

ABSTRACT

THE EFFECT OF MUI HALAL CERTIFICATION, ONLINE CUSTOMER REVIEW, PRICE AND PRODUCT QUALITY ON PURCHASE DECISION OF SR12 HERBAL SKINCARE PRODUCTS

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This study aims to determine the effect of MUI halal certification, online customer review, price and product quality on purchase decisions for SR12 herbal skincare products. This type of research is a causal associative quantitative research. The population in this study were Herbal Skincare SR12 users. This study used the PLS-SEM analysis method. The sampling method used probability sampling method with a simple random sampling technique with a total sample of 180 respondents. The results of this study indicate that MUI halal certification and price do not affect the purchase decision of SR12 herbal skincare products. In contrast, online customer review and product quality affect the purchase decision of SR12 herbal skincare products.

Keywords: MUI Halal Certification, Online Customer Reviews, Prices, Product Quality and Purchasing Decisions.



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