

**Pengaruh *Brand Image* Muslim Toko Basmalah Terhadap Minat Beli
Masyarakat Non-muslim di Daerah Melaya**

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ABSTRAK

Riset ini bermaksud guna mengetahui: (1) pengaruh *brand image* muslim Toko Basmalah terhadap minat beli masyarakat non-muslim di daerah Melaya, dan (2) besarnya pengaruh *brand image* muslim Toko Basmalah terhadap minat beli masyarakat non-muslim di daerah Melaya. Jenis Riset ini ialah Riset kausal. Populasi dalam Riset ini ialah masyarakat kelompok pemuda (12-30th) dan dewasa (31-65th) non-muslim tinggal di 2 banjar yang ada di Pangkung Dedari, Melaya yang berjumlah sebanyak 853 jiwa dan sampel dipakai sebanyak 265 orang. Metode pengumpulan data memakai kuesioner, dianalisis dengan memakai analisis regresi linear sederhana. Uji hipotestis memakai uji t yang diolah dengan bantuan program SPSS 26. Besarnya pengaruh *brand image* terhadap minat beli diuji dengan memakai uji koefisien determinasi. Hasil Riset membuktikan bahwa: (1) terdapat pengaruh *brand image* muslim Toko Basmalah terhadap minat beli masyarakat non-muslim di daerah Melaya, dengan nilai signficance $0,000 < 0,05$ dan nilai t hitung $5,985 > 1,969$, dan (2) besarnya pengaruh *brand image* muslim Toko Basmalah terhadap minat beli masyarakat non-muslim di daerah Melaya ialah sebesar 12%.

Kata Kunci: Basmalah; *Brand Image*; Minat Beli

ABSTRACT

This research aims to determine: (1) the influence of the brand image of Toko Basmalah on the buying interest of non-Muslims in the Malay area, and (2) the magnitude of the influence of the brand Muslim Basmalah on the buying interest of non-Muslims in the Malay area. This type of research is causal research. The population in this research is the non-Muslim youth group (12-30 years) and adults (31-65 years) living in 2 banjars in Pangkung Dedari, Melaya, totaling 853 people and the sample used is 265 people. Methods of data collection using a

questionnaire, analyzed using simple linear regression analysis. The hypothetical test uses a t-test which is processed with the help of the SPSS 26 program. The magnitude of the influence of brand image on buying interest is tested by using the coefficient of determination test. The results of the research prove that: (1) there is an influence of the brand image of Toko Basmalah on the buying interest of non-Muslims in the Malay area, with a significance value of $0.000 < 0.05$ and a t value of $5.985 > 1.969$, and (2) the magnitude of the influence of brand image Muslim Shop Basmalah on the buying interest of non-Muslims in the Malay area is 12%.

Keywords: Basmalah; Brand Image; Buying Interest

