

**THE RELATIONSHIP OF HALAL CERTIFICATION, ONLINE REVIEW
TOWARD RE-PURCHASE INTENTION AND RELIGION BELIEF AS AN
INTERVENING VARIABLE ON YOUNG MUSLIM CONSUMER
(CHATIME CASE STUDY)**

THESIS



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“THE RELATIONSHIP OF HALAL CERTIFICATION, ONLINE REVIEW TOWARD RE-PURCHASE INTENTION AND RELIGION BELIEF AS AN

INTERVENING VARIABLE ON YOUNG MUSLIM CONSUMER (CHATIME CASE STUDY)” is original work performed by me and it is under the guidance and advice of my faculty supervisor Dr. Dewi Nusraningrum M.Si. The work contained in this thesis has not been previously submitted for a degree or any other higher education institution. To the best of my knowledge, the thesis contains no material previously published or written by another person except where due references are made based on applicable provision. By this statement, I made with real and I am willing to accept any action taken if later proved there is plagiarism in this research.

Thus, I convey this statement letter was made with sincerity

Jakarta, January 26th, 2021



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ABSTRACT

Chatime is a teahouse that has bubble inside the drink coming from Taiwan. Chatime open the store in Indonesia since 2011, and in 2019 Chatime had registered the product to get halal certification. Indonesia is the largest muslim religion, so that's why having halal product in here is a must. The news about chatime just got the halal certification was blow up on social media, and many influencer gave a review about the product and it's effecting their followers to buy again the product. The purpose of this paper is to analyze the relationship of halal certification and online review that can effecting chatime consumer to repurchase the product. The paper uses causal research that aims to know about The Relationship of Halal Certification, Online Review toward Re-purchase Intention and Religion Belief as Intervening Variable. Evidence support by collecting the data with questionnaire and take Indonesian consumer (Chatime consumer) as a population and the number population is unknown. The sample method that uses for this paper is purposive sampling technique and using Lemeshow calculation to determine the number of samples and the result need 100 samples or respondent in order to obtain more representative data. The PLS method to analyze and describing the data. The result of the study indicates that Halal Certification has positive and significant effect to Re-purchase Intention, Religion Belief and Online Review has positive and significant effect to Re-purchase Intention, Online Review has positive and not

significant result to Religion Belief, Religion Belief has positive and not significant result to Re-purchase Intention.

Keywords: Halal Certification, Online Review, Re-purchase Intention, Religion Belief, Chatime



PREFACE

Alhamdulillahirobbil ‘alamin, Praise is merely to the Almighty Allah SWT for the gracious and mercy blessing that enables me to accomplish this bachelor degree thesis entitled: “The Relationship of Halal Certification, and Online Review toward Re-Purchase Intention and Religion Belief as an Intervening Variables (Case Study Chatime)”. This thesis is a prerequisite for obtaining a bachelor degree in the Management Study Program Faculty of Economics and Business, Universitas Mercu Buana.

The author realized as a human being in this research could not be separated from mistakes and deficiencies due to lack of knowledge and experience. The process of writing this research could not be separated from the guidance, assistance, and meaningful supports from many individuals, especially Dr. Dewi Nusraningrum, M.Si as my supervisor who has given me advice time, guidance, encouragement, knowledge that is very valuable to the author. In this occasion I would like to thanks all many individuals who helped in the process of writing this research successful, mainly to:

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Jakarta, 19 June 2020

Hanny Humairatunnisaa

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