

Faktor-Faktor yang Memengaruhi Intensi Pembelian Produk Makanan Halal oleh Konsumen Muslim Indonesia = Factors Influencing Intention to Purchase Halal Food Products by Indonesian Muslim Consumers

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Abstrak

Sebagai negara dengan mayoritas penduduknya menganut agama Islam dan menjadi negara dengan penduduk muslim terbanyak di dunia, sangat menarik dan penting untuk melakukan penelitian terkait praktik halal di Indonesia. Sejalan dengan hal tersebut, dengan menggunakan pendekatan kuantitatif dan desain penelitian deskriptif yang mengumpulkan 346 responden berkewarganegaraan Indonesia yang berdomisili di Indonesia, beragama Islam, berusia antara 18 hingga 65 tahun, dan pernah mengonsumsi makanan bersertifikat halal, penelitian ini bertujuan untuk menganalisis faktor-faktor yang memengaruhi intensi pembelian produk makanan halal konsumen muslim Indonesia, yakni halal marketing, religious belief, halal awareness, halal logo certification, personal societal perception, dan product ingredients. Penelitian ini juga menganalisis pengaruh dari religious belief dan halal logo certification terhadap halal awareness, serta mencari tahu bagaimana peran mediasi dari halal awareness terhadap pengaruh tidak langsung dari religious belief dan halal logo certification terhadap halal purchase intention. Dengan menggunakan metode Partial Least Square - Structural Equation Modelling (PLS-SEM) melalui software SmartPLS 4, penelitian ini menemukan bahwa halal marketing, halal awareness, personal societal perception, dan product ingredients berpengaruh positif terhadap halal purchase intention. Selain itu, halal logo certification juga memiliki pengaruh yang positif dan signifikan baik terhadap halal awareness maupun halal purchase intention. Di sisi lain, penelitian ini menemukan bahwa religious belief tidak berpengaruh secara signifikan terhadap halal awareness dan halal purchase intention. Dengan segala keterbatasan penelitian yang ada, hasil dari penelitian ini dapat dimanfaatkan oleh pemerintah, Majelis Ulama Indonesia (MUI), Badan Penyelenggara Jaminan Produk Halal (BPJPH) dalam bersinergi guna membangun halal awareness konsumen Muslim Indonesia. Pelaku usaha, khususnya para produsen makanan halal dapat memanfaatkan hasil penelitian untuk meningkatkan penjualan produk makanan halal mereka.

.....As a country with the majority of its population adhering to Islam and being the country with the largest Muslim population in the world, it is very interesting and important to conduct research related to halal practices in Indonesia. In line with this, using a quantitative approach and a descriptive research design that collected 346 respondents who are Indonesian citizens who live in Indonesia, are Muslim, aged between 18 to 65 years, and have consumed halal-certified food, this study aims to analyze the factors that affect the intention to purchase halal food products for Indonesian Muslim consumers, namely halal marketing, religious belief, halal awareness, halal logo certification, personal societal perception, and product ingredients. This study also analyzes the influence of religious belief and halal logo certification on halal awareness, and finds out the mediating role of halal awareness on the indirect effect of religious belief and halal logo certification on halal purchase intention. Using the Partial Least Square - Structural Equation Modeling (PLS-SEM) method through SmartPLS 4 software, this study found that halal marketing, halal awareness, personal societal perception, and product ingredients have a positive effect on halal purchase intention. In addition, halal logo certification also has a positive and significant impact on both halal

awareness and halal purchase intention. On the other hand, this study found that religious belief did not have a significant effect on halal awareness and halal purchase intention. With all the limitations of existing research, the results of this research can be utilized by the government, “Majelis Ulama Indonesia”(MUI), “Badan Penyelenggara Jaminan Produk Halal” (BPJPH) in synergy to build halal awareness for Indonesian Muslim consumers. Business actors, especially halal food producers, can take advantage of research results to increase sales of their halal food products.