

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Religiosity Belief*, *Consumer Animosity* dan *Product judgement* terhadap *purchase intention* global produk di Semarang. Populasi yang digunakan dalam penelitian ini adalah mahasiswa Universitas Islam Sultan Agung Semarang. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *Accidental Sampling*. Sampel diambil sebanyak 100 responden dengan instrument penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa *Religiosity Belief* berpengaruh positif dan signifikan terhadap *Consumer Animosity*. *Religiosity Belief* dan *Consumer Animosity* berpengaruh positif dan signifikan terhadap *Product judgement*. *Religiosity Belief*, *Consumer Animosity* dan *Product judgement* berpengaruh positif dan signifikan terhadap *purchase intention*. *Product judgement* merupakan variabel intervening antara *Religiosity Belief* terhadap *purchase intention*. *Product judgement* juga merupakan variabel intervening antara *Consumer Animosity* terhadap *purchase intention*.

Kata Kunci : *Religiosity Belief*, *Consumer Animosity*, *Product judgement* dan *Purchase intention*

## **ABSTRACT**

*This study aims to analyze the influence of Religiosity Belief, Consumer Animosity and Product judgment on the global purchase intention of products in Semarang. The population used in this study were students of the Sultan Agung Islamic University, Semarang. The sampling technique used in this study was accidental sampling. Samples were taken as many as 100 respondents with the research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that Religiosity Belief has a positive and significant effect on Consumer Animosity. Religiosity Belief and Consumer Animosity have a positive and significant effect on Product judgment. Religiosity Belief, Consumer Animosity and Product judgment have a positive and significant effect on purchase intention. Product judgment is an intervening variable between Religiosity Belief for purchase intention. Product judgment is also an intervening variable between Consumer Animosity on purchase intention.*

*Keywords: Religiosity Belief, Consumer Animosity, Product judgment and Purchase intention.*