

Analisis faktor-faktor yang mempengaruhi behavioral intention konsumen restoran bersertifikasi halal: religiusitas sebagai variabel moderasi = Analysis of factors affecting behavioral intention of halal certified restaurant s consumer religiosity as moderation variable

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Abstrak

Pola konsumsi masyarakat saat ini yang suka makan di restoran telah memunculkan fenomena baru. Masyarakat Indonesia yang mayoritas muslim membutuhkan sertifikasi halal pada restoran sebagai sarana perlindungan dari mengkonsumsi makanan haram. Namun, perilaku konsumen untuk bersantap di restoran halal tidak hanya dipengaruhi oleh adanya sertifikasi halal melainkan juga faktor budaya dan religiusitas. Penelitian ini menggunakan metode Structural Equation Modelling (SEM) untuk membedah pengaruh faktor perceived value, perceived usefulness, budaya serta religiusitas konsumen terhadap behavioral intention konsumen restoran bersertifikasi halal. Responden penelitian ini adalah masyarakat berusia 18-25 tahun yang pernah mengunjungi restoran bersertifikasi halal dalam satu bulan terakhir. Hasil penelitian menunjukkan bahwa perceived usefulness, horizontal collectivism, dan vertical individualism memiliki pengaruh terhadap behavioral intention. Sedangkan variabel religiusitas terbukti mempengaruhi hubungan perceived usefulness dengan behavioral intention, horizontal collectivism dengan behavioral intention, vertical individualism dengan behavioral intention, dan horizontal individualism dengan behavioral intention. The consumption pattern of today's society that like to dine in restaurant has created a new phenomenon. Indonesia, which is a Muslim majority country needs halal certification on restaurant as a protection for consumer from consuming a non-halal food. However, consumer behavior to dine in a halal certified restaurant is not only affected by halal certification, but also by culture and religiosity. This research using a Structural Equation Modelling (SEM) to analyze the effect of perceived value, perceived usefulness, culture, and religiosity towards consumer's behavioral intention to dine in halal-certified restaurant. Respondents of this research are those who are between 18 ? 25 years old and have visited halalcertified restaurant within the last month. This research find that perceived usefulness, horizontal collectivism, and vertical individualism affect consumer's behavioral intention. This research also find that religiosity affect the relationship between perceived usefulness and behavioral intention, horizontal collectivism and behavioral intention, vertical individualism and behavioral intention, and horizontal individualism and behaviorla intention.