

# Determinan Attitude dan Purchase Intention Daging Sapi Potong Tersertifikasi Halal pada Konsumen Muslim di Jabodetabek = Determinants of Attitude and Purchase Intention Halal Certified Beef for Muslim Consumers in Jabodetabek

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## Abstrak

Pertumbuhan penduduk muslim secara global meningkatkan kesadaran masyarakat akan pentingnya penerapan konsep halal dalam setiap produk yang beredar di masyarakat. Hal ini berdampak pada peningkatan produk-produk yang tersertifikasi halal dan berlogo halal secara global khususnya pada negara dengan mayoritas muslim seperti di Indonesia. Bagi penduduk muslim, peran logo halal atau sertifikasi halal merupakan daya tarik tersendiri oleh para konsumen muslim dalam menentukan tindakannya. Salah satu produk yang sangat sensitif dengan faktor kehalalannya yaitu produk daging sapi potong, karena daging sapi potong tidak hanya dilihat dari bagaimana sapi dipotong dan dibagikan kepada konsumen. Daging sapi potong pada setiap prosesnya dari hulu hingga hilir perlu diperhatikan, sebab daging yang halal juga perlu memenuhi standar yang baik atau toyyib, apabila daging halal tidak dalam keadaan baik atau toyyib maka daging tersebut tetap tidak dapat dikonsumsi oleh masyarakat. Peran sertifikasi halal dan logo halal pada produk daging sapi potong sangat penting dalam memberikan jaminan produk daging sapi potong halal yang baik, aman, sehat, dan tentunya layak dikonsumsi. Oleh karena itu, penelitian ini bertujuan untuk menganalisis faktor-faktor yang berpengaruh terhadap intensi membeli daging sapi potong tersertifikasi halal. Kerangka konseptual yang digunakan untuk melihat intensi dengan model Theory of Planned Behaviour. Data dikumpulkan dari 314 responden. Selanjutnya dianalisis dengan metode SEM. Hasil analisis menunjukkan bahwa religious obligation, sikap, norma subjektif dan perceived behavioral control berpengaruh signifikan terhadap intensi membeli. Akan tetapi, pada variabel norma subjektif didapati signifikan negatif terhadap intensi membeli. Variabel knowledge dan consumer's perception didapati tidak signifikan terhadap intensi membeli. Hasil penelitian diharapkan menjadi rekomendasi bagi perusahaan penyedia daging sapi potong dalam melakukan strategi marketing dan analisis yang tepat.

.....The growth of the Muslim population globally increases public awareness of the importance of implementing the halal concept in every product circulating in the community. This has an impact on increasing products that are certified halal and have the halal logo globally, especially in countries with a Muslim majority such as Indonesia. For the Muslim population, the role of the halal logo or halal certification is the main attraction for Muslim consumers in determining their actions. One product that is very sensitive to the halal factor is beef products, because beef is not only seen from how the beef is slaughtered and distributed to consumers. Beef in every process from upstream to downstream needs to be considered, because halal meat also needs to meet good standards or toyyib, if halal meat is not in good condition or toyyib then the meat still cannot be consumed by the public. The role of halal certification and halal logos on beef products is very important in providing guarantees for halal beef products that are good, safe, healthy, and of course suitable for consumption. Therefore, this study aims to analyze the factors that influence the intention to buy halal-certified beef. The conceptual framework used to see intentions is the Theory of Planned Behavior model. Data were collected from 314 respondents. Then analyzed by SEM

method. The results of the analysis show that religious obligations, attitudes, subjective norms and perceived behavioral control have a significant effect on purchase intentions. However, subjective norms were found to be significantly negative on purchase intention. Knowledge and consumer's perception were found to be insignificant to purchase intention. The research results are expected to be a recommendation for beef supply companies in carrying out appropriate marketing and analysis strategies.