purchasing decisions for halal cosmetics in Yogyakarta. The theory of planned behavior in this study was used as a predictor of consumer behavior. The study used purposive sampling and the data were analyzed using partial least square (PLS). The study involved 200 respondents and the data were processed using the SmartPLS 3.0 application.

The study indicates that all TPB predictors (Attitudes, Subjective Norms, Behavioral Control Perceptions) influence consumer purchase intention. Purchase Intention and Islamic branding influence consumer purchasing decisions, while celebrity endorsers have no effect on consumers. .

Keywords: Islamic branding, Celebrity Endorser, Theory of Planned Behavior, Attitudes, Subjective Norms, Perception of Behavior Control, Purchase Intentions, halal cosmetics consumer purchasing decisions

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