

Analisis pengaruh peran religiusitas pada intensi memilih produk halal dengan theory of reasoned action dan religious commitment inventory pada kalangan pemuda Islam di Indonesia = The effect of the role of religiosity on intention to choose halal products with theory of reasoned action and religious commitment inventory among Islamic youth in Indonesia

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Abstrak

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh teori tindakan beralasan dan alat komitmen beragama terhadap intensi memilih produk halal pemuda Islam (Gen Y) di Indonesia. Penelitian ini menggunakan data primer dari pemuda Islam pada rentang usia 17-33 tahun di Indonesia melalui kuesioner serta diolah dengan metode regresi berganda dan Anova. Pada penelitian ini mengikutsertakan 480 responden dari tiga industri produk yang terdiri dari industri personal care, makanan dan obat-obatan. Teori tindakan beralasan dalam penelitian ini dibangun dari attitude toward halal product dan subjective norms. Alat komitmen beragama dibangun berdasarkan inter-personal religiosity dan intra-personal religiosity. Hasil dari penelitian ini menunjukkan bahwa pada tiga industri, attitude toward halal product, subjective norms dan intra-personal religiosity memengaruhi intensi memilih produk halal. Pada industri personal care, attitude toward halal product dan subjective norms memengaruhi intensi memilih produk halal. Industri makanan, attitude toward halal product dan intra-personal religiosity memengaruhi intensi memilih produk halal. Terakhir, industri obat-obatan, attitude toward halal product dan intra-personal religiosity memengaruhi intensi memilih produk halal. Secara umum, pada penelitian ini menjelaskan bahwa intensi memilih produk halal pada pemuda Islam di Indonesia sudah tinggi.

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ABSTRACT

This study aims to determine the effect of theory of reasoned action and the religious commitment inventory on intention to choose halal products among Islamic youth (Gen Y) in Indonesia. this study employ primary data from Islamic youth in the age range of 17-33 years old in Indonesia with questionnaires and processed using multiple regression and ANOVA. In this study included 480 respondent from three product industries consisting of personal care, food, and medicine. Thory of reasoned action in this study are based on attitude toward halal product and subjective norms. While the religious commitment inventory are based on inter-personal religiosity and intra-personal religiosity. The results of this study indicate that in three industries, attitude toward halal product, subjective norms and intra-personal religiosity significantly affect the intention to choose halal product. In the personal care industry indicate that attitude toward halal product and subjective norms significantly affect the intention to choose halal product. The food industry indicate that attitude toward halal product and intra-personal religiosity significantly affect the intention to choose halal product. The pharmaceutical industry indicate that attitude toward halal product and intra-personal religiosity significantly affect the intention to choose halal product. Overall, our results explained that the intention to choose halal products for Islamic youth in Indonesia was high.