

Analisis Faktor-Faktor yang Mendorong Pelaku UMKM untuk Menjadi Halalpreneur dengan Pendekatan Theory of Planned Behavior = Analysis of Factors Encouraging MSME Entrepreneur to Become Halalpreneur Using The Theory of Planned Behavior Approach

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor-faktor yang mendorong para pelaku UMKM di Indonesia untuk menjadi Halalpreneurs. Penelitian ini menganalisis faktor attitude yang terdiri atas awareness of halal entrepreneurship, intrinsic motivation, effort to seek out opportunity, creativity and innovation, honesty and integrity, dan perceived desirability, faktor subjective norm terdiri atas family support dan peers influence, faktor perceived behavioral control terdiri atas perceived feasibility dan perceived governmental support, dan faktor religiosity terhadap kecenderungan para pelaku UMKM untuk menjadi halalpreneurs. Data dalam penelitian ini diperoleh dari 450 responden muslim yang merupakan pelaku UMKM di bidang kuliner, kosmetik, obat-obatan, dan bidang usaha lainnya yang memerlukan sertifikasi halal untuk menjamin kehalalan produknya di Indonesia. Data dianalisis menggunakan analisis deskriptif dan partial least squares menggunakan software SmartPLS 3.0. Hasil penelitian ini adalah intrinsic motivation, effort to seek out opportunity, perceived desirability, perceived feasibility, dan perceived governmental support signifikan positif berpengaruh terhadap halalpreneurial propensity. Sedangkan awareness of halal entrepreneurship, creativity and innovation, honesty and integrity, family support, peers influence, dan religiosity tidak signifikan mempengaruhi halalpreneurial propensity para pelaku UMKM di Indonesia.

.....This study aims to determine the factors that encourage MSME entrepreneurs in Indonesia to become Halalpreneurs. This study analyzed the relationship between attitude such as awareness of halal entrepreneurship, intrinsic motivation, effort to seek out opportunities, creativity and innovation, honesty and integrity, and perceived desirability, subjective norm such as family support and peers influence, perceived behavioral control such as perceived feasibility and perceived governmental support, and religiosity to the propensity of MSME entrepreneurs to become halalpreneurs. Data were collected from 450 muslim respondents who are MSME entrepreneurs in the culinary, cosmetics, pharmaceutical, and other business fields that require halal certification to ensure the halalness of their products in Indonesia. Data were analyzed using descriptive analysis and partial least squares using the SmartPLS 3.0. The results of this study are intrinsic motivation, effort to seek out opportunity, perceived desirability, perceived feasibility, and perceived governmental support significantly influenced the halalpreneurial propensity of MSME entrepreneurs in Indonesia. Meanwhile, awareness of halal entrepreneurship, creativity and innovation, honesty and integrity, family support, peer influence, and religiosity did not significantly influence the halalpreneurial propensity of MSME entrepreneurs in Indonesia.