

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh label halal, daya tarik iklan dan gaya hidup terhadap minat beli serta dampaknya pada keputusan pembelian konsumen di toko roti Rahajeng Bakery Pati. Populasi dalam penelitian ini adalah seluruh konsumen pada outlet Rahajeng Bakery yang telah melakukan pembelian. Teknik pengambilan sampel dengan metode *purposive sampling*. Adapun sampel yang diambil adalah sebanyak 100 responden dengan instrument penelitian berupa kuesioner. Program untuk menganalisis data menggunakan SPSS 23.0. Alat analisis yang digunakan adalah *Path Analisis*. Hasil penelitian ini menunjukkan bahwa : label halal, daya tarik iklan dan gaya hidup berpengaruh positif dan signifikan terhadap minat beli. Label halal, daya tarik iklan, gaya hidup dan minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Tetapi variabel minat beli tidak mampu menjadi variabel intervening antara label halal, daya tarik iklan dan gaya hidup terhadap keputusan pembelian.

Kata kunci : Label Halal, Daya Tarik Iklan, Gaya Hidup, Minat Beli, dan Keputusan Pembelian.

ABSTRACT

This research aims to analyze the influence of the halal label, the appeal of advertisements and buying interest towards lifestyle as well as its impact on consumer purchasing decisions at Rahajeng Bakery in the town Pati. The population in this research is the whole Rahajeng Bakery outlet on consumers who have made a purchase. The technique of sampling with a purposive sampling method. As for the samples taken are as much as 100 respondents research instruments in the form of a questionnaire. The program to analyze the data using SPSS 23.0. Analysis tool used is the Path analysis. The results of this research show that: the halal label, the appeal of advertising and lifestyle of positive and significant effect against the interest purchased. The halal label, ad appeal, lifestyles and interests to buy positive and significant effect against the purchasing decision. But the variable interest in buying was not able to be an intervening variable between halal labels, ad attractive and lifestyle to purchasing decisions.

Keywords: *Halal Label, Ad Appeal, lifestyles, Interest Purchasing and purchasing decisions.*