

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh halal marketing, kualitas produk dan kepercayaan terhadap keputusan pembelian dengan minat beli sebagai variabel intervening. Populasi yang dipilih dalam penelitian ini adalah seluruh mahasiswa aktif Universitas Islam Sultan Agung Semarang yang berjumlah 13.887 orang yang terdiri dari 12 fakultas. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *purposive sampling* dan *incidental sampling*, yakni mahasiswa UNISSULA sebagai responden yang memiliki kriteria tertentu dan secara kebetulan bertemu dengan peneliti di objek penelitian. Sampel diambil sebanyak 110 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa halal marketing, kualitas produk dan kepercayaan secara parsial berpengaruh positif dan signifikan terhadap minat beli. Halal marketing, kualitas produk, kepercayaan dan minat beli secara parsial berpengaruh positif dan signifikan terhadap keputusan pembelian. Minat beli bukan merupakan variabel intervening antara halal marketing terhadap keputusan pembelian. Minat beli merupakan variabel intervening antara kualitas produk terhadap keputusan pembelian. Minat beli juga merupakan variabel intervening antara kepercayaan terhadap keputusan pembelian.

Kata Kunci: Halal Marketing, Kualitas Produk, Kepercayaan, Minat Beli dan Keputusan Pembelian.

ABSTRACT

This study aims to analyze the effect of halal marketing, product quality and trust in purchasing decisions with buying interest as an intervening variable. The population chosen in this study were all active students of Sultan Agung Islamic University, Semarang, which numbered 13,887 people consisting of 12 faculties. The sampling technique uses non-probability sampling techniques using purposive sampling and incidental sampling methods, namely UNISSULA students as respondents who have certain criteria and accidentally meet with researchers at the research object. The sample was taken as many as 110 respondents with the research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that halal marketing, product quality and trust partially have a positive and significant effect on buying interest. Halal marketing, product quality, trust and buying interest partially have a positive and significant effect on purchasing decisions. Interest in buying is not an intervening variable between halal marketing and purchasing decisions. Interest in buying is an intervening variable between product quality and purchasing decisions. Interest in buying is also an intervening variable between trust in purchasing decisions.

Keywords: Halal Marketing, Product Quality, Trust, Buying Interest and Purchasing Decision.