

# Pengaruh general risk terhadap kepercayaan, kepuasan serta intention to recommend makanan halal (studi pada makanan bersertifikasi halal MUI di DKI Jakarta) = The Influence of general risk to trust, satisfaction, and intention to recommend halal food (study on MUI certified halal food in DKI Jakarta)

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## Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh general risk terhadap kepercayaan, kepuasan dan intention to recommend makanan halal (studi pada makanan bersertifikasi halal MUI). Desain penelitian ini adalah konklusif deskriptif yang dilakukan secara single-cross sectional. Peneliti melakukan pengumpulan data kepada 202 responden dengan teknik survei via online kuesioner (google form). Data diambil dengan metode pengambilan sampel non-probabilistic (convenience sampling). Sampel harus memenuhi kualifikasi sebagai berikut: responden yang beragama Islam dan dalam tiga bulan terakhir pernah membeli makanan bersertifikasi halal MUI di DKI Jakarta.

Penelitian ini memberikan hasil bahwa health risk, psychological risk dan time-loss risk memiliki pengaruh terhadap kepuasan. Health risk dan psychological risk berpengaruh terhadap kepercayaan. Serta, health risk berpengaruh terhadap intention to recommend. Selanjutnya, kepercayaan pelanggan berpengaruh positif kepada kepuasan dan intention to recommend. Selain itu, kepercayaan juga secara positif mempengaruhi intention to recommend pelanggan makanan halal studi pada makanan bersertifikasi halal MUI.

The main objective of this paper is to determine the influence of general risk to trust, satisfaction and intention to recommend of halal food (study of MUI Certified Halal Food). The research design used in this study is a descriptive conclusive research design conducted by single-cross sectional. The researcher collected data from 202 respondents using a survey technique via online questionnaire (google form). Data was collected using non-probabilistic sampling method (convenience sampling). The sample must meet the following qualifications: respondents who are Muslim and in the last three months who have purchased food that have been certified as MUI halal food in DKI Jakarta.

This study provides results that health risk, psychological risk and time-loss risk have an influence on satisfaction. Health risk and psychological risk have an effect on trust. Also, health risk affects the intention to recommend. Furthermore, customer trust has a positive effect on satisfaction and intention to recommend. In addition, trust also positively affects the intention to recommend customers of halal food, studies on MUI certified halal food.