

ABSTRAK

SARAH MAHARANI WANDI PUTRI, 2025. PENGARUH INOVASI PRODUK, CITRA MEREK, DAN LABEL HALAL TERHADAP KEUNGGULAN BERSAING DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING (Studi Kasus Kopi Kenangan di Tasikmalaya). Skripsi Program Studi Ekonomi Syariah Fakultas Agama Islam.

Dalam era globalisasi saat ini, persaingan bisnis semakin ketat di berbagai sektor, termasuk industri makanan dan minuman. Salah satunya adalah bisnis *coffee shop* yang semakin banyak dan berkembang di Indonesia. Berkembangnya bisnis kuliner di bidang minuman kopi membuat banyak pelaku usaha membuka *coffee shop* dengan berbagai macam inovasi yang dibuat. Khususnya di daerah perkotaan seperti Tasikmalaya. Agar tetap kompetitif, Kopi Kenangan perlu memahami faktor-faktor yang mempengaruhi daya saing nya. Penelitian ini bertujuan untuk mengkaji pengaruh inovasi produk, citra merek, dan label halal terhadap keunggulan bersaing dengan kepuasan pelanggan sebagai variabel intervening.

Penelitian ini menggunakan metode kuantitatif. Populasi yang digunakan dalam penelitian ini adalah konsumen Kopi Kenangan di Tasikmalaya dengan teknik pengambilan sampel menggunakan *accidental sampling* diukur dengan metode *maximum likelihood estimation* dan jumlah sampel sebanyak 155. Data dikumpulkan dengan menggunakan kuisioner skala *likert*. Pengujian dilakukan dengan menggunakan *Software SmartPLS* versi 4. Metode analisis data yang digunakan adalah *Structural Equation Modeliing (SEM)*.

Hasil penelitian menunjukkan bahwa inovasi produk dan citra merek berpengaruh terhadap kepuasan pelanggan, namun label halal tidak berpengaruh terhadap kepuasan pelanggan. Kemudian inovasi produk dan citra merek berpengaruh terhadap keunggulan bersaing, namun label halal tidak berpengaruh terhadap keunggulan bersaing. Inovasi produk berpengaruh terhadap keunggulan bersaing melalui kepuasan pelanggan sebagai variabel intervening. Citra merek tidak berpengaruh terhadap keunggulan bersaing melalui kepuasan pelanggan. Label halal tidak berpengaruh terhadap keunggulan bersaing melalui kepuasan pelanggan.

Kesimpulannya yaitu inovasi produk dan citra merek mempengaruhi kepuasan pelanggan dan keunggulan bersaing. Label halal tidak berpengaruh terhadap kepuasan pelanggan maupun keunggulan bersaing. Dan kepuasan pelanggan dapat memediasi pengaruh inovasi produk dan citra merek terhadap keunggulan bersaing, namun tidak dapat memediasi pengaruh label halal terhadap keunggulan bersaing.

Kata Kunci: Inovasi Produk, Citra Merek, Label Halal, Keunggulan Bersaing, Kepuasan Pelanggan.

ABSTRACT

SARAH MAHARANI WANDI PUTRI, 2025. THE EFFECT OF PRODUCT INNOVATION, BRAND IMAGE, AND HALAL LABEL ON COMPETITIVE ADVANTAGE WITH CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE (Case Study of Kopi Kenangan in Tasikmalaya). Thesis of the Islamic Economics Study Program, Faculty of Islamic Studies.

In the current era of globalization, business competition is getting tighter in various sectors, including the food and beverage industry. One of them is the coffee shop business which is increasing and developing in Indonesia. The development of the culinary business in the coffee beverage sector has made many business actors open coffee shops with various innovations made. Especially in urban areas such as Tasikmalaya. In order to remain competitive, Kopi Kenangan needs to understand the factors that influence its competitiveness. This study aims to examine the effect of product innovation, brand image, and halal label on competitive advantage with customer satisfaction as an intervening variable.

This study uses a quantitative method. The population used in this study were Kopi Kenangan consumers in Tasikmalaya with a sampling technique using accidental sampling measured by the maximum likelihood estimation method and a sample size of 155. Data were collected using a Likert scale questionnaire. Testing was carried out using SmartPLS Software version 4. The data analysis method used is Structural Equation Modeling (SEM).

The results of the study show that product innovation and brand image affect customer satisfaction, but the halal label does not affect customer satisfaction. Then product innovation and brand image affect competitive advantage, but the halal label does not affect competitive advantage. Product innovation affects competitive advantage through customer satisfaction as an intervening variable. Brand image does not affect competitive advantage through customer satisfaction. And the halal label does not affect competitive advantage through customer satisfaction.

The conclusion is that product innovation and brand image affect customer satisfaction and competitive advantage. Halal labels do not affect customer satisfaction can mediate the influence of product innovation and brand image on competitive advantage, but cannot mediate the influence of halal labels on competitive advantage.

Keywords: *Product Innovation, Brand Image, Halal Label, Competitive Advantage, Customer Satisfaction.*