

Analisis faktor-faktor yang memengaruhi intensi pembelian produk daging impor halal pada konsumen muslim di Indonesia = Analysis of factors influencing intention to purchase halal imported meat products for muslim consumers in Indonesia

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Abstrak

Walaupun konsumsi daging di Indonesia terus meningkat dari tahun ke tahun, peningkatan tersebut ternyata tidak dibarengi dengan produksi daging dalam negeri. Oleh karena itu, impor daging halal diperbolehkan. Dengan perspektif tersebut, penelitian ini bertujuan untuk mengetahui faktor-faktor yang memengaruhi intensi pembelian produk daging impor halal pada konsumen muslim di Indonesia. Penelitian ini mengadopsi Theory of Planned Behavior dan Push-Pull Mooring Theory serta pendekatan kuantitatif melalui metode Covariance-Based Struktural Equation Modelling (CB-SEM). Data primer dikumpulkan dengan metode non-probability sampling dan melibatkan 913 responden Muslim Indonesia yang pernah membeli produk daging impor halal (mentah/belum diolah) dalam 3 bulan terakhir. Hasil penelitian menunjukkan bahwa variabel yang memiliki pengaruh signifikan positif terhadap intensi pembelian produk daging impor halal adalah kandungan nutrisi, kontrol perilaku, dan sikap. Sementara variabel harga ditemukan berpengaruh signifikan negatif terhadap intensi pembelian produk daging impor halal. Adapun variabel religiusitas, berperan sebagai variabel mediasi, memiliki pengaruh signifikan positif terhadap sikap untuk membeli produk daging impor halal. Sedangkan variabel norma subjektif, daya tarik sensorik, dan kesadaran halal tidak signifikan terhadap intensi pembelian produk daging impor halal. Hasil penelitian ini diharapkan bisa memberikan masukan kepada pelaku industri halal, khususnya importir daging halal, dalam menyusun strategi pemasaran yang cocok berdasarkan pada faktor-faktor yang ditemukan signifikan dalam penelitian ini. Hasil ini juga diharapkan bermanfaat bagi pemerintah dan peternak lokal agar bisa mendorong produksi daging yang baik kandungan nutrisinya dan terjangkau harganya, karena faktor kesehatan dan harga inilah yang dianggap konsumen sebagai faktor terpenting yang memengaruhi intensi mereka mengkonsumsi daging impor. Hasil penelitian ini juga diharapkan bisa menjadi rujukan bagi penelitian sejenis dan memperkaya literatur terkait industri halal di Indonesia dan secara global.

.....Although meat consumption in Indonesia continues to increase from year to year, this increase is not accompanied by domestic meat production. Therefore, the import of halal meat is allowed. With this perspective, this study aims to determine the factors that influence the intensity of purchasing imported halal meat products by Muslim consumers in Indonesia. This study adopted the Theory of Planned Behavior and Push Pull Mooring Theory as well as a quantitative approach through the Covariance-Based Structural Equation Modeling (CB-SEM) method. Primary data was collected using a non-probability sampling method and involved 913 Indonesian Muslim respondents who had purchased imported halal products (raw/unprocessed) in the last 3 months. The results showed that the variables that had a significant positive effect on the intensity of purchasing imported halal meat products were nutritional content, behavioral control, and attitudes. Meanwhile, the price variable has a significant negative effect on the purchase intensity of imported halal meat products. The religiosity variable, which acts as a mediating variable, has a significant positive effect on attitudes to buying imported halal meat products. Meanwhile, the variables of

subjective norms, sensory attractiveness, and halal awareness are not significant to the intensity of purchasing imported halal meat products. The results of this study are expected to provide input to the halal industry players, especially importers of halal meat, in a suitable marketing strategy based on the factors found to be significant in this study. This result is also expected to be useful for the government and local breeders so that they can encourage the production of meat that is good in nutritional content and affordable in price, because these health and price factors are considered by consumers as the most important factors affecting their intensity of consuming imported meat. This result is also expected to be a reference for similar research and literature related to the halal industry in Indonesia and globally.