

# Pengaruh Personal Intrinsic Religiosity dan Halal Product Knowledge pada Milenial Muslim Indonesia terhadap Intensi Pembelian Produk Makanan Halal. = Personal Intrinsic Religiosity and Halal Product Knowledge Indonesian Muslim Millennials on Halal Product Purchase Intention.

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## Abstrak

Penelitian ini memiliki tujuan untuk mengetahui pengaruh personal intrinsic religiosity dan halal product knowledge millenial Muslim Indonesia terhadap intensi pembelian produk makanan halal. Data responden yang digunakan dalam penelitian sebanyak 710 responden millenial Muslim Indonesia. Analisis Structural Equation Modelling (SEM) dengan bantuan software LISREL 8.8 digunakan untuk mengevaluasi hubungan hipotesis antar variabel yang ada dalam penelitian ini. Hasil penelitian ini menemukan bahwa terdapat pengaruh personal intrinsic religiosity (PIR) terhadap halal product awareness (HPA), halal product knowledge (HPK) terhadap halal product awareness (HPA), personal intrinsic religiosity (PIR) terhadap halal purchase intention (HPI), halal product knowledge (HPK) terhadap halal purchase intention (HPI), serta halal product awareness (HPA) terhadap halal purchase intention (HPI). Penelitian ini juga menemukan peran mediasi parsial HPA pada pengaruh PIR terhadap HPI, dan peran mediasi parsial HPA pada pengaruh HPK terhadap HPI.

.....This study aims to determine the influence of personal intrinsic religiosity and halal product knowledge Indonesian Muslim millenial on halal food product purchase intention. Data used in this study were 710 data from Indonesian Muslim millennials respondents. Structural Equation Modelling (SEM) analysis with LISREL 8.8 software was used to evaluate the hypothesized relationships between variables in this study. The study results found that there was 13.008px13.008px; personal intrinsic religiosity (PIR) 13.008px;-size: 13.008px;"halal product awareness (HPA), halal product knowledge (HPK) towards halal product awareness (HPA), personal intrinsic religiosity (PIR) towards halal purchase intention (HPI), halal product knowledge (HPK) towards halal purchase intention (HPI), and halal product awareness (HPA) towards halal purchase intention (HPI). This study also found that there is parcial mediation of HPA in the influence PIR towards HPI, and parcial mediation of HPA in the influence HPK towards HPI.