

ABSTRAK

Nama : Marzawati
Program Studi : Ekonomi Syariah
Judul : Pengaruh Penerapan Islamic Branding Dan Kualitas Produk Terhadap Minat Beli Produk Halal *Network International* (HNI) di Kota Lhokseumawe

Penelitian ini bertujuan untuk mengkaji pengaruh Islamic Branding dan Kualitas Produk terhadap Minat Beli produk *Halal Network International* (HNI) di Kota Lhokseumawe. Latar belakang penelitian ini didasari oleh meningkatnya kebutuhan konsumen Muslim terhadap produk halal yang tidak hanya menekankan aspek kehalalan, tetapi juga kualitas produk. Islamic Branding membangun kepercayaan konsumen melalui identitas yang sesuai dengan prinsip syariah, sedangkan kualitas produk berperan dalam memenuhi harapan konsumen. Penelitian ini menggunakan pendekatan kuantitatif dengan 86 responden yang dipilih melalui metode non-probability sampling. Data dianalisis menggunakan SPSS melalui uji validitas, reliabilitas, asumsi klasik, regresi linier berganda, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa *Islamic Branding* dan Kualitas Produk berpengaruh positif dan signifikan terhadap Minat Beli. Nilai adjusted R square (koefisien determinasi) sebesar 0,738 berpengaruh secara simultan variabel (X) terhadap variabel (Y) sebesar 73,8% sedangkan sisanya sebesar 26,2% dipengaruhi oleh faktor luar yang tidak dijelaskan dalam penelitian ini.

Kata Kunci: Islamic Branding, Kualitas Produk, Minat Beli, Produk Halal, HNI, Lhokseumawe.

ABSTRACT

Name : Marzawati
Study Program : Islamic Economics
Title : The Influence of Islamic Branding Implementation and Product Quality on Purchase Intention for Halal Network International (HNI) Products in Lhokseumawe City

This study aims to examine the influence of Islamic Branding and Product Quality on Purchase Intention for Halal Network International (HNI) products in Lhokseumawe. The background of this research is the growing demand among Muslim consumers for halal products that emphasize not only halal compliance but also product quality. Islamic Branding builds consumer trust through a Sharia-compliant identity, while product quality plays a role in meeting consumer expectations. The research employed a quantitative approach with 86 respondents selected through non-probability sampling. Data were analyzed using SPSS through validity tests, reliability tests, classical assumption tests, multiple linear regression analysis, t-tests, F-tests, and coefficient of determination. The results of the study indicate that Islamic Branding and Product Quality have a positive and significant effect on Purchase Interest. The adjusted R square value (determination coefficient) of 0.738 simultaneously influences variable (X) on variable (Y) by 73.8% while the remaining 26.2% is influenced by external factors not explained in this study..

Keywords: *Islamic Branding, Product Quality, Purchase Intention, Halal Products, HNI, Lhokseumawe.*