

ABSTRAK

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Pengaruh *Islamic Branding* dan *Brand Awareness* Dengan *Purchase Intention* Sebagai Faktor Mediator Terhadap *Purchase Decision* Pada Konsumen Jiwa Toast Serta Tinjauannya Dalam Sudut Pandang Islam (Studi Generasi Millennial)

Uraian Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh pengaruh *Islamic branding* dan *brand awareness* dengan *purchase intention* sebagai faktor mediator terhadap *purchase decision* pada konsumen Jiwa Toast. Populasi penelitian ini adalah Generasi Millennial sebanyak 85 responden. Teknik pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling* melalui penyebaran kuesioner. Metode analisis data dilakukan dengan analisis jalur (*analysis path*) melalui program SPSS (*Statistical Package for the Social*). Hasil penelitian menunjukkan bahwa: (1) *Islamic branding* berpengaruh positif dan signifikan terhadap *purchase intention*, (2) *brand awareness* berpengaruh positif dan signifikan terhadap *purchase intention*, (3) *Islamic branding* tidak berpengaruh signifikan terhadap *purchase decision*, (4) *brand awareness* berpengaruh positif dan signifikan terhadap *purchase decision*, (5) *purchase intention* berpengaruh positif dan signifikan terhadap *purchase decision*, (6) *purchase intention* tidak memediasi pengaruh *Islamic branding* terhadap *purchase decision*, (7) *purchase intention* tidak memediasi pengaruh *brand awareness* terhadap *purchase decision*. Menurut pandangan Islam, *Islamic branding*, *brand awareness*, *purchase intention*, terhadap *purchase decision* pada konsumen Jiwa Toast sudah sejalan dengan prinsip-prinsip Islam.

Kata Kunci: *Islamic Branding, Brand Awareness, Purchase Intention, Purchase Decision*

ABSTRACT

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The Influence of Islamic Branding and Brand Awareness with Purchase Intention as a Mediating Factor on Purchase Decisions on Jiwa Toast Consumers and their Review from an Islamic Perspective (A Case Study on Millennial Generation)

This study aims to determine the effect of *Islamic branding* and *brand awareness* with *purchase intention* as a mediator factor on *purchase decisions* on Jiwa Toast consumers. The population of this research is the Millennial Generation with 85 respondents. The sampling technique used *non-probability sampling* method with *purposive sampling* technique through distributing questionnaires. The data analysis method was carried out by (*path analysis*) through the SPSS (*Statistical Package for the Social*) program. The results showed that: (1) *Islamic branding* had a positive and significant effect on *purchase intention*, (2) *brand awareness* had a positive and significant effect on *purchase intention*, (3) *Islamic branding* had no significant effect on *purchase decisions*, (4) *brand awareness* had a positive effect and significant to the *purchase decision*, (5) *purchase intention* has a positive and significant effect on the *purchase decision*, (6) *purchase intention* does not mediate the influence of *Islamic branding* on the *purchase decision*, (7) *purchase intention* does not mediate the effect of *brand awareness* on the *purchase decision*. According to the Islamic view, *Islamic branding*, *brand awareness*, *purchase intention*, on *purchase decisions* of Jiwa Toast consumers are in line with Islamic principles.

Keywords: *Islamic Branding, Brand Awareness, Purchase Intention, Purchase Decision*