

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Religiosity* dan *Country Of Origin* terhadap *purchase intention* dengan *brand image* sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah seluruh konsumen KFC di 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 SPSS 21.0. Hasil penelitian ini menunjukkan bahwa *Religiosity* berpengaruh positif dan signifikan terhadap *brand image*. *Country of origin* berpengaruh positif dan signifikan terhadap *brand image*. *Religiosity* berpengaruh positif dan signifikan terhadap *purchase intention*. *Country of origin* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* mampu menjadi variabel intervening antara pengaruh *Religiosity* dan *Country Of Origin* terhadap *purchase intention*.

Kata Kunci: *Religiosity*, *Country Of Origin*, *Brand image* dan *Purchase Intention*

ABSTRACT

This study aims to analyze the effect of Religiosity and Country Of Origin on purchase intention with brand image as an intervening variable. The population used in this study were all KFC consumers in 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 SPSS 21.0. The results of this study indicate that Religiosity has a positive and significant effect on brand image. Country of origin has a positive and significant effect on brand image. Religiosity has a positive and significant effect on purchase intention. Country of origin has a positive and significant effect on purchase intention. Brand image has a positive and significant effect on purchase intention. Brand image can be an intervening variable between the influence of Religiosity and Country Of Origin on purchase intention.

Keywords: Religiosity, Country Of Origin, Brand image and Purchase Intention