

## **PENGARUH LOGO SERTIFIKASI HALAL, KUALITAS MEREK, DAN KESADARAN HALAL TERHADAP NIAT BELI PRODUK OLAHAN DAGING**

**Renata Angganararas Cantyadati Daneswari**  
**18/428101/PT/07755**

### **INTISARI**

Penelitian ini bertujuan untuk menganalisis pengaruh logo sertifikasi halal, kualitas merek, dan kesadaran halal terhadap niat beli pada konsumen produk olahan daging. Penelitian ini termasuk dalam penelitian kuantitatif dengan metode survei. Instrumen penelitian menggunakan kuesioner *online* melalui *google form*. Teknik pengambilan sampel menggunakan *purposive sampling method* dengan kriteria yaitu berusia diatas 18 tahun, beragama Islam, dan pernah membeli produk olahan daging. Jumlah sampel yang digunakan sebanyak 200 responden. Teknik analisis data yang digunakan adalah regresi linier berganda. Hasil penelitian menunjukkan bahwa logo sertifikasi halal berpengaruh positif terhadap niat beli produk olahan daging ( $\beta=0,635; p \leq 0,05$ ). Kualitas merek berpengaruh positif terhadap niat beli produk olahan daging ( $\beta=0,545; p \leq 0,05$ ), sedangkan kesadaran halal berpengaruh negatif terhadap niat beli produk olahan daging ( $\beta=-0,0670; p \leq 0,05$ ).

(Kata kunci: Kesadaran halal, Kualitas merek, Logo sertifikasi halal, Niat beli)

## **THE EFFECT OF HALAL CERTIFICATION LOGO, BRAND QUALITY, AND HALAL AWARENESS ON PURCHASE INTENTION PRODUCTS OF PROCESSED-MEAT**

**Renata Angganararas Cantyadati Daneswari**  
**18/428101/PT/07755**

### **ABSTRACT**

This study is aimed to analyze the effect of the halal certification logo, brand quality, and halal awareness on the consumers' purchase intention for processed meat products. The type of the research is classified as quantitative research with survey methods. The research instrument was a questionnaire online via google form. The sampling technique was purposive sampling method with criteria that were over 18 years old, Muslim, and had purchased processed meat products. The number of samples used as many as 200 respondents. The data analysis technique used is multiple linear regression. The results showed that the halal certification logo had a positive and significant effect on the purchase intention for processed-meat products ( $\beta=0,635$ ;  $p\leq 0,05$ ). Brand quality had a positive and significant effect on the purchase intention for processed-meat products ( $\beta=0,545$ ;  $p\leq 0,05$ ), while halal awareness had a negative effect on the purchase intention for processed-meat products ( $\beta=-0,0670$ ;  $p\leq 0,05$ ).

(Keywords: Brand quality, Halal awareness, Halal certification logo, Purchase intention)