

Pengaruh attitude toward repurchase halal product, halal self efficacy, dan halal literacy terhadap repurchase intention di restoran bersertifikat halal = The influence of attitude toward repurchase halal product halal self efficacy and halal literacy toward repurchase intention at halal certified restaurant / Ikhsan Pallawa

Ikhsan Pallawa, author

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pemahaman konsumen Muslim yang membeli di restoran bersertifikat Halal. Selain itu juga bertujuan untuk mengetahui bagaimana dan seberapa besar pengaruh Attitude Toward Repurchase Halal Product, Halal Self Efficacy, dan Halal Literacy terhadap Repurchase Intention di restoran bersertifikat Halal. Metode analisis data yang digunakan adalah analisis statistik Structural Equation Modelling (SEM).

Hasil riset 140 responden menyatakan bahwa meskipun konsumen tahu tentang makanan Halal/Haram namun hal tersebut tidak mempengaruhi keinginannya untuk membeli di restoran bersertifikat Halal. Selain itu, hasil riset juga menyatakan variabel Attitude Toward Repurchase Halal Product dan Halal Self Efficacy berpengaruh signifikan terhadap Repurchase Intention di restoran bersertifikat Halal, sedangkan variabel Halal Literacy tidak berpengaruh signifikan tetapi pengaruhnya secara tidak langsung melalui Attitude Toward Repurchase Halal Product dan Halal Self Efficacy.

ABSTRACT

This research aimed to investigate the understanding of Muslim consumers who purchase their needs at halal certified restaurant. Besides, it also aimed to observe how and to what extent the influence of Attitude Toward Repurchase Halal Product, Halal self efficacy, and Halal literacy toward repurchase intention at Halal certified restaurant. The data analysis was conducted statistically with Structural Equation Modelling (SEM).

Based on research on 140 respondents, it was shown that the consumers' awareness of Halal and Haraam foods did not affect their interest to buy at halal certified restaurant. In addition, the result showed that Attitude Toward Repurchase Halal Product and Halal self efficacy variable were significantly influential toward repurchase intention at halal certified restaurant, while Halal Literacy variable was not significantly influential yet influenced indirectly through Attitude Toward Repurchase Halal Product and Halal self efficacy.