

ABSTRACT

This study aims to analyze the effect of product knowledge and commitment religiosity on attitudes with purchase intentions as an intervening variable. The population used in this study is the Muslim community in the city of Semarang. The sampling technique uses a non-probability sampling technique using a purposive sampling method where the sample is selected according to certain criteria. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis using multiple linear regression, T-Test. The results of this study indicate that product knowledge and commitment religiosity have a positive and significant effect on attitude. Product knowledge, commitment religiosity and attitude have positive and significant influence on purchase intentions. Attitude is able to be an intervening variable between knowledge products towards purchase intention and attitude is also able to be an intervening variable between commitment religiosity towards purchase intention.

Keywords : Product knowledge, Commitment religiosity, Attitude and Purchase Intention

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh product knowledge dan commitment religiosity terhadap sikap dengan niat beli sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah masyarakat muslim di kota Semarang. Teknik pengambilan sampel menggunakan teknik non-probability sampling dengan menggunakan metode purposive sampling dimana sampel dipilih sesuai kriteria-kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan Regresi linier berganda, Uji T. Hasil penelitian ini menunjukkan bahwa product knowledge dan commitment religiosity berpengaruh positif dan signifikan terhadap sikap. Product knowledge, commitment religiosity dan sikap berpengaruh positif dan signifikan terhadap niat beli. Sikap mampu menjadi variabel intervening antara produk knowledge terhadap niat beli dan sikap juga mampu menjadi variabel intervening antara commitment religiosity terhadap niat beli.

Kata kunci : Product knowledge, Commitment religiosity, Sikap dan Niat beli