ABSTRACT

Aini, Zahratul. 2014. Relationship Wardah Cosmetics Brand Image Of Consumer Buying Decision On Student Faculty of Psychology of the State Islamic University of Maulana Malik Ibrahim Malang

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The development and improvement of the quality of the cosmetics company from year to year more and more public concern. It can be seen from the competition in quality, price, promotion of the many cosmetic companies. The rapid growth of cosmetic companies in Indonesia, also indicates that the more types and brands of cosmetics that can be consumed by the public. One cosmetic company has indirect influence outstanding user Wardah cosmetics is cosmetic. Wardah products attract the attention of consumers by promoting the halal certificate from the Indonesian Ulama Council. If other cosmetic products have many effects accentuate pretty, clean and white of the Wardah more products featuring two other important factors that is beautiful and clean. Halal here can be interpreted as a product that is safe for public consumption, especially Muslim women.

This research was conducted terhadap 110 female students - 20% of the population - Faculty of Psychology, State Islamic University of Maulana Malik Ibrahim Malang in order to determine Wardah Cosmetics Brand Image Of Consumer Buying Decision. Methods of data collection using questionnaires / questionnaire form scale. The scale used is the Likert Scale includes two variables, namely the purchase decision and brand image, each consisting of 18 and 15 item. The analysis technique used is the product moment analysis.

Based on the analysis results were obtained for the variable rate student respondents brand image that is, 15.45% (17 people) high, 74.55% (82 people) Medium, and 10% (11 people), while low levels of respondents to a buying decision variable is 12.73% (14 people) high, 77.27% (85 people) Medium, and 10% (11 people) expressed low. Based on the above explanation with some confidence level (α value), the obtained results that contribute to the brand image of the buying decisions of consumers with value rhitung > rtable ie 0.908 > 0.187 means the decision to buy the brand image has a level of relationship and a very strong influence. The results of the validity and reliability of both variables with an alpha value of 0.929 Hypothesis testing conducted also showed a very close correlation between the image of the brand cosmetic wardah terhdap consumer buying decisions. Thus, the variable has the effect of brand image on purchase decisions of 83.54% while the remainder, amounting to 16.46% influenced by other factors not examined in this study.