

ABSTRAK

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Program Studi : Manajemen
Judul : *Pengaruh Product Ingredient, Customer Community, dan Islamic Branding Terhadap Loyalitas Pelanggan Pada Produk HNI HPAI di Kota Lhokseumawe*

Penelitian ini bertujuan untuk mengkaji pengaruh *Product Ingredient, Customer Community, dan Islamic Branding* terhadap loyalitas pelanggan pada produk HNI HPAI di Kota Lhokseumawe. Penelitian ini dilakukan dengan pendekatan kuantitatif melalui pengumpulan data menggunakan kuesioner yang disebarakan kepada 105 responden yang dipilih menggunakan teknik purposive sampling. Data dianalisis menggunakan metode Structural Equation Modeling (SEM) dengan pendekatan Partial Least Squares (PLS). Hasil penelitian menunjukkan bahwa ketiga variabel independen yaitu *Product Ingredient, Customer Community, dan Islamic Branding* berpengaruh positif dan signifikan terhadap loyalitas pelanggan, baik secara parsial maupun simultan. memengaruhi loyalitas karena pentingnya transparansi kandungan halal dalam produk. *Customer Community* membangun keterlibatan emosional dan nilai-nilai bersama di antara konsumen, sementara *Islamic Branding* meningkatkan kepercayaan dengan menyelaraskan praktik pemasaran dengan prinsip-prinsip Islam. Temuan ini menunjukkan bahwa nilai-nilai religius, transparansi produk, dan keterlibatan komunitas merupakan pendorong utama loyalitas dalam pasar konsumen berbasis halal.

Kata kunci: *Product Ingredient, Customer Community, Islamic Branding, Loyalitas Pelanggan, HNI HPAI, Pemasaran Halal*

ABSTRACT

Name : Nadya Jasmine
Study Program : Management
Title : The Influence of Product Ingredients, Customer Community, and Islamic Branding on Customer Loyalty of HNI HPAI Products in Lhokseumawe

This study aims to examine the influence of Product Ingredients, Customer Community, and Islamic Branding on customer loyalty toward HNI HPAI products in Lhokseumawe City. The research was conducted using a quantitative approach with data collected through questionnaires distributed to 105 respondents selected via purposive sampling. The data were analyzed using Structural Equation Modeling (SEM) with the Partial Least Squares (PLS) method. The results indicate that each of the three independent variables Product Ingredient, Customer Community, and Islamic Branding has a positive and significant effect on customer loyalty, both partially and simultaneously. Product Ingredient affects loyalty due to the importance of halal content transparency. The Customer Community fosters emotional engagement and shared values among consumers, while Islamic Branding enhances trust by aligning marketing practices with Islamic principles. These findings suggest that religious values, product transparency, and community engagement are essential drivers of loyalty in halal-based consumer markets.

Keywords: *Product Ingredient, Customer Community, Islamic Branding, Customer Loyalty, HNI HPAI, Halal Marketing*