

ABSTRAK

Elis Mariska, 2026. Pengaruh Ekuitas Merek, Kualitas Produk, Social Media Marketing, dan Pengetahuan Produk Halal Terhadap Minat Pembelian Produk Makanan Cepat Saji Halal.

Pesatnya perkembangan industri makanan cepat saji di Indonesia saat ini berjalan beriringan dengan meningkatnya kesadaran masyarakat akan pentingnya jaminan produk halal. Namun, data pra-survei menunjukkan bahwa meskipun minat mencoba produk cukup tinggi, tingkat perhatian konsumen terhadap label dan proses pembuatan produk halal masih perlu ditingkatkan. Penelitian ini bertujuan untuk menguji bagaimana pengaruh variabel ekuitas merek, kualitas produk, *social media marketing*, dan pengetahuan produk halal terhadap minat pembelian konsumen pada produk makanan cepat saji halal di Kota Tasikmalaya.

Penelitian ini menggunakan pendekatan kuantitatif dengan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Data diperoleh melalui penyebaran kuesioner kepada 210 konsumen Makanan Cepat Saji Halal. Instrumen penelitian telah melalui uji validitas dan reliabilitas sebelum dilakukan analisis. Proses pengolahan data dilakukan menggunakan *software* SmartPLS.

Hasil penelitian menunjukkan bahwa secara parsial, variabel ekuitas merek, kualitas produk, dan *social media marketing* memiliki pengaruh positif dan signifikan terhadap minat pembelian. Namun, hasil pengujian terhadap variabel pengetahuan produk halal tidak memiliki pengaruh signifikan terhadap minat pembelian konsumen dalam studi ini. Secara simultan, keempat variabel independen tersebut berpengaruh signifikan terhadap minat pembelian.

Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan strategi pemasaran serta menjadi referensi bagi penelitian selanjutnya mengenai faktor-faktor yang memengaruhi minat pembelian produk makanan cepat saji halal.

Kata Kunci: Ekuitas Merek, Kualitas Produk, *Social Media Marketing*, Pengetahuan Produk Halal, Minat Pembelian.

ABSTRACT

Elis Mariska, 2026. The Influence of Brand Equity, Product Quality, Social Media Marketing, and Halal Product Knowledge on Purchase Intention of Halal Fast Food Products.

The rapid growth of the fast food industry in Indonesia is currently aligned with the increasing public awareness of the importance of halal product assurance. However, pre-survey data indicates that although the interest in trying products is high, the level of consumer attention toward halal labels and production processes still needs improvement. This research aims to examine the influence of brand equity, product quality, social media marketing, and halal product knowledge on consumer purchase intention for halal fast food products in Tasikmalaya City.

This study employed a quantitative approach using Structural Equation Modeling (SEM) based on Partial Least Squares (PLS). Data were obtained through questionnaires distributed to 210 Halal fast food consumers. The research instrument underwent validity and reliability testing before analysis. Data processing was performed using SmartPLS software.

The research results indicate that partially, the variables of brand equity, product quality, and social media marketing have a positive and significant influence on purchase intention. However, testing on the halal product knowledge variable shows that it does not have a significant influence on consumer purchase intention in this study. Simultaneously, these four independent variables have a significant effect on purchase intention.

This study is expected to contribute to the development of marketing strategies and serve as a reference for future research on the factors influencing purchase intention for halal fast-food products.

Keywords: Brand Equity, Product Quality, Social Media Marketing, Halal Product Knowledge, Purchase Intention.