

Determinan purchase behavior konsumen non-muslim terhadap makanan kemasan berlogo halal = Determinant affecting purchase behavior of non-muslim consumers on halal packaged food

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Abstrak

ABSTRACT

Skripsi ini mengacu kepada penelitian yang pernah dilakukan peneliti di Malaysia dengan sampel konsumen non-Muslim dari berbagai daerah di Malaysia. Tujuan skripsi adalah mengetahui faktor-faktor yang mempengaruhi konsumen non-Muslim dalam melakukan pembelian makanan kemasan berlogo halal. Data dikumpulkan melalui self-adminstrated questionna. Responden penelitian adalah masyarakat non-Muslim yang pernah membeli makanan kemasan berlogo halal. Analisis yang digunakan dalam penelitian adalah Structural Equation Modelling (SEM) menggunakan SmartPLS untuk menganalisis pengaruh faktor attitude, subjective norm, perceived behavioral control, halal logo dan halal marketing pada purchase intention dan purchase behavior. Hasil penelitian menunjukkan bahwa hanya faktor subjective norm, halal logo dan halal marketing yang mempengaruhi purchase intention yang kemudian mempengaruhi purchase behavior. Sedangkan perceived behavioral control hanya mempengaruhi langsung purchase behavior.

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ABSTRACT

This research is adopted from previous study conducted by Malaysian researcher using non-Muslim consumer sample from various regions in Malaysia. The objective of this research is to determine factors those affecting purchase behavior of non-Muslim consumers on halal packaged food. Data was collected from self-adminstrated questionnaire from non-Muslim consumers who have purchased halal packaged food. A Structural Equation Modelling (SEM) using SmartPLS is used to analyze the effect of attitude, subjective norm, perceived behavioral control, halal logo and halal marketing on purchase intention and purchase behavior. This research finds that only subjective norm, halal logo and halal marketing that affect purchase intention which later affects purchase behavior. Meanwhile perceived behavioral control only directly affects purchase behavior.