

Pengaruh institutional pressure, religious obligation, dan halal knowledge terhadap patronage intention konsumen muslim untuk restoran halal setelah makan di restoran makanan asing yang tidak memiliki logo halal di Indonesia = Impact of institutional pressure, religious obligations, and halal knowledge on patronage intentions of muslim consumers for halal restauration after eating at foreign food restaurants without halal logo in Indonesia

Muhammad Raffey Satrio Bimo, author

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Abstrak

Semakin berkembangnya pangsa pasar industri halal, pentingnya pelaksanaan halal dalam kehidupan umat muslim semakin menjadi perhatian pemerintah Indonesia selaku negara dengan penduduk muslim terbesar di dunia. Terdapat fenomena dimana banyak restoran makanan asing di Indonesia yang tidak memiliki logo halal resmi, namun menunjukkan bahwa kesan restorannya halal dengan memasang tulisan 'No Pork' atau 'No Lard' yang disebut sebagai tacit halal cues (THC). Dengan adanya fenomena ini dan juga peraturan wajib halal dari pemerintah Indonesia, penelitian ini akan menganalisis bagaimana pengaruh fenomena tersebut terhadap intensi patronase konsumen muslim yang pernah makan di restoran makanan asing yang tidak berlogo halal terhadap restoran halal. Penelitian ini dilakukan dengan metode Partial Least Squares Structural Equation Model (PLS-SEM). Hasil Penelitian menunjukkan bahwa Religios Obligation, Halal Knowledge dan Attitude Towards Halal dapat mempengaruhi Patronage Intention. Ditemukan juga bahwa Institutional Pressure, Religious obligation, dan Halal Knowledge dapat mempengaruhi Attitude Towards Halal.

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The increasing market share of halal industry, increases the importance of halal implementation in the life of Muslims and is becoming the attention of the Indonesian government as the country with the largest Muslim population in the world. There is a phenomenon where many foreign food restaurants in Indonesia do not have an official halal logo, but show that the effect of the restaurant is halal by placing the inscription "No Pork" or "No Lard" called tacit halal cues. (THC). With the presence of this phenomenon and also mandatory halal regulations of the Indonesian government, this study will analyze how the effect of such phenomena on the intention of Muslim consumer patronage on foreign food restaurants that do not have a halal logo. The study was conducted using the Partial Least Squares Structural Equation Model. (PLS-SEM). The results of the research show that religious obligations, halal knowledge and attitudes towards halal can affect patronage intention. It was also found that Institutional Pressure, Religious Obligation, and Halal Knowledge can influence Attitudes Toward Halal.