**DAFTAR ISI**

**TANDA PERSETUJUAN SKRIPSI**

**KATA PERSEMBAHAN**

**PERNYATAAN**

**ABSTRAK**

**KATA PENGANTAR**

**DAFTAR ISI**

**DAFTAR TABEL**

**DAFTAR GAMBAR**

**BAB I. PENDAHULUAN**

* 1. Latar Belakang Penelitian**.................................................................................**1
  2. Rumusan Masalah **............................................................................................**5
  3. Tujuan Penelitian **.............................................................................................**5
  4. Manfaat Penelitian**............................................................................................**6

**BAB II. TINJAUAN PUSTAKA**

2.1. Landasan Teori**..................................................................................................**7

2.1.1 Pengertian Pemasaran**..............................................................................**7

2.1.2 Proses Keputusan Pembelian**...................................................................**8

2.1.2.1 Faktor yang Mempengaruhi Perilaku Pembelian Konsumen**....**12

2.1.2.2 Klasifikasi Peran Pembelian**......................................................**17

2.1.3 Labelisasi Halal**......................................................................................**18

2.1.3.1 Tujuan Labelisasi Halal dan Sertifikasi Halal**...........................**22

2.1.3.2 Pengertian Label**........................................................................**24

2.1.3.3 Pengertian Halal**........................................................................**26

2.1.4 Kualitas Pelayanan**.................................................................................**28

2.1.5 Gaya Hidup**............................................................................................**30

2.2. Penelitian Terdahulu**.......................................................................................**31

2.2.1 Pengaruh Labelisasi Halal terhadap Keputusan Pembelian**...................**31

2.2.2 Pengaruh Kualitas Pelayanan terhadap Keputusan Pembelian**..............**32

2.2.3 Pengaruh Gaya Hidup terhadap Keputusan Pembelian**.........................**33

2.3. Kerangka Konseptual**......................................................................................**34

**BAB III. METODE PENELITIAN**

3.1. Objek Penelitian**..............................................................................................**35

3.2. Populasi dan Sampel **......................................................................................**35

3.2.1 Populasi**…………………………………………………………..........**35

3.2.2 Sampel**……………………………………………................................**35

3.2.3 Metode Pengambilan Sampel**.................................................................**36

3.3. Definisi dan Operasional Variabel**..................................................................**36

3.4. Teknik Pengumpulan Data**..............................................................................**41

3.5. Jenis dan Sumber Data **...................................................................................**42

3.6. Skala Pengukuran Variabel **............................................................................**43

3.7 Pengukuran Instrumen**.....................................................................................**43

3.7.1 Uji Validitas**.…………………………………………………….....**43

3.7.2 Uji Reliabilitas**…....……………………………………………......**44

3.7.3 Teknik Analisis Data**.........................................................................**44

3.7.3.1 Analisis Deskriptif**................................................................**44

3.7.3.2 Analisis Inferensial**...............................................................**45

3.7.4 Uji Asumsi Klasik**……………………………………………….…**46

a. Uji Normalitas**……………………………………….…….......**46

b. Uji Multikolinearitas**.……………………………………...…..**46

c. Uji Heteroskedastisitas**………………………………………..**47

3.7.5 Analisis Regresi Linear Berganda**……………………………….....**47

3.7.6 Koefisien Determinan ( R Square )**………………………………...**48

3.7.7 Uji Kelayakan Model ( F test)**..........................................................**.48

3.7.8 Uji Hipotesis ( t test )**........................................................................**49

**BAB IV. ANALISIS DAN PEMBAHASAN**

4.1 Deskriptif Umum Responden**...........................................................................**51

4.1.1 Profil Responden Berdasarkan Jenis Kelamin**.......................................**51

4.1.2 Profil Responden Berdasarkan Tingkat Usia**.........................................**52

4.1.3 Profil Responden Berdasarkan Pekerjaan**..............................................**53

4.1.4 Profil Responden Berdasarkan Pendapatan atau Uang Saku/Bulan**......**53

4.2 Uji Instrumen**...................................................................................................**54

4.2.1 Uji Validitas**...........................................................................................**54

4.2.2 Uji Reliabilitas**.......................................................................................**57

4.3 Analisis Deskriptif**...........................................................................................**58

4.3.1 Analisis Deskriptif Variabel Keputusan Pembelian**...............................**58

4.3.2 Analisis Deskriptif Variabel Labelisasi Halal**........................................**61

4.3.3 Analisis Deskriptif Variabel Kualitas Pelayanan**...................................**64

4.3.4 Analisis Deskriptif Variabel Gaya Hidup**..............................................**67

4.4 Uji Asumsi Klasik**............................................................................................**69

4.4.1 Uji Normalitas**........................................................................................**69

4.4.2 Uji Multikolinearitas**..............................................................................**70

4.4.3 Uji Heteroskedastisitas**...........................................................................**71

4.5 Pengujian Hipotesis**..........................................................................................**72

4.5.1 Hasil Analisa Regresi Linear Berganda**.................................................**74

4.5.2 Hasil Uji Koefisien Determinasi (R2)**....................................................**74

4.5.3 Uji Kelayakan Model (Uji FStatistik)**........................................................**74

4.5.4 Uji t-statistik**...........................................................................................**75

4.6 Pembahasan**......................................................................................................**76

4.6.1 Pengaruh Labelisasi Halal terhadap Keputusan Pembelian**...................**76

4.6.2 Pengaruh Kualitas Pelayanan terhadap Keputusan Pembelian**..............**77

4.6.3 Pengaruh Gaya Hidup terhadap Keputusan Pembelian**.........................**78

**BAB V. PENUTUP**

5.1 Kesimpulan**......................................................................................................**79

5.2 Keterbatasan Penelitian**....................................................................................**79

5.3 Implikasi dan Saran Penelitian**.........................................................................**80

5.3.1 Implikasi Penelitian**................................................................................**80

5.3.2 Saran Penelitian**......................................................................................**80

**DAFTAR PUSTAKA**

**LAMPIRAN**