

ABSTRACT

Dini Eko Wati, NIM 2020310076, The Influence of Brand Image, Flash Sale, and Halal Lifestyle on the Decision to Purchase Hanasui Cosmetic Products on the Shopee Application (Case Study of FEBI IAIN Kudus Student Class 2020 – 2021)

The development of the business world is currently very rapid, one of which is in the cosmetics industry where the level of competition between companies is increasingly high. This can trigger companies to compete with each other. Companies use various methods to expand market share. One way companies use to expand their market share is by using e-commerce. E-commerce can make it easier for companies to expand their market share and make it easier for consumers to carry out economic transactions (purchasing decisions). Therefore, this research aims to determine the influence of brand image, flash sales, and halal lifestyle on purchasing decisions for Hanasui cosmetic products on the Shopee application (Case Study of FEBI IAIN Kudus Students Class 2020 - 2021).

The type of research used is causality research which uses a quantitative approach. The population in this study were FEBI IAIN Kudus students, Class 2020 – 2021, taking a sample of 92 respondents. The sampling technique uses non-probability sampling methods and purposive sampling techniques. The data collection technique was taken using a questionnaire via Google Form which was measured using a Likert scale and the analysis technique used in this research was tested using SPSS 26 by carrying out several tests. The tests carried out were validity tests, reliability tests, classical assumption tests (multicollinearity test, heteroscedasticity test and normality test), and hypothesis tests (multiple linear regression, coefficient of determination test, f test and t test).

The results of this research show that the brand image variable has a positive and significant effect on purchasing decisions. This is supported by a tcount value of $4.410 > t_{table} 1.987$ and a significance value of $0.000 < 0.05$. The flash sale variable has a positive and significant effect on purchasing decisions. This is supported by a tcount value of $4.425 > t_{table} 1.987$ and a significance value of $0.000 < 0.05$. The halal lifestyle variable has no influence on purchasing decisions, this can be seen from the tcount value of $0.668 < t_{table} 1.987$ and the significance value of $0.506 > 0.05$. Simultaneously, the variables brand image, flash sale and halal lifestyle have a positive and significant effect on purchasing decisions. Based on the coefficient of determination test, the Adjust R Square result was 0.471, which means that 47.1% of the dependent variable can be explained by the three independent variables. Meanwhile, the rest is explained by other variables outside this research.

Keywords: Brand Image, Flash Sale, Halal Lifestyle and Purchasing Decisions

ABSTRAK

Dini Eko Wati, NIM 2020310076, Pengaruh *Brand Image*, *Flash Sale*, dan *Halal Lifestyle* Terhadap Keputusan Pembelian Produk Kosmetik Hanasui di Aplikasi *Shopee* (Studi Kasus Mahasiswi FEBI IAIN Kudus Angkatan 2020 – 2021)

Perkembangan dunia bisnis saat ini sangat pesat, salah satunya dalam industri kosmetik dimana tingkat persaingan antar perusahaan semakin tinggi. Hal ini dapat memicu perusahaan untuk bersaing satu sama lain. Berbagai cara digunakan perusahaan untuk memperluas pangsa pasar. Salah satu cara yang digunakan perusahaan untuk memperluas pangsa pasar mereka yaitu dengan menggunakan *e-commerce*. Dengan *e-commerce* dapat mempermudah perusahaan untuk memperluas pangsa pasar mereka serta mempermudah konsumen dalam melakukan transaksi ekonomi (keputusan pembelian). Oleh karena itu, penelitian ini bertujuan untuk mengetahui Pengaruh *Brand Image*, *Flash Sale*, dan *Halal Lifestyle* Terhadap Keputusan Pembelian Produk Kosmetik Hanasui di Aplikasi *Shopee* (Studi Kasus Mahasiswi FEBI IAIN Kudus Angkatan 2020 – 2021).

Jenis penelitian yang digunakan adalah penelitian kausalitas yang menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah mahasiswi FEBI IAIN Kudus Angkatan 2020 – 2021 dengan mengambil sampel sebanyak 92 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling* dan teknik *purposive sampling*. Teknik pengumpulan data diambil menggunakan kuesioner lewat *google form* yang diukur dengan skala likert dan teknik analisis yang digunakan dalam penelitian ini diuji menggunakan SPSS 26 dengan melakukan beberapa uji. Uji yang dilakukan yaitu uji validitas, uji reliabilitas, uji asumsi klasik (uji multikolinieritas, uji heteroskedastisitas dan uji normalitas), dan uji hipotesis (regresi linear berganda, uji koefisien determinasi, uji f dan uji t).

Hasil penelitian ini menunjukkan bahwa variabel *brand image* berpengaruh positif dan signifikan terhadap keputusan pembelian hal ini didukung dengan nilai $t_{hitung} 4,410 > t_{tabel} 1,987$ serta nilai signifikansi $0,000 < 0,05$. Variabel *flash sale* berpengaruh positif dan signifikan terhadap keputusan pembelian hal ini didukung dengan nilai $t_{hitung} 4,425 > t_{tabel} 1,987$ serta nilai signifikansi $0,000 < 0,05$. Variabel *halal lifestyle* tidak berpengaruh terhadap keputusan pembelian hal ini dilihat dengan nilai $t_{hitung} 0,668 < t_{tabel} 1,987$ serta nilai signifikansi $0,506 > 0,05$. Secara simultan variabel *brand image*, *flash sale* dan *halal lifestyle* berpengaruh secara positif dan signifikan terhadap keputusan pembelian. Berdasarkan uji koefisien determinasi diperoleh hasil Adjust R Square yaitu sebesar 0,471 yang artinya bahwa 47,1% variabel dependen dapat dijelaskan oleh ketiga variabel independent. Sedangkan sisanya dijelaskan oleh variabel-variabel lain diluar penelitian ini.

Kata Kunci : *Brand Image*, *Flash Sale*, *Halal Lifestyle* dan Keputusan Pembelian