

# Pengaruh Iklan Islami dan E-Wom terhadap Intensi Pembelian Daring Produk Kosmetik Halal pada Konsumen Perempuan Dewasa Muda Muslim = Effects of Islamic Advertising and E-Wom (Electronic Word of Mouth) on Consumer Intentions in Buying Halal Cosmetics online

Priscilla El Pentanina, author

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## Abstrak

Produk kosmetik halal merupakan salah satu produk halal yang digemari masyarakat Indonesia, khususnya pada konsumen perempuan dewasa muda muslim. Penelitian ini bertujuan untuk melihat pengaruh iklan islami dan e-WOM (electronic word of mouth) sebagai beberapa prediktor intensi pembelian daring produk kosmetik halal di Indonesia. Penelitian dilakukan secara cross-sectional korelasional terhadap 136 responden perempuan dewasa muda (18-25 tahun) beragama Islam. Hasil menunjukkan bahwa iklan islami dan e-WOM secara simultan mempengaruhi intensi pembelian daring. Namun, secara parsial, hanya e-WOM saja yang mempengaruhi intensi pembelian daring. Dari hasil penelitian tersebut, dapat dilihat bahwa iklan islami dan e-WOM jika digabungkan dapat menjadi bentuk promosi yang efektif bagi penjual dan dapat mendorong konsumen untuk membeli produk tersebut.

.....Halal cosmetic products are one of the halal products that are popular with Indonesian people, especially young Muslim female consumers. This study aims to see the effect of Islamic advertising and e-WOM (electronic word of mouth) as some predictors of online purchase intention of halal cosmetic products in Indonesia. The research was conducted cross-sectional correlational on 136 young adult female respondents (18-25 years) who were Muslim. The results show that Islamic advertising and e-WOM simultaneously influence online purchase intentions. However, partially, only e-WOM influences online purchase intention. From the results of this research, it can be seen that Islamic advertising and e-WOM when combined can be an effective form of promotion for sellers and can encourage consumers to buy these products.</p>