ABSTRACT

The research analyzes halal labeling, brand image, product quality, and price as factors affecting Muslim consumer loyalty at McDonald’s Semarang City through satisfaction as an intervening variable. The data collected through a questionnaire. The population of this research is Muslim consumer McDonald’s Semarang City with a sample of 144 respondents use Structural Model – AMOS analysis.

The results of the analysis show that halal labeling has an insignificant effect on satisfaction and a significant effect on Muslim consumer loyalty. Brand image has an insignificant effect on satisfaction and Muslim consumer loyalty. Quality Product has a significant effect on satisfaction and Muslim consumer loyalty. Price has a significant effect on satisfaction and has an insignificant Muslim consumer loyalty. Muslim consumer satisfaction as intervening variable can’t mediated the relationship of all variables toward Muslim consumer loyalty.

Keywords: Product Quality, Satisfaction, Muslim Consumer Loyalty, Intervening, SEM.