

ABSTRAKSI

Masih rendahnya persepsi konsumen terhadap kehalalan produk makanan import seperti KFC yang mayoritasnya berpenduduk muslim. Oleh karena itu perlunya upaya yang dilakukan pihak manajemen agar keputusan pembelian dapat meningkat

Tujuan dalam penelitian ini adalah untuk mengetahui dan secara empiris pengaruh daya tarik iklan, *perceived quality* dan *knowledge halal product* terhadap keputusan pembelian konsumen pada restaurant makanan cepat saji KFC dengan *brand awareness* sebagai variabel intervening. Populasinya adalah seluruh konsumen yang melakukan pembelian restaurant makanan cepat saji Kentucky Fried Chicken di Kota Semarang. yang jumlahnya sulit diketahui dengan pasti. Menurut Cooper & Emory, bahwa untuk populasi yang tidak teridentifikasi secara pasti jumlahnya, sampel ditetapkan secara langsung sebesar 100 responden, Teknik pengambilan sampel adalah *convenience sampling*. Alat analisisnya adalah path analysis, dimana sebelumnya dilakukan uji validitas dan reliabilitas serta uji asumsi klasik.

Hasil pengujian menunjukkan bahwa daya tarik iklan, *Perceived quality* dan *Knowledge halal product* terbukti mampu berperan dalam menumbuhkan kesadaran konsumen dalam melakukan pembelian. Daya tarik iklan *Perceived quality*, *Knowledge halal product* dan *Brand awareness* dari konsumen tentu akan mampu memberikan nilai bagi konsumen untuk memutuskan pembelian, *Brand awareness* mampu menjadi variabel intervening antara daya tarik iklan dengan keputusan pembelian, *Brand awareness* mampu menjadi variabel intervening antara *perceived quality* terhadap keputusan pembelian, *Brand awareness* tidak mampu menjadi variabel intervening antara *knowledge halal product* terhadap keputusan pembelian.

Kata Kunci : daya tarik iklan, *perceived quality*, *knowledge halal product*, *brand awareness* dan keputusan pembelian

ABSTRACT

Still low consumer perceptions of halal imported food products such as KFC, the majority of which are Muslim. Therefore the need for efforts made by management so that purchasing decisions can increase

The purpose of this study was to find out and empirically influence the attractiveness of advertising, perceived quality and halal product knowledge on consumer purchasing decisions at KFC fast food restaurants with brand awareness as an intervening variable. The population is all consumers who purchase Kentucky Fried Chicken fast food restaurants in Semarang City. whose number is difficult to know with certainty. According to Cooper & Emory, that for a population that is not clearly identified, the sample is set directly at 100 respondents. The sampling technique is convenience sampling. The analysis tool is path analysis, where previously tested the validity and reliability and classic assumption test.

The test results show that the attractiveness of advertisements, Perceived quality and halal Knowledge products are proven to be able to play a role in raising consumer awareness in making purchases. The appeal of advertising Perceived quality, halal knowledge products and brand awareness of consumers will certainly be able to provide value for consumers to decide on purchases. Brand awareness can be an intervening variable between the attractiveness of advertising and purchasing decisions. Brand awareness can be an intervening variable between perceived quality and decision purchase, Brand awareness cannot be an intervening variable between halal product knowledge and purchasing decisions.

Keywords: ad attractiveness, perceived quality, halal product knowledge, brand awareness and purchasing decisions