

## ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh Pengaruh Labelsasi Halal, Citra Merek, dan Islamic Branding terhadap Keputusan Pembelian AMDK Santri di Tokoh Basmallah Kecamatan Sumebersuko Kabupaten Lumajang. Populasi dalam penelitian ini adalah konsumen di Toko Basmallah Tempeh Kecamatan Sumebersuko Kabupaten Lumajang. Jumlah sampel pada penelitian sebanyak 60 responden. Teknik pengambilan sampel yang digunakan adalah *purposive sampling* dan metode pengumpulan data yang digunakan dalam penelitian ini menggunakan kuesioner. Metode analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menunjukkan (1) Labelsasi Halal berpengaruh terhadap Keputusan Pembelian AMDK Santri di Tokoh Basmallah Kecamatan Sumebersuko Kabupaten Lumajang, (2) Citra Merek berpengaruh terhadap Keputusan Pembelian AMDK Santri di Tokoh Basmallah Kecamatan Sumebersuko Kabupaten Lumajang, (3) *Islamic Branding* tidak berpengaruh terhadap Keputusan Pembelian AMDK Santri di Tokoh Basmallah Kecamatan Sumebersuko Kabupaten Lumajang.

**Kata Kunci :** Labelsasi Halal, Citra Merek, *Islamic Branding*



## **ABSTRACT**

*The purpose of this study was to determine the effect of Halal Labeling, Brand Image, and Islamic Branding on the Purchasing Decision of Santri AMDK in Basmallah Figures, Sumebersuko District, Lumajang Regency. The population in this study were consumers at the Basmallah Tempeh Store, Sumebersuko District, Lumajang Regency. The number of samples in the study were 60 respondents. The sampling technique used was purposive sampling and the data collection method used in this study was a questionnaire. The data analysis method used is multiple linear regression analysis. The results showed (1) Halal labeling had an effect on the Purchasing Decision of Santri AMDK in Basmallah Figures, Sumebersuko District, Lumajang Regency, (2) Brand Image had an effect on Santri AMDK Purchasing Decisions in Basmallah Figures, Sumebersuko District, Lumajang Regency, (3) Islamic Branding had no effect on Decisions. Purchase of Santri bottled water in Basmallah Figure, Sumebersuko District, Lumajang Regency.*

**Keyword : Halal Labeling, Brand Image, Islamic Branding**

