

ABSTRACT

The Influence of Halal Labeling and Brand Image on Repurchase Intention Mixue in South Tangerang

*Dimas Ramadhan*¹⁾, *Dalizanolo Hulu, S.E., M.E., CRM, CRP*²⁾

- 1) *Student of Management Departement, Pembangunan Jaya University*
- 2) *Lecturer of Management Departement, Pembangunan Jaya University*

This research has the main objective to measure the influence of Halal Labeling and Brand Image on Repurchase Intention in Mixue products in South Tangerang. The method used in this research is a quantitative method with a population and sample that has been determined using a purposive sampling technique. The data collection technique uses primary data in the form of a survey. The data analysis technique uses multiple linear regression analysis through statistical testing with SPSS software. There are 112 samples and the results of this research show that there is a positive and significant influence between halal labeling on repurchase interest, there is a positive and significant influence between brand image on repurchase intention.

Keywords: Halal Labeling, Brand Image, Repurchase Intention