

## ABSTRAK

Dwi Ayu Anggraeni. Program Studi Administrasi Bisnis, Universitas Yudharta Pasuruan. Mei 2023. Pengaruh Tentang *Short Video Marketing* dan Keyakinan Label Halal terhadap Minat Beli melalui *Brand Attitude* Pada *Followers* Akun Tiktok Scarlett Whitening

Penelitian ini bertujuan untuk mengetahui pengaruh *short video marketing* dan keyakinan label halal terhadap minat beli melalui *brand attitude* pada *followers* akun tiktok scarlett *whitening*. Penelitian ini dilakukan pada Remaja di Kabupaten Pasuruan yang menggunakan aplikasi Tiktok, Tahun 2023. Teknik pengumpulan data yang digunakan adalah kuesioner yang disebarakan secara *online* melalui Google Formulir. Pemilihan sampel yang digunakan dalam penelitian sebanyak 100 responden dengan menggunakan metode *purposive sampling*, yaitu teknik penentuan sampel dimana orang yang dipilih sebagai sampel sesuai dengan tujuan dilakukannya penelitian. pada pengolahan data penelitian ini dilakukan dengan menggunakan metode analisis jalur (*Path Analisis*).

Berdasarkan hasil penelitian ini dapat diketahui bahwa *short video marketing* berpengaruh positif dan signifikan terhadap minat beli, label halal berpengaruh positif dan signifikan terhadap minat beli, *short video marketing* berpengaruh tidak signifikan terhadap minat beli melalui *brand attitude*, keyakinan label halal berpengaruh tidak signifikan terhadap minat beli, dan *brand attitude* berpengaruh positif dan signifikan terhadap minat beli.

**Kata kunci : *Short Video Marketing*, Keyakinan Label Halal, Minat Beli, *Brand Attitude***

## ABSTRACT

*Dwi Ayu Anggraeni. Business Administration Study Program, Yudharta University Pasuruan. May 2023. The Influence of Short Video Marketing and Halal Label Belief on Buying Interest through Brand Attitude on Scarlett Whitening's Tiktok Account Followers.*

*This study aims to determine the effect of short video marketing and halal label beliefs on purchase intention through brand attitude on followers of Scarlett Whitening's TikTok account. This research was conducted on adolescents in Pasuruan Regency who used the Tiktok application, in 2023. The data collection technique used was a questionnaire which was distributed online via Google Forms. The selection of the sample used in the study was 100 respondents using a purposive sampling method, namely a sampling technique in which the people selected as samples are in accordance with the purpose of conducting the research. in processing the research data is carried out using the method of path analysis (Path Analysis).*

*Based on the results of this study, it can be seen that short video marketing has a positive and significant effect on purchase intention, halal label has a positive and significant effect on purchase intention, short video marketing has no significant effect on purchase intention through brand attitude, belief in halal label has no significant effect on purchase intention. , and brand attitude has a positive and significant effect on purchase intention.*

***Keyword : Short Video Marketing, Halal Label Belief, Purchase Intention, Brand Attitude***