

## ABSTRAK

### **Winda Martina Nurul Falah, 1179220090, 2021 : Analisa Pengaruh Label Halal dan Promosi Media Sosial Instagram Terhadap Keputusan Pembelian di Mujigae Resto Kota Bandung.**

Sekitar 12 ribu restoran dan rumah makan yang ada di Kota Bandung, hanyasedikit di antaranya yang memiliki sertifikasi halal, baru 20 restoran atau tempat makan yang punya sertifikasi halal di Kota Bandung. Dan media social Instagrammenjadi tempat promosi yang saat ini ramai di pergunakan pleh restoran atau tempat makan yang ada di Kota Bandung.

Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimanapengaruh label halal dan promosi media sosial Instagram terhadap keputusan pembelian di Mujigae Resto Kota Bandung.

Dalam penelitian ini metode yang digunakan adalah deksriptif kuantitatif yang dilakukan untuk mengetahui gambaran, keadaan, suatu hal dengan cara mendeskripsikannya sedetail mungkin berdasarkan fakta yang ada. Adapun data yang digunakan dalam penelitian ini berupa data primer hasil dari wawancara dankuesioner serta data sekunder yang diperoleh dari buku atau jurnal ilmiah tentang label halal, promosi dan keputusan pembelian. Data tersebut akan di analisis menggunakan uji instrumen, koefisien korelasi, uji asumsi klasik, analisis regresi linier dan uji hipotesis. Landasan teori yang digunakan mengacu pada 3 (tiga) variable utama yaitu label halal, promosi serta keputusan pembelian.

Berdasarkan uji t parsial yang dilakukan di dapatkan hasil bahwa label halal (X1) berpengaruh secara signifikan terhadap keputusan pembelian (Y). Hal ini berdasarkan hasil  $t_{hitung} > t_{tabel}$  yaitu  $6,672 > 1,98793$  dengan syarat signifikansi  $0,000 < 0,050$  sehingga  $H_01$  ditolak dan  $H_1$  diterima serta R yang didapat sebesar 0,584 dengan R Square 34,1%. Sedangkan, hasil uji t parsial yang dilakukan di dapatkan hasil bahwa promosi di media sosial *Instagram* (X2) berpengaruh secara signifikan terhadap keputusan pembelian (Y). Hal ini berdasarkan hasil  $t_{hitung} > t_{tabel}$  yaitu  $11,353 > 1,98793$  dengan syarat signifikansi  $0,000 < 0,050$  sehingga  $H_02$  ditolak dan  $H_2$  diterima serta R yang didapat sebesar 0,774 dengan R Square 60%. Dan terakhir, uji F parsial yang dilakukan di dapatkan hasil bahwa label halal (X1) dan promosi di media sosial *Instagram* (X2) berpengaruh secara signifikan terhadap keputusan pembelian (Y). Hal ini berdasarkan hasil  $F_{hitung} > F_{tabel}$  yaitu  $79,196 > 3,10$  dengan syarat signifikansi  $0,000 < 0,050$  sehingga  $H_03$  ditolak dan  $H_3$  diterima serta R yang didapat sebesar 0,807 dengan R Square 65,1%. Sehingga label halal berpengaruh 34,1% terhadap keputusan pembelian sedangkan promosi di media *social Instagram* berpengaruh 60% terhadap keputusan pembelian. Sedangkan pengaruh dari kedua variable tersebut kepada keputusan pembelian sebesar 65,1%.

Kata kunci : Label halal, Promosi, Keputusan Pembelian.

## ABSTRACT

**Winda Martina Nurul Falah, 1179220090, 2021: Analysis of the Effect of Halal Labels and Instagram Social Media Promotion on Purchase Decisions at Mujigae Resto in Bandung.**

*There are around 12 thousand restaurants and restaurants in the city of Bandung, only a few of which have halal certification, only 20 restaurants or placesto eat that have halal certification in the city of Bandung. And social media Instagram is a promotional place that is currently busy being used by restaurants or places to eat in the city of Bandung.*

*This study aims to determine and analyze how the influence of the halal labeland Instagram social media promotion on purchasing decisions at Mujigae Resto Bandung.*

*In this study, the method used is descriptive quantitative which is done to findout the description, situation, something by describing it in as much detail as possible based on the facts. The data used in this study are primary data from interviews and questionnaires and secondary data obtained from books or scientific journals about halal labels, promotions and purchasing decisions. The data will be analyzed using instrument test, correlation coefficient, classicalassumption test, linear regression analysis and hypothesis testing. The theoreticalbasis used refers to 3 (three) main variables, namely halal labels, promotions andpurchasing decisions.*

*Based on the partial t test, it was found that the halal label (X1) had a significant effect on purchasing decisions (Y). This is based on the results of tcount > ttable which is  $6.672 > 1.98793$  with a significance requirement of  $0.000 < 0.050$  so that  $H_01$  is rejected and  $H_a1$  is accepted and the R obtained is 0.584 with an R Square of 34.1%. Meanwhile, the results of the partial T test that were carried out showed that promotion on social media Instagram (X2) had a significant effect on purchasing decisions (Y). This is based on the results of tcount > ttable which is  $11.353 > 1.98793$  with a significance requirement of  $0.000 < 0.050$  so that  $H_02$  is rejected and  $H_a2$  is accepted and the R obtained is 0.774 with an R Square of 60%. And finally, the partial F test that was carried out showed that the halal label (X1) and promotions on social media Instagram (X2) had a significant effect on purchasing decisions (Y). This is based on the results of Fcount > Ftable which is  $79.196 > 3.10$  with a significance requirement of  $0.000 < 0.050$  so that  $H_03$  is rejected and  $H_a3$  is accepted and the R obtained is 0.807 with an R Square of 65.1%. So that the halal label has an effect of 34.1% on purchasing decisions while promotions on social media Instagram have an effect of 60% on purchasing decisions. While the influence of these two variables on purchasing decisions is 65.1%.*

**Keywords: Halal label, Promotion, Purchase Decision.**