

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *Religious Belief*, *knowledge brand halal* dan *Brand Awareness* terhadap *Purchase Decision* kuliner halal di kota Semarang. Populasi yang digunakan dalam penelitian ini adalah konsumen kuliner halal di Semarang yang jumlahnya tidak diketahui secara pasti. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah *purposive sampling*, yakni teknik pengambilan sampling berdasarkan kriteria tertentu. Sampel diambil sebanyak 100 responden dengan instrument penelitian berupa kuesioner. Analisis data menggunakan SPSS 23.0. Hasil penelitian ini menunjukkan bahwa *Religious Belief* berpengaruh positif dan signifikan terhadap *Brand Awareness*. *Knowledge brand halal* berpengaruh positif dan signifikan terhadap *Brand Awareness*. *Religious Belief* berpengaruh positif dan signifikan terhadap *Purchase Decision*. *Brand Awareness* berpengaruh positif dan signifikan terhadap *Purchase Decision*. *Brand Awareness* merupakan variabel intervening antara *Religious Belief* terhadap *Purchase Decision*.

Kata Kunci : *Religious Belief*, *Knowledge Brand Halal*, *Brand Awareness* Dan *Purchase Decision*

## **ABSTRACT**

*This study aims to analyze the influence of religious beliefs, halal brand knowledge and brand awareness on the decision to purchase halal culinary in the city of Semarang. The population used in this study was halal culinary consumers in Semarang who were asked not to be fully approved. The sampling technique used in this study was purposive sampling, which is a sampling technique based on certain criteria. Samples were taken as many as 100 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 23.0. The results of this study indicate that religious beliefs have a positive and significant effect on brand awareness. Brand knowledge has a positive and significant effect on Brand Awareness. Religious Belief has a positive and significant effect on Purchasing Decisions. Brand awareness has a positive and significant effect on Purchasing Decisions. Brand awareness is a variable that intervenes between religious beliefs against purchasing decisions.*

*Keywords: Religious Beliefs, Halal Brand Knowledge, Brand Awareness and Purchasing Decisions*