

Analisis faktor-faktor yang mempengaruhi intensi pembelian produk makanan halal pada pasar modern = Factors affecting intention to purchase halal food product at modern retailers

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Abstrak

Skripsi ini meneliti tentang faktor-faktor yang memengaruhi intensi pembelian produk makanan Halal pada Pasar Modern di DKI Jakarta. Penelitian tentang produk makanan Halal telah banyak dilakukan. Namun, faktanya, kesadaran Muslim akan kehalalan produk yang mereka konsumsi di Pakistan masih rendah. Oleh karena itu, penelitian ini akan mengidentifikasi faktor kesadaran Halal, persepsi personal-sosial, pemasaran Halal, sertifikasi Halal, dan keyakinan agama terhadap intensi pembelian produk makanan pada pasar modern di DKI Jakarta.

Penelitian menggunakan survey melalui self-administrated questionnaire. Analisis dalam penelitian ini menggunakan Structural Equation Model dengan Partial Least Square SEM-PLS. Hasil penelitian ini memiliki kesamaan dengan jurnal acuan di mana semua variabel berpengaruh terhadap intensi pembelian produk makanan Halal, kecuali kesadaran Halal responden yang berbelanja di pasar modern wilayah DKI Jakarta tidak mempengaruhi intensi pembelian.

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This research identifies factors that affecting intention to purchase Halal food product at Modern Retailers in DKI Jakarta. There have been many researches in conducting Halal products. However, in fact, halal awareness of the Muslims themselves doesn't affect intention to purchase of what they consume. Therefore, this research will exhibit five indicators Halal Awareness, Personal Societal Perception, Halal Marketing, Halal Certification, and Religious Belief toward intention to purchase Halal food product.

Survey through self administrated questionnaire is used to collect the data and analysis using Structural Equation Model with Partial Least Square SEM PLS. This research has the similar results as the research that has been conducted before in Pakistan where all the variables influences intention to purchase Halal Food Product at Modern Retailers in DKI Jakarta, except the respondents'Halal Awareness of this research is still has no significant influence toward purchase.