

ABSTRACT

This research aims to determine the influence of religiosity and brand awareness of the buying interest of sharia banks with consumer attitudes as intervening variables either partially or simultaneously. Data collection was done by distributing questionnaires to 140 respondents which then analyzed using Structural Equation Modeling. Based on outer model testing, the research instruments used are valid and reliable with the measurement of convergent validity, discriminant validity, composite reliability, and Cronbach's Alpha. Based on inner model test, the coefficient of determination in this study is buying interest of 57.3% and consumer attitudes of 54.4% with acceptance of hypothesis on the variable of brand awareness and consumer attitudes.

Keywords: Religiosity, Brand Awareness, Consumer Attitude, Buy Interest, Partial Least Square.



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ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh religiusitas dan kesadaran merek terhadap minat beli bank syariah dengan sikap konsumen sebagai variabel intervening baik secara parsial maupun simultan. Pengumpulan data dilakukan dengan cara menyebarkan kuesioner kepada 140 responden yang selanjutnya dianalisis menggunakan *Structural Equation Modeling*. Berdasarkan pengujian *outer model*, instrumen penelitian yang digunakan sudah valid dan reliabel dengan pengukuran *convergent validity*, *discriminant validity*, *composite reliability*, dan *Cronbach's Alpha*. Berdasarkan pengujian *inner model*, koefisien determinasi pada penelitian ini minat beli sebesar 57,3% dan sikap konsumen sebesar 54,4% dengan penerimaan hipotesis pada variabel kesadaran merek dan sikap konsumen.

Kata Kunci: Religiusitas, Kesadaran Merek, Sikap Konsumen, Minat Beli, *Partial Least Square*.

