

INTISARI

Penelitian ini bertujuan untuk menganalisis dan menjelaskan pengaruh label halal, religiusitas dan citra merek terhadap keputusan pembelian produk makanan merek internasional. Objek yang digunakan dalam penelitian ini adalah makanan merek internasional yang telah memiliki label halal MUI yang berada di Yogyakarta seperti: *Pizza Hut*, *Kentucky Fried Chicken (KFC)*, *Starbucks*, *Dunkin' Donuts*, dan lain sebagainya. Subjek dalam penelitian ini adalah mahasiswa Universitas Muhammadiyah Yogyakarta yang masih aktif dari seluruh Program Studi. Sebanyak 106 responden berkontribusi memberi jawaban pada penelitian ini, yang telah disebarakan melalui link online sosial media yang ada, dan dengan menggunakan metode *purposive sampling*. Adapun alat analisis yang digunakan yakni menggunakan uji regresi linier berganda dengan *Statistical Package for the Social Sciences (SPSS) 16.0*.

Secara umum hasil yang didapatkan yaitu dari ketiga variabel label halal, religiusitas dan citra merek, dua variabel label halal dan citra merek berpengaruh terhadap keputusan pembelian produk makanan merek internasional sedangkan religiusitas tidak. Religiusitas tidak berpengaruh terhadap keputusan beli makanan dikarenakan belum menjadikan religiusitas dalam penerapan dalam segala aspek kehidupan.

Kata kunci: pengaruh label halal, religiusitas, citra merek, dan keputusan pembelian produk makanan merek internasional.

ABSTRACT

The aims of this research are to analyze and explain the influence of halal label, religiosity, and brand image toward the purchase decision of international food brands' products. International food brands that have label halal from MUI and located in Yogyakarta such as: Pizza Hut, Kentucky Fried Chicken (KFC), Starbucks, Dunkin' Donuts, and others were the objects of this research. The subject of this research were active students from all programs of Muhammadiyah University of Yogyakarta. 106 respondents were contributing to give answers for this research's questionnaire, which distributed using any kind of social media. The sampling method that used in this research was the purposive sampling method. Multiple linear regression test with Statistical Package for the Social Sciences (SPSS) 16.0 was used as the analytical tool.

The general results obtained that out of the three variables that used, only two variables that have an effect on the purchased decision of international food brands' product, which are halal label and brand image, while religiosity did not. Religiosity did not have any effect toward the buying decision of food because it has not applied in every aspects of life yet.

Keywords: influence of halal label, religiosity, brand image, and purchase decision of international brand food product.