

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *halal knowledge*, *brand knowledge* dan *religiusitas* terhadap *purchase intention* dengan *brand image* sebagai variabel intervening. Populasi yang digunakan dalam penelitian ini adalah konsumen yang pernah membeli di produk Indomie di Semarang. Teknik pengambilan sampel menggunakan teknik *non-probability sampling* dengan menggunakan metode *accidental sampling*, dimana sampel dipilih karena kedekatan dengan peneliti. Sampel diambil sebanyak 100 responden dengan instrumen penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa *halal knowledge* berpengaruh positif dan signifikan terhadap *brand image*. *Brand knowledge* berpengaruh positif dan signifikan terhadap *brand image*. *Religiusitas* berpengaruh positif dan signifikan terhadap *brand image*. *Halal knowledge* berpengaruh positif dan signifikan terhadap *purchase intention*. *Religiusitas* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* berpengaruh positif dan signifikan terhadap *purchase intention*. *Brand image* mampu menjadi variabel intervening antara pengaruh *halal knowledge*, *brand knowledge* dan *religiusitas* terhadap *purchase intention*.

Kata Kunci: *Halal Knowledge, Brand Knowledge, Religiusitas, Brand Image Dan Purchase Intention*

ABSTRACT

This study aims to analyze the effect of halal knowledge, brand knowledge and religiosity on purchase intention with brand image as an intervening variable. The population used in this study are consumers who have bought Indomie products in Semarang. The sampling technique uses non-probability sampling technique using the accidental sampling method, where the sample was chosen because of the closeness to the researcher. 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 halal knowledge has a positive and significant effect on brand image. Brand knowledge has a positive and significant effect on brand image. Religiusita s positive and significant effect on brand image. Halal knowledge has a positive and significant effect on purchase intention. Religiosity 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 halal knowledge, brand knowledge and religiosity on purchase intention.

Keywords: Halal Knowledge, Brand Knowledge, Religiosity, Brand Image and Purchase Intention