

ABSTRAK

Nama : Raisa Zahra
Program Studi : Ekonomi Syariah
Judul : Pengaruh Sertifikasi Halal, Kesadaran Halal, Dan Citra Merek Terhadap Minat Beli Produk Mixue Di Kota Lhokseumawe

Tujuan penelitian ini adalah untuk mengetahui apakah produk Mixue di Kota Lhokseumawe lebih atau kurang diminati konsumen berdasarkan sertifikasi halal, kesadaran halal, dan citra merek. Meningkatnya minat konsumen Muslim terhadap sertifikasi halal dan kekuatan persepsi merek dalam memengaruhi perilaku konsumen menjadi dasar penelitian ini. Teknik kuantitatif digunakan dalam penelitian ini. Sebanyak 99 konsumen Mixue di Kota Lhokseumawe disurvei menggunakan kuesioner sebagai sumber data utama. Prosedur pengambilan sampel menggunakan pendekatan purposive sampling dengan metode non-probability sampling. Regresi linier berganda digunakan untuk menganalisis data dengan bantuan SPSS 27. Menurut hasil penelitian, minat terhadap produk Mixue dipengaruhi secara positif dan signifikan oleh kesadaran halal dan citra merek. Di sisi lain, sertifikasi halal bukanlah faktor yang meningkatkan permintaan. Temuan ini mengindikasikan bahwa konsumen lebih dipengaruhi oleh kesadaran pribadi terhadap kehalalan dan persepsi terhadap citra merek dibandingkan dengan keberadaan sertifikasi halal secara formal. Oleh karena itu, pelaku usaha perlu memperkuat strategi pemasaran berbasis nilai halal dan membangun citra merek yang positif guna meningkatkan minat beli konsumen Muslim.

Kata kunci: *Sertifikasi Halal, Kesadaran Halal, Citra Merek, Minat Beli, Mixue*

ABSTRACT

Name : Raisa Zahra
Study Program : Islamic Economics
Title : *The Influence of Halal Certification, Halal Awareness, and Brand Image on Purchase Interest of Mixed Products in Lhokseumawe City*

The purpose of this research is to determine if Mixue goods in Lhokseumawe City are more or less popular among consumers based on their halal certification, halal awareness, and brand image. The growing interest among Muslim customers in halal certification and the power of brand perception to influence consumer behavior provide the groundwork for this research. A quantitative technique is used in this investigation. A total of 99 Mixue customers in Lhokseumawe City were surveyed using a questionnaire as the primary data source. The sample procedure used a purposive sampling approach with a non-probability sampling method. Multiple linear regression was used to analyze the data with the aid of SPSS 27. Mixue product interest was positively and significantly impacted by halal awareness and brand image, according to the findings. On the other hand, halal certification was not a factor that increased demand. These findings indicate that consumers are more influenced by their personal awareness of halal values and their perception of brand image, rather than the formal presence of halal certification. Therefore, business actors need to strengthen marketing strategies based on halal values and build a positive brand image to increase the purchase intention of Muslim consumers.

Keywords: *Halal Certification, Halal Awareness, Brand Image, Purchase Intention, Mixue.*