

RINGKASAN

Penelitian ini bertujuan untuk menganalisis peran *attitude towards halal* sebagai variabel mediasi dalam hubungan antara *halal logo* dan *halal awareness* terhadap *purchase intention*. Pada penelitian ini, sampel yang digunakan sebanyak 130 responden yang merupakan para pengguna obat herbal di Kabupaten Banyumas minimal selama satu tahun. Penelitian ini merupakan jenis penelitian survei dengan pendekatan kuantitatif dan metode pengambilan sampel menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Berdasarkan hasil penelitian yang dilakukan dengan menggunakan *Structural Equation Model* (SEM) yang diolah dengan *software* SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa (1) *halal logo* tidak berpengaruh terhadap *purchase intention*, (2) *halal awareness* berpengaruh positif terhadap *purchase intention*, (3) *halal logo* berpengaruh positif terhadap *attitude towards halal*, (4) *halal awareness* berpengaruh positif terhadap *attitude towards halal*, (5) *attitude towards halal* berpengaruh positif terhadap *purchase intention*, (6) *attitude towards halal* memediasi hubungan antara *halal awareness* terhadap *purchase intention*.

Kata kunci: *Halal Logo, Halal Awareness, Attitude Towards Halal, Purchase Intention*

SUMMARY

This research aims to analyze the role of attitude towards halal as a mediating variable in the relationship between halal logo and halal awareness on purchase intention. In this study, the sample used was 130 respondents who had been users of herbal medicine in Banyumas Regency for at least one year. This research is a type of survey research with a quantitative approach and a sampling method using non-probability sampling with a purposive sampling technique. Based on the results of research conducted using the Structural Equation Model (SEM) which was processed with SmartPLS 3.0 software. The results of this research show that (1) halal logo has no effect on purchase intention, (2) halal awareness has a positive effect on purchase intention, (3) halal logo has a positive effect on attitude towards halal, (4) halal awareness has a positive effect on attitude towards halal. (5) attitude towards halal has a positive effect on purchase intention, (6) attitude towards halal mediates the relationship between halal awareness on purchase intention.

Keywords: *Halal Logo, Halal Awareness, Attitude Towards Halal, Purchase Intention*

