

## DAFTAR ISI

|                                  |      |
|----------------------------------|------|
| HALAMAN JUDUL.....               | i    |
| HALAMAN PENGESAHAN.....          | ii   |
| MOTTO DAN PERSEMBAHAN .....      | iii  |
| PERNYATAAN KEASLIAN SKRIPSI..... | iv   |
| KATA PENGANTAR .....             | v    |
| ABSTRAK .....                    | vii  |
| ABSTRACT .....                   | viii |
| DAFTAR ISI.....                  | ix   |
| DAFTAR TABEL .....               | xiii |
| DAFTAR GAMBAR .....              | xiv  |
| DAFTAR LAMPIRAN .....            | xv   |
| BAB I_PENDAHULUAN .....          | 1    |
| 1.1 Latar Belakang Masalah ..... | 1    |
| 1.2 Rumusan Masalah.....         | 6    |
| 1.3 Tujuan Penelitian .....      | 6    |
| 1.4 Manfaat .....                | 7    |

|         |                                                                   |    |
|---------|-------------------------------------------------------------------|----|
| BAB II  | TINJAUAN PUSTAKA .....                                            | 8  |
| 2.1     | Teori Perilaku Konsumen .....                                     | 8  |
| 2.2     | Keputusan Pembelian .....                                         | 9  |
| 2.3     | Harga.....                                                        | 15 |
| 2.4     | Citra Merek .....                                                 | 16 |
| 2.5     | Label Halal.....                                                  | 21 |
| 2.6     | Celebrity Endorser .....                                          | 21 |
| 2.7     | Hipotesis .....                                                   | 24 |
| 2.7.1   | Pengaruh Harga Terhadap Keputusan Pembelian .....                 | 24 |
| 2.7.2   | Pengaruh Citra Merek Terhadap Keputusan Pembelian.....            | 25 |
| 2.7.3   | Pengaruh Label Halal Terhadap Keputusan Pembelian ....            | 26 |
| 2.7.4   | Pengaruh Celebrity Endorser Terhadap Keputusan<br>Pembelian ..... | 26 |
| 2.8     | Model Empirik.....                                                | 27 |
| 2.1     | Kerangka Pikir Teoritis .....                                     | 28 |
| BAB III | METODE PENELITIAN.....                                            | 29 |
| 3.1     | Jenis Penelitian.....                                             | 29 |
| 3.2     | Populasi dan Sampel.....                                          | 29 |
| 3.3     | Variabel Penelitian dan Devinisi Operasional .....                | 31 |
| 3.3.1   | Variabel Penelitian .....                                         | 31 |

|       |                                                  |    |
|-------|--------------------------------------------------|----|
| 3.3.2 | Devinisi Operasional dan Indikator Empiris ..... | 32 |
| 3.4   | Jenis dan Sumber Data .....                      | 35 |
| 3.4.1 | Data Primer .....                                | 35 |
| 3.4.2 | Data Sekunder.....                               | 35 |
| 3.5   | Teknik Pengumpulan Data .....                    | 35 |
| 3.6   | Uji Validitas dan Reliabilitas .....             | 36 |
| 3.6.1 | Uji Validitas.....                               | 36 |
| 3.6.2 | Uji Reliabilitas .....                           | 36 |
| 3.7   | Metode Aanalisis Data .....                      | 37 |
| 3.7.1 | Analisis Kualitataif .....                       | 37 |
| 3.7.2 | Analisis Kuantitatif.....                        | 37 |
| 3.8   | Uji Asumsi Klasik.....                           | 37 |
| 3.8.1 | Uji Normalitas .....                             | 37 |
| 3.8.2 | Multikolinieritas .....                          | 38 |
| 3.8.3 | Heterokedastisitas .....                         | 38 |
| 3.8.4 | Persamaan analisis regresi linier berganda ..... | 39 |
| 3.8.5 | Pengujian Hipotesis dengan Uji t (Parsial).....  | 40 |
| 3.8.6 | Koefisien Determinasi .....                      | 40 |

|                |                                        |    |
|----------------|----------------------------------------|----|
| BAB IV         | HASIL DAN PEMBAHASAN.....              | 41 |
| 4.1.           | Gambaran Umum Responden .....          | 41 |
| 4.1.1          | Jenis Kelamin Responden.....           | 41 |
| 4.1.2          | Usia Responden .....                   | 41 |
| 4.1.3          | Pendidikan Responden .....             | 42 |
| 4.1.4          | Lama Responden Memakai Wardah .....    | 43 |
| 4.2.           | Analisis Kualitatif .....              | 43 |
| 4.2.1          | Variabel Harga (X1).....               | 45 |
| 4.2.3          | Variabel Label Halal (X3).....         | 49 |
| 4.2.4          | Variabel Celebrity Endorser (X4).....  | 51 |
| 4.2.6          | Variabel Keputusan Pembelian (Y) ..... | 54 |
| 4.3.           | Analisis Kuantitatif .....             | 57 |
| 4.3.1          | Uji Validitas Dan Reliabilitas .....   | 57 |
| 4.4.           | Pembahasan .....                       | 67 |
| BAB V          | PENUTUP .....                          | 71 |
| 5.1            | Kesimpulan .....                       | 71 |
| 5.2            | Saran .....                            | 72 |
| 5.3            | Penelitian Selanjutnya .....           | 72 |
| DAFTAR PUSTAKA | .....                                  | 74 |
| LAMPIRAN       | .....                                  | 75 |

## DAFTAR TABEL

|                                                                          |    |
|--------------------------------------------------------------------------|----|
| Tabel 3.1 Definisi Operasional Variabel.....                             | 32 |
| Tabel 4.1 Jenis Kelamin Responden .....                                  | 41 |
| Tabel 4.2 Usia Responden.....                                            | 42 |
| Tabel 4.3 Pendidikan Responden.....                                      | 42 |
| Tabel 4.4 Lama Responden Memakai Wardah .....                            | 43 |
| Tabel 4.5 Pendapat Responden Terhadap Variabel Harga.....                | 45 |
| Tabel 4.6 Statistik Deskriptif Mengenai Harga.....                       | 46 |
| Tabel 4.7 Pendapat Responden Terhadap Variabel Citra Merek.....          | 47 |
| Tabel 4.8 Statistik Deskriptif Mengenai Citra Merek .....                | 48 |
| Tabel 4.9 Pendapat Responden Terhadap Variabel Label Halal.....          | 50 |
| Tabel 4.10 Statistik Deskriptif Mengenai Label Halal.....                | 50 |
| Tabel 4.11 Pendapat Responden Terhadap Variabel Celebrity Endorser ..... | 51 |
| Tabel 4.12 Statistik Deskriptif Mengenai Celebrity Endorser .....        | 52 |
| Tabel 4.13Pendapat Responden Terhadap Variabel Keputusan Pembelian ..... | 54 |
| Tabel 4.14 Statistik Deskriptif Mengenai Keputusan Pembelian .....       | 55 |
| Tabel 4.15 Uji Validitas .....                                           | 58 |
| Tabel 4.16 Uji Reliabilitas .....                                        | 60 |
| Tabel 4.17 Uji Multikolinearitas .....                                   | 61 |
| Tabel 4.18 Hasil Regresi Berganda.....                                   | 63 |
| Tabel 4.19 Koefisien Determinasi.....                                    | 66 |

## DAFTAR GAMBAR

|                                                         |    |
|---------------------------------------------------------|----|
| Gambar 1.1 Data Penjualan Produk Kosmetik Wardah.....   | 3  |
| Gambar 2.1 Proses Pengambilan Keputusan Pembelian ..... | 13 |
| Gambar 2.2 Kerangka Pikir Teoritis .....                | 28 |
| Gambar 4.1 Uji Normalitas .....                         | 60 |
| Gambar 4.2 Uji Heteroskedastisitas .....                | 62 |

## **DAFTAR LAMPIRAN**

|                                                |    |
|------------------------------------------------|----|
| Lampiran 1. Kuesioner Penelitian.....          | 75 |
| Lampiran 2. Tabulasi Data.....                 | 78 |
| Lampiran 3. Hasil Analisis Statistik SPSS..... | 81 |