

Abstrak

Dewasa ini masyarakat muslim mulai lebih memperhatikan produk yang akan mereka konsumsi apakah produk tersebut halal atau tidak. Dengan beragamnya pilihan produk yang dijual di toko/retail memberikan peluang kepada konsumen untuk mengevaluasi dan memilih produk mana yang akan dibelinya melalui berbagai pertimbangan sikap, norma subjektif, kontrol perilaku dan citra halal. Tipe penelitian yang digunakan adalah *explanatory research*, dengan sampel 150 responden warga Kota Semarang yang membeli produk halal di toko/ritel sebanyak lebih dari 2kali. Data dikumpulkan melalui kuesioner. Metode analisis data yang digunakan menggunakan analisis SPSS. Berdasarkan hasil penelitian analisis yang dilakukan dijelaskan bahwa hasil uji pengaruh antara sikap, norma subjektif, control perilaku dan citra merek terhadap niat beli konsumen produk halal di Kota Semarang menunjukkan hasil pengaruh yang positif dan signifikan.

Kata Kunci : Sikap, Norma Subjektif, Kontrol Perilaku, Citra Merek, dan Niat Beli

Abstract

Today muslim communities are starting to pay more attention to the products they are going to consume whether these products are halal or not. With a wide selection of products sold in stores/retails, it provides an opportunity for consumers to evaluate and choose which product to buy through various considerations of attitude, subjective norms, behavior control and halal image. The type of research used is explanatory research, with a sample of 150 respondents from the city of Semarang who buy halal products at shops/retails more than 2 times. Data was collected through a questionnaire. The data analysis method used is SPSS analysis. Based on the results of the analysis research conducted, it was explained that the results of the influence test between attitudes, subjective norms, behavioral control and brand image on consumers' buying intentions of halal products in Semarang City showed positive and significant influence results.

Keywords : *Attitudes, Subjective Norms, Behavioral Control, Brand Image, and Purchase Intentions*