

ABSTRAK
DAMPAK NIAT PEMBELIAN KONSUMEN DAN EKUITAS MEREK
HALAL PADA PRODUK MIE INSTAN BERLABEL HALAL DI
INDONESIA

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Tujuan : Penelitian ini bertujuan untuk menguji dampak niat beli konsumen dan ekuitas merek halal dari perspektif halal, yaitu citra merek halal, persepsi kualitas merek halal, kepuasan merek halal, kepercayaan merek halal, dan loyalitas merek halal.

Metode : Penelitian ini menggunakan kuesioner online untuk mengumpulkan data dari 210 responden berusia 17 tahun ke atas yang pernah mengonsumsi mie instan berlabel halal di Indonesia. Berdasarkan tujuan penelitian, penelitian ini termasuk dalam penelitian dasar. Berdasarkan jenis penelitiannya, penelitian ini termasuk dalam penelitian kausal. Berdasarkan pendekatan penelitian, penelitian ini tergolong penelitian kuantitatif. Selanjutnya, penelitian ini bertujuan untuk mengelaborasi hubungan antara citra merek halal, persepsi kualitas merek halal, kepuasan merek halal, kepercayaan merek halal, loyalitas merek halal, niat beli, dan ekuitas merek halal. Model teoritis dengan hubungan yang dihipotesiskan dikembangkan dan diuji menggunakan prosedur pemodelan persamaan struktural dalam SPSS AMOS.

Hasil : Temuan penelitian ini menunjukkan bahwa citra merek halal memiliki pengaruh yang signifikan dan positif terhadap persepsi kualitas merek halal, kepuasan merek halal, kepercayaan merek halal, loyalitas merek halal, dan niat beli. Demikian pula, persepsi kualitas merek halal, kepuasan merek halal, kepercayaan merek halal, dan loyalitas merek halal memiliki pengaruh yang signifikan dan positif terhadap niat beli. Selanjutnya, kepuasan merek halal secara signifikan dan positif mempengaruhi ekuitas merek halal, namun hubungan antara kepercayaan merek halal dan ekuitas merek halal tidak dapat dibangun.

Kata Kunci : *Halal Brand Image, Purchase Intention, Halal Brand Equity*

ABSTRACT

The Impact of Consumer Purchase Intention and Halal Brand Equity on Halal-Labeled Instant Noodle Products in Indonesia

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Purpose : This research aims to examine the impact of consumer purchase intention and halal brand equity from a halal perspective, namely halal brand image, halal brand perceived quality, halal brand satisfaction, halal brand trust, and halal brand loyalty.

Method : This research employs an online questionnaire to collect data from 210 respondents aged 17 and above who have experience consuming halal-labeled instant noodles in Indonesia. Based on the research objective, it falls under basic research. Based on the research type, it falls under causal research. Based on the research approach, this research is classified as quantitative research. Furthermore, this research aims to elaborate on the relationships between halal brand image, halal brand perceived quality, halal brand satisfaction, halal brand trust, halal brand loyalty, purchase intention, and halal brand equity. The theoretical model with hypothesized relationships was developed and tested using the structural equation modeling procedure in SPSS AMOS.

Result: The findings of this research indicate that halal brand image has a significant and positive influence on halal brand perceived quality, halal brand satisfaction, halal brand trust, halal brand loyalty, and purchase intention. Similarly, halal brand perceived quality, halal brand satisfaction, halal brand trust, and halal brand loyalty have a significant and positive influence on purchase intention. Furthermore, halal brand satisfaction significantly and positively influences halal brand equity, but the relationship between halal brand trust and halal brand equity could not be established.

Key Word :: *Halal Brand Image, Purchase Intention, Halal Brand Equity*