

Faktor-faktor yang memengaruhi Revisit Intention Restoran yang belum dan sudah bersertifikat halal pada konsumen Muslim Indonesia = Factors affecting the Revisit Intention of Indonesian Muslim consumers on Non-Halal certified and halal Certified Restaurant

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Abstrak

Saat ini sertifikasi halal dan pelabelan halal semakin gencar dilakukan diberbagai belahan dunia, termasuk di Indonesia. Namun sayangnya, masih banyak restoran di Indonesia yang belum mengantongi sertifikat halal untuk produk makanan yang mereka sediakan. Oleh karena itu penelitian ini bertujuan untuk mengetahui bagaimana theory of planned behavior, food quality, price fairness, dan servicescape mempengaruhi revisit intention konsumen restoran yang belum memiliki sertifikasi halal. Data dari penelitian ini diuji dengan menggunakan metode Partial Least Square Structural Equations Modeling (PLS-SEM). Pengambilan data dilakukan dengan menyebarkan kuesioner online dan diisi secara individu oleh responden. Berdasarkan 386 sampel konsumen muslim yang mengonsumsi makanan pada restoran yang belum memiliki sertifikasi halal, theory of planned behavior yang terdiri dari attitude, subjective norm, dan perceived behavioral control memengaruhi revisit intention. Food quality, substantive stage of servicescape, dan communicative stage of servicescape tidak memiliki pengaruh yang signifikan terhadap revisit intention. Price fairness dan food quality berpengaruh signifikan terhadap attitude. Attitude memediasi hubungan antara price fairness terhadap revisit intention dan food quality terhadap revisit intention. Trust tidak memberikan efek moderasi dalam pengaruh attitude, subjective norm, dan perceived behavioral control terhadap revisit intention. Berdasarkan hasil wawancara terhadap 5 narasumber konsumen muslim di Indonesia terhadap restoran yang sudah memiliki sertifikasi halal. Faktor attitude, subjective norm, dan perceived behavioral control memengaruhi revisit intention. Price fairness dan food quality berpengaruh signifikan terhadap attitude.Nowadays, halal certification and halal labeling are increasingly being done in various parts of the world, including Indonesia. In the other hand, there are still many restaurants in Indonesia that have not obtained halal certification for the food they make and provide to the masses. Therefore, this study aims to determine how theory of planned behavior, food quality, price fairness, and servicescape affect the revisit intention of consumers for restaurants that do not have any halal certification. The data from this study were tested using the method known as Partial Least Square Structural Equations Modeling (PLS-SEM). Data collection is carried out by distributing online questionnaires that are filled out individually by respondents. Based on 386 samples of Muslim who consume food at restaurants that do not have halal certification, the theory of planned behavior consisting of attitude, subjective norm, and perceived behavioral control affects revisit intention. Food quality, substantive stage of servicescape, and communicative stage of servicescape have no significant effect on revisit intention. Price fairness and food quality have a significant effect on attitude. Attitude mediates the relationship between price fairness on revisit intention and food quality on revisit intention. Trust does not provide a moderating effect in the relationship between attitude, subjective norm, and perceived behavioral control on revisit intention. Based on the results of interviews with 5 Muslim consumer in Indonesia to restaurants that already have halal certification. Theory of planned behavior consisting of attitude, subjective norm, and perceived behavioral control affects revisit intention.

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