

Analisis Faktor-Faktor yang Mempengaruhi Willingness to Pay Konsumen Muslim Terhadap Makanan Ringan Taiwan di Indonesia : Studi Kasus Shihlin Taiwan Street Snacks = Analyzed Determinants of Muslim Consumer Willingness to Pay for Taiwanese Snacks in Indonesia Case Study: Shihlin Taiwan Street Snacks

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Abstrak

Indonesia adalah negara yang memiliki potensi pasar besar dalam industri makanan halal, sehingga menarik negara lain untuk masuk mengembangkan bisnis di Indonesia, termasuk makanan ringan asal Taiwan, khususnya Shihlin Taiwan Street Snacks. Perkembangan Shihlin di Indonesia merupakan hal yang perlu disoroti konsumen, karena berkaitan dengan isu tidak halal di beberapa titik kritis, seperti rantai pasokan, mulai dari pengadaan bahan baku (termasuk proses pemotongan hewan), penyimpanan, hingga pendistribusian. Oleh karena itu, Shihlin menjawabnya dengan sertifikasi halal Majelis Ulama Indonesia (MUI) yang didapatkan pada 16 Januari 2020. Namun hal itu berpotensi menimbulkan peningkatan harga dan mempengaruhi willingness to pay. Penelitian ini merupakan replikasi penelitian Hosseini et al. (2019), yang bertujuan menganalisis faktor-faktor yang mempengaruhi willingness to pay konsumen Muslim terhadap makanan ringan Taiwan di Indonesia dengan studi kasus Shihlin Taiwan Street Snacks. Responden merupakan 326 Warga Negara Indonesia (WNI) Muslim yang berdomisili di wilayah Indonesia, kemudian data diolah menggunakan SPSS22 dan SmartPLS3.0. Hasil penelitian menunjukkan animal slaughter, halal logo, price consciousness, food quality, dan religious commitment memiliki pengaruh positif terhadap willingness to pay konsumen Muslim pada produk Shihlin di Indonesia.

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Indonesia is a country that has a large market potential in terms of the halal food industry, thus attracting other countries to develop businesses in Indonesia, including snacks from Taiwan, specifically Shihlin Taiwan Street Snacks. The development of Shihlin in Indonesia is something that needs to be highlighted by consumers, because it is related to non halal issues at several critical points, such as the supply chains, starting from procurement of raw materials (including slaughtering processes), storage, to distribution. Therefore, Shihlin responded with halal certification from the Indonesian Ulema Council (MUI) obtained on January 16, 2020. However, this has the potential to increase prices and affect willingness to pay. This research is a replication of the research by Hosseini et al. (2019), which aims to analyze the factors that influence Muslim consumers' willingness to pay for Taiwanese snacks in Indonesia with case study of Shihlin Taiwan Street Snacks. Respondents are 326 Muslim Indonesian Citizens domiciled in the territory of Indonesia, then data was processed using SPSS22 and SmartPLS3.0. The results of the study show animal slaughter, halal logos, price consciousness, food quality, and religious commitment have a positive influence on Muslim consumers' willingness to pay for Shihlin in Indonesia.