

ABSTRACT

THE INFLUENCE OF PERCEIVED USEFULNESS, HALAL LABELING, AND BRAND IMAGE ON PURCHASE DECISIONS OF DAVIENA SKINCARE WITH CONSUMER TRUST AS A MEDIATING VARIABLE

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This study aimed to examine the influence of perceived usefulness, halal labeling, and brand image on the purchasing decisions of Daviena Skincare mediated by consumer trust. The study employed an associative-causal design. The sampling technique used was non-probability sampling with a purposive sampling method. The population consisted of consumers who used Daviena Skincare products. The study involved 220 respondents. Data analysis was conducted using Structural Equation Modeling with the Partial Least Squares (SEM-PLS) approach. The results showed that perceived usefulness significantly influenced purchase decisions; however, it did not have a direct effect on consumer trust. Halal labeling did not directly influence purchase decisions either, but did significantly affect consumer trust. The brand image had a significant effect on both consumer trust and purchase decisions. Consumer trust was found to significantly influence purchase decisions. Perceived usefulness did not affect purchase decisions when mediated by consumer trust. In contrast, halal labeling and brand image both had significant effects on purchase decisions when mediated by consumer trust.

Keywords: Perceived Usefulness, Halal Labeling, Brand Image, Purchase Decision, Consumer Trust

