

ABSTRAK

Fenomena penurunan daya beli konsumen di Rocket Chicken Lamongan cabang 1 diduga dipengaruhi oleh beberapa faktor, diantaranya yaitu religiusitas, dimana individu yang memiliki religiusitas tinggi cenderung akan bertindak untuk selalu mengkonsumsi dan membeli makanan yang halal dan baik (*halalan tayyiban*). Adapun sertifikasi halal juga mempengaruhi *repurchase intention*, adanya sertifikasi halal akan memberikan rasa aman dan nyaman pada konsumen sehingga akan meningkatkan pembelian ulang oleh konsumen. Tak kalah penting pula, kualitas pelayanan yang diberikan pelaku usaha dapat mempengaruhi *repurchase intention*, dimana pelayanan yang baik akan memberikan kepuasan kepada konsumen sehingga konsumen akan membeli ulang produk. Penelitian ini bertujuan untuk mengetahui pengaruh religiusitas, sertifikasi halal, dan kualitas pelayanan terhadap *repurchase intention* di Rocket Chicken Lamongan cabang 1.

Penelitian ini menggunakan pendekatan kuantitatif dengan sumber data primer dan sekunder. Populasi yang digunakan pada penelitian ini yaitu konsumen Rocket Chicken Lamongan cabang 1, menggunakan teknik *non probability sampling* jenis *purposive sampling* dengan menggunakan rumus slovin sehingga diperoleh sampel berjumlah 100 responden. Teknik pengumpulan data melalui kuesioner. Adapun teknik analisis datanya menggunakan analisis regresi linear berganda.

Hasil penelitian menunjukkan bahwa secara parsial variabel religiusitas berpengaruh positif tetapi tidak signifikan terhadap variabel *repurchase intention*, variabel sertifikasi halal dan kualitas pelayanan berpengaruh positif dan signifikan terhadap variabel *repurchase intention* di Rocket Chicken Lamongan cabang 1. Adapun pengaruh secara simultan variabel religiusitas, sertifikasi halal, dan kualitas pelayanan berpengaruh positif dan signifikan terhadap variabel *repurchase intention* di Rocket Chicken Lamongan cabang 1.

Kata kunci: *Religiusitas, Sertifikasi Halal, Kualitas Pelayanan, Repurchase Intention*

ABSTRACT

The phenomenon of declining consumer purchasing power at Rocket Chicken Lamongan branch 1 is thought to be influenced by several factors, including religiosity, where individuals who have high religiosity tend to act to always consume and buy halal and good food (halalan tayyiban). Halal certification also affects repurchase intention, the existence of halal certification will provide a sense of security and comfort to consumers so that it will increase repeat purchases by consumers. No less important, the quality of service provided by business actors can affect repurchase intention, where good service will provide satisfaction to consumers so that consumers will repurchase the product. This study aims to determine the effect of religiosity, halal certification, and service quality on repurchase intention at Rocket Chicken Lamongan branch 1.

This study uses a quantitative approach with primary and secondary data sources. The population used in this study were consumers of Rocket Chicken Lamongan branch 1, using a non-probability sampling technique of the purposive sampling type using the slovin formula so that a sample of 100 respondents was obtained. The data collection technique was through a questionnaire. The data analysis technique used multiple linear regression analysis.

The results of the study indicate that partially the religiosity variable has a positive but insignificant effect on the repurchase intention variable, the halal certification variable and service quality have a positive and significant effect on the repurchase intention variable at Rocket Chicken Lamongan branch 1. Meanwhile, the simultaneous influence of the religiosity variable, halal certification, and service quality has a positive and significant effect on the repurchase intention variable at Rocket Chicken Lamongan branch 1.

Keywords: *Religiosity, Halal Certification, Service Quality, Repurchase Intention*