

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh keyakinan religius, pengetahuan produk halal dan kesadaran halal terhadap minat beli produk mie instan di Semarang. Populasi yang digunakan dalam penelitian ini adalah konsumen mie instan 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 200 responden dengan instrument penelitian berupa kuesioner. Analisis data menggunakan SPSS 21.0. Hasil penelitian ini menunjukkan bahwa keyakinan religius berpengaruh positif dan signifikan terhadap kesadaran halal. Pengetahuan produk halal berpengaruh positif dan signifikan terhadap kesadaran halal. Keyakinan religius berpengaruh positif dan signifikan terhadap minat beli. Pengetahuan produk halal berpengaruh positif dan signifikan terhadap minat beli. Kesadaran halal berpengaruh positif dan signifikan terhadap minat beli. Kesadaran halal merupakan variabel intervening antara keyakinan religius terhadap minat beli. Kesadaran halal juga merupakan variabel intervening antara pengetahuan produk halal terhadap minat beli.

Kata Kunci : Keyakinan Religius, Pengetahuan Produk Halal, Kesadaran Halal Dan Minat Beli

ABSTRACT

This study aims to analyze the influence of religious beliefs, knowledge of halal products and halal awareness of the interest in buying instant noodle products in Semarang. The population used in this study is instant noodle consumers in Semarang whose numbers are not known with certainty. 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 200 respondents with a research instrument in the form of a questionnaire. Data analysis using SPSS 21.0. The results of this study indicate that religious beliefs have a positive and significant effect on halal awareness. Halal product knowledge has a positive and significant effect on halal awareness. Religious beliefs have a positive and significant effect on buying interest. Halal product knowledge has a positive and significant effect on buying interest. Halal awareness has a positive and significant effect on buying interest. Halal awareness is an intervening variable between religious beliefs about buying interest. Halal awareness is also an intervening variable between the knowledge of halal products and buying interest.

Keywords: Religious Belief, Halal Product Knowledge, Halal Awareness And Purchase Interest