

## ABSTRAK

**Noor Efa, 1950110059. PENGARUH SERTIFIKASI HALAL, KEPERCAYAAN HALAL, DAN KESADARAN HALAL TERHADAP NIAT MEMBELI PRODUK ULIQ FOOD (Studi Kasus Pembeli Di Uliq Food)**

Penelitian ini bertujuan untuk mengetahui mengenai sertifikasi halal, kepercayaan halal, kesadaran halal terhadap niat membeli dan perilaku membeli pada pembeli produk uliq food. Penelitian menggunakan sampel 101 responden dengan teori roncoe penarikan menggunakan probability sampling dengan tehnik *simple random sampling*, ini tertuju pada seseorang yang pernah membeli produk uliq food, tehnik analisi data menggunakan (*Struktural Equation Modelling*) atau SEM 24,0, dan hasil menunjukkan adanya ketidak signifikan terhadap niat membeli yaitu sertifikasi halal,dengan adanya ini kepercayaan halal berpenngaruh positif dan tidak signifikan terhadap niat membeli, kesadaran halal yang mempengaruhi niat membeli, dan niat membeli berpengaruh positif dan tidak signifikan terhadap perilaku membeli.

**Kata kunci :** *sertifikasi halal, kepercayaan halal, kesadaran halal, niat membeli, perilaku membeli*



## ABSTRACT

**Noor Efa, 1950110059. THE INFLUENCE OF HALAL CERTIFICATION, HALAL CREDESCENCE, AND HALAL AWARENESS ON THE INTENTION TO BUY ULIQ FOOD PRODUCTS (Case Study of Buyers at Uliq Food)**

This study aims to find out about halal certification, halal credence, halal awareness of purchase intentions and buying behavior of buyers of uliq food products. The study used a sample of 101 respondents with random theory of withdrawal using probability sampling with simple random sampling technique, this was aimed at someone who had bought Uliq food products, the data analysis technique used (Structural Equation Modeling) or SEM 24,0, and the results showed that there was no significant effect on purchase intention namely halal certification, with this halal credence has a positive and insignificant effect on purchase intention, halal awareness influences purchase intention, and purchase intention has a positive and insignificant effect on buying behavior.

**Keywords :** *halal certification, halal credence, halal awareness, purchase intention, buying behavior*

