

PENGARUH LABEL BPOM, LABEL HALAL, *HEALTH CONSCIOUSNESS* DAN *PRODUCT KNOWLEDGE* TERHADAP KEPUTUSAN PEMBELIAN MINUMAN HERBAL GENERASI Z DI YOGYAKARTA

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Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Label BPOM (X1), Label Halal (X2), *Health Consciousness* (X3), *Product Knowledge* (X4) Terhadap Keputusan Pembelian (Y) Minuman Herbal Generasi Z Di Yogyakarta. Metode pengambilan sampel menggunakan *non-probability sampling* dimana populasi tidak diketahui jumlah anggotanya dengan *purposive sampling* yaitu teknik penentuan sampel dengan mempertimbangkan kriteria tertentu. Sampel dalam penelitian ini berjumlah 105 responden pada masyarakat generasi z di Yogyakarta yang pernah melakukan pembelian produk minuman herbal minimal 2 kali. Berdasarkan hasil uji t pada variabel Label BPOM diperoleh t hitung 4,322 > t tabel 1,983 dengan tingkat signifikansi sebesar $0,000 < 0,05$, maka variabel label BPOM berpengaruh secara signifikan terhadap Keputusan Pembelian. Berdasarkan hasil uji t pada variabel Label Halal diperoleh t hitung 2,443 > t tabel 1,983 dengan tingkat signifikansi sebesar $0,016 < 0,05$, maka variabel Label Halal berpengaruh secara signifikan terhadap Keputusan Pembelian. Berdasarkan uji t pada variabel *Health Consciousness* diperoleh t hitung 2,439 > t tabel 1,983 dengan tingkat signifikansi sebesar $0,017 < 0,05$, maka variabel *Health Consciousness* berpengaruh secara signifikan terhadap Keputusan Pembelian. Berdasarkan uji t pada variabel *Product Knowledge* diperoleh t hitung 3,515 > t tabel 1,983 dengan tingkat signifikansi sebesar $0,001 < 0,05$, maka variabel *Product Knowledge* berpengaruh secara signifikan terhadap Keputusan Pembelian. Berdasarkan uji f diperoleh f hitung sebesar 75,600 dan sig $0,000 < 0,05$, maka Label BPOM, Label Halal, *Health Consciousness* dan *Product Knowledge* berpengaruh secara simultan terhadap Keputusan Pembelian.

Kata Kunci: *Label BPOM, Label Halal, Health Consciousness, Product Knowledge, Keputusan Pembelian*

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**THE INFLUENCE OF BPOM LABEL, HALAL LABEL, HEALTH
CONSCIOUSNESS AND PRODUCT KNOWLEDGE ON THE PURCHASE
DECISION OF GENERATION Z HERBAL DRINKS IN YOGYAKARTA**

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Abstract

This study aims to determine the influence of BPOM Label (X1), Halal Label (X2), Health Consciousness (X3), Product Knowledge (X4) on the Purchase Decision (Y) of Generation Z Herbal Drinks in Yogyakarta. The sampling method used non-probability sampling where the population size is unknown, with purposive sampling technique, which is a sample selection technique based on specific criteria. The sample in this study consisted of 105 respondents from Generation Z in Yogyakarta who had purchased herbal drink products at least twice. Based on the t-test results for the BPOM Label variable, the calculated t-value of 4.322 > the table t-value of 1.983 with a significance level of 0.000 < 0.05, indicating that the BPOM Label variable has a significant influence on the Purchase Decision. Based on the t-test results for the Halal Label variable, the calculated t-value of 2.443 > the table t-value of 1.983 with a significance level of 0.016 < 0.05, indicating that the Halal Label variable has a significant influence on the Purchase Decision. Based on the t-test results for the Health Consciousness variable, the calculated t-value of 2.439 > the table t-value of 1.983 with a significance level of 0.017 < 0.05, indicating that the Health Consciousness variable has a significant influence on the Purchase Decision. Based on the t-test results for the Product Knowledge variable, the calculated t-value of 3.515 > the table t-value of 1.983 with a significance level of 0.001 < 0.05, indicating that the Product Knowledge variable has a significant influence on the Purchase Decision. Based on the F-test, the calculated F-value is 75.600 and the significance level is 0.000 < 0.05, indicating that the BPOM Label, Halal Label, Health Consciousness, and Product Knowledge variables collectively have a significant influence on the Purchase Decision.

Keywords: *BPOM Label, Halal Label, Health Consciousness, Product Knowledge, Purchase Decision*