

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh label halal, kepercayaan dan *price discount* terhadap keputusan pembelian dengan minat beli sebagai variabel intervening. Populasi pada penelitian ini merupakan konsumen yang pernah membeli di KFC Cabang Mall Ciputra Semarang. Teknik pengambilan sampel menggunakan teknik *non probability sampling* dengan metode *purposive sampling* dan *incidental sampling*. Teknik *purposive sampling* merupakan teknik penentuan sampel dengan berdasarkan kriteria-kriteria atau pertimbangan tertentu. *Incidental sampling* adalah teknik penentuan sampel berdasarkan kebetulan, yaitu siapa saja yang secara kebetulan bertemu dengan peneliti dapat digunakan sampel, bila dipandang orang yang kebetulan ditemui itu cocok sebagai sumber data. Sehingga didapatkan sampel sebanyak 100 responden. Hasil penelitian ini menunjukkan bahwa label halal, kepercayaan dan *price discount* berpengaruh positif dan signifikan terhadap minat beli. Label halal, kepercayaan, *price discount* dan minat beli berpengaruh positif dan signifikan terhadap keputusan pembelian. Minat beli mampu memediasi pengaruh kepercayaan dan *price discount* terhadap keputusan pembelian. Namun minat beli tidak mampu memediasi pengaruh label halal terhadap keputusan pembelian.

Kata Kunci : Label Halal, Kepercayaan, *Price Discount*, Minat Beli Dan Keputusan Pembelian

## **ABSTRACT**

*This study aims to analyze the effect of halal labels, trust and price discounts on purchasing decisions with buying interest as an intervening variable. The population in this study are consumers who have bought at KFC Ciputra Mall Semarang Branch. The sampling technique uses non probability sampling techniques with purposive sampling and incidental sampling methods. Purposive sampling technique is a technique for determining the sample based on certain criteria or considerations. Incidental sampling is a sampling technique based on coincidence, ie anyone who accidentally meets a researcher can be used as a sample, if it is deemed that the person met by chance is suitable as a source of data. So as to get a sample of 100 respondents. The results of this study indicate that the halal label, trust and price discount have a positive and significant effect on buying interest. Halal label, trust, price discount and buying interest have positive and significant influence on purchasing decisions. Buying interest can mediate the effect of trust and price discount on purchasing decisions. However, buying interest cannot mediate the effect of halal labels on purchasing decisions.*

*Keywords: Halal Label, Trust, Price Discount, Purchase Interest and Purchasing Decisions*