

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 Ulema 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 aitem . 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 $r_{hitung} > r_{tabel}$ 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 terhadap 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.