

Faktor-faktor yang memengaruhi intensi pembelian terhadap restoran Jepang bersertifikat halal di Indonesia = Factors affecting the purchase intention toward halal-certified Japanese restaurants in Indonesia

Dimas Adhi Pratama, author

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Abstrak

ABSTRAK

Perkembangan tren restoran Jepang merupakan hal penting dan perlu disoroti konsumen Indonesia yang merupakan negara dengan mayoritas penduduk muslim. Hal ini dikarenakan terdapat isu-isu seputar tidak halalnya makanan Jepang. Isu-isu terkait tidak halalnya makanan Jepang meliputi isu tentang proses penyembelihan hewan ternak dan penggunaan bumbu-bumbu masakan Jepang yang mengandung sake dan mirin. Penelitian ini membahas faktor-faktor (halal awareness, religious belief, knowledge, attitude, subjective norm, perceived behavioral control, halal certification, dan marketing of halal food) yang memengaruhi intensi pembelian terhadap restoran Jepang bersertifikat halal di Indonesia. Hasil penelitian menunjukkan bahwa religious belief, subjective norm, dan perceived behavioral control signifikan memengaruhi attitude terhadap restoran Jepang bersertifikat halal di Indonesia. Dari ketiga variabel yang memiliki pengaruh ke variabel attitude, variabel religious belief adalah variabel dengan pengaruh paling besar yaitu sekitar 55,5. Kemudian halal awareness, attitude, subjective norm, halal certification dan marketing of halal food signifikan memengaruhi purchase intention pada restoran Jepang bersertifikat halal di Indonesia. Dari lima variabel yang memiliki pengaruh ke variable purchase intention, variable attitude adalah variabel yang memiliki pengaruh paling besar yaitu sekitar 32,1.

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ABSTRACT

The emergence of Japanese restaurants in Indonesia is a phenomenon that should be highlighted by Indonesian consumer. Since Indonesia is a muslim majority country, issues regarding Japanese restaurants questionable halalness must be taken seriously. The non-halal issues of Japanese food include the slaughtering process and the seasonings used that may contain sake and mirin. This study refers to previous research about factors affecting purchase intention on halal products in Pakistan. This study discusses the factors (halal awareness, religious belief, knowledge, attitude, subjective norm, perceived behavioral control, halal certification, marketing of halal food) that affect the intention of purchasing in halal Japanese restaurant in Indonesia. The results showed that religious beliefs, subjective norms, and perceived behavioral control significantly affected the attitude towards halal Japanese restaurants in Indonesia. From those three variables, religious belief has the biggest influence on attitude, which is around 55,5. Furthermore, halal awareness, attitude, subjective norms, halal certification and marketing of halal food significantly influence the purchase intention toward halal Japanese restaurants in Indonesia. From the five variables, attitude has the biggest influence on purchase intention, which is around 32,1.