

Pengaruh Halal Awareness, Halal Certification, dan Attitude Terhadap Niat Beli Konsumen Muslim di Indonesia: Studi Kasus pada Makanan Lokal dan Brand Internasional = The Influence of Halal Awareness, Halal Certification, and Attitude on the Purchase Intention of Muslim Consumers in Indonesia: A Case Study on Local Food and International Brands

Baiq Hofian Andriana, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor yang mempengaruhi perilaku pembelian konsumen muslim di Indonesia. Penelitian terbagi menjadi dua bagian yaitu situasi A dan B. Situasi A menggambarkan responden membeli makanan di kantin yang belum memiliki sertifikasi halal, sedangkan pada situasi B responden membeli makanan pada brand internasional yang belum memperoleh sertifikasi halal. Menggunakan pendekatan kuantitatif yang mengumpulkan 150 responden pada setiap bagian dengan menggunakan desain penelitian deskriptif. Masyarakat beragama Islam dan memiliki usia diatas 17 tahun menjadi subjek dari penelitian ini. Analisis yang digunakan adalah Structural Equation Model (SEM), menggunakan software Smart-PLS. Berdasarkan hasil penelitian didapatkan situasi A terkait halal awareness, dan attitude berpengaruh terhadap purchase intention. Pada situasi B, halal awareness berpengaruh positif terhadap purchase intention sedangkan attitude tidak berpengaruh. Halal certification pada dua situasi berpengaruh negatif terhadap purchase intention, dan purchase intention berpengaruh positif terhadap buying behavior.

.....This research aims to identify the factors influencing the purchasing behavior of Muslim consumers in Indonesia. The study is divided into two parts, namely Situation A and Situation B. Situation A depicts respondents buying food from a canteen without halal certification, while in Situation B, respondents purchase food from an international brand without halal certification. A quantitative approach was used, gathering 150 respondents for each part through a descriptive research design. The subjects of this study were individuals who were Muslims and above 17 years old. The analysis employed Structural Equation Model (SEM) using Smart-PLS software. Based on the research findings, it was revealed that in Situation A, halal awareness and attitude had an impact on purchase intention. In Situation B, halal awareness had a positive impact on purchase intention, while attitude did not have an impact. Halal certification had a negative influence on purchase intention in both situations, and purchase intention had a positive impact on buying behavior.