

**THE INFLUENCE OF DIGITAL MARKETING, PRICE PERCEPTION, COUNTRY OF
ORIGIN AND HALAL LABEL ON PURCHASE DECISIONS OF LOCAL COSMETIC
BRANDS IN JABODETABEKJUR: THE MEDIATION ROLE OF CONSUMER TRUST**

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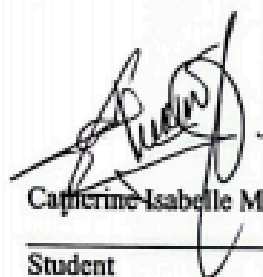
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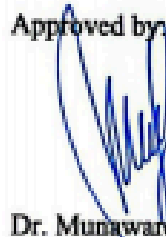
STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.


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ABSTRACT

THE INFLUENCE OF DIGITAL MARKETING, PRICE PERCEPTION, COUNTRY OF ORIGIN AND HALAL LABEL ON PURCHASE DECISIONS OF LOCAL COSMETIC BRANDS IN JABODETABEKJUR: THE MEDIATION ROLE OF CONSUMER TRUST

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This thesis examines the methods in which local cosmetic brands, particularly makeup, in Jabodetabekjur are influenced by digital marketing, price perception, country of origin, and halal label, with a focus on the role of mediation of consumer trust. A quantitative research methodology was employed, analyzing data from 300 predominantly Millennial and Gen Z female consumers in the region using SMARTPLS (PLS-SEM).

The findings confirm all hypotheses: Digital Marketing (indirect effect = 0.320, $p=0.000$), Price Perception (indirect effect = 0.363, $p=0.000$), Country of Origin (indirect effect = 0.389, $p=0.000$), and Halal Label (indirect effect = 0.283, $p=0.000$) all positively and significantly impact purchase decisions through consumer trust. Furthermore, Consumer Trust directly and significantly influences Purchase Decisions (path = 0.661, $p=0.000$). The model demonstrates good fit (SRMR=0.062) and strong explanatory power (R^2 for Purchase Decisions = 0.437). According to this study, building consumer trust is essential for local cosmetic businesses to successfully communicate with and earn over their intended audience, offering insightful information for marketing and branding techniques.

Keywords: *Digital Marketing, Price Perception, Country of Origin, Halal Label, Consumer Trust, Purchase Decisions, Local Cosmetic Brands, Makeup, Jabodetabekjur, PLS-SEM.*

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DEDICATION

To my beloved family and friends, whose unwavering support and encouragement brightened every step of this journey. This thesis is for you, Thank You.



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