

## INTISARI

### PENGARUH *BRAND IMAGE* DAN SERTIFIKASI HALAL TERHADAP MINAT BELI MIXUE DI DAERAH ISTIMEWA YOGYAKARTA

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Penelitian ini bertujuan untuk mengetahui pengaruh *brand image* dan sertifikasi halal secara parsial dan simultan terhadap minat beli Mixue di Daerah Istimewa Yogyakarta. Metode analisis penelitian menggunakan sumber data primer dengan jenis penelitian deskriptif kuantitatif menggunakan alat bantu pengujian SPSS 23. Uji yang dilakukan meliputi uji instrumen, uji asumsi klasik, analisis regresi linear berganda, uji hipotesis dan uji koefisien determinasi. Data yang digunakan diperoleh menggunakan kuesioner penelitian kepada 200 orang responden secara *online*. Hasil penelitian menunjukkan bahwa variabel *brand image* secara parsial berpengaruh positif dan signifikan terhadap minat beli Mixue. Variabel sertifikasi halal secara parsial berpengaruh positif dan signifikan terhadap minat beli Mixue. Secara simultan variabel *brand image* dan sertifikasi halal berpengaruh positif dan signifikan terhadap minat beli Mixue. Uji  $R^2$  menunjukkan bahwa variabel *brand image* dan sertifikasi halal berpengaruh sebesar 44,7% terhadap minat beli Mixue di Daerah Istimewa Yogyakarta.

**Kata kunci:** *Brand Image*, Sertifikasi Halal, Minat Beli

## **ABSTRACT**

### ***THE INFLUENCE OF BRAND IMAGE AND HALAL CERTIFICATION ON MIXUE PURCHASE INTENTION IN DAERAH ISTIMEWA YOGYAKARTA***

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*This study aims to determine the influence of brand image and halal certification partially and simultaneously on Mixue's purchase intention in Daerah Istimewa Yogyakarta. The research analysis method use primary data sources with quantitative descriptive research using SPSS 23. The tests included instrument tests, classical assumption tests, multiple linear regression analysis, hypothesis testing and coefficient of determination tests. The data used was obtained using a research questionnaire to 200 online respondents. The results show that the brand image variable partially had a positive and significant effect on Mixue's purchase intention. The halal certification variable partially has a positive and significant effect on Mixue's purchase intention. Simultaneously, the brand image and halal certification variables have a positive and significant effect on Mixue's purchase intention. The R<sup>2</sup> test shows that the brand image and halal certification variables have an effect of 44.7% on Mixue purchase intention in Daerah Istimewa Yogyakarta.*

***Keywords: Brand Image, Halal Certification, Purchase Intention***