

Efektivitas Penggunaan Label Halal Pada Produk Non Makanan dalam Meningkatkan Minat Beli Produk = Effectiveness of Using Halal Labels on Non-Food Product to Enhance Product Purchase Intention

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Abstrak

Di Indonesia, masyarakat yang memeluk agama Islam semakin peduli akan keislamannya. Hal ini terlihat dari banyaknya wanita yang mengenakan hijab, yang mana di era 1980-an, sangat sedikit wanita yang mengenakan hijab. Indonesia sebagai salah satu negara muslim terbesar di dunia, serta didukung dengan fenomena keislaman yang semakin meningkat, telah menjadi pasar yang menarik untuk para pelaku industri. Setiap harinya, produk yang dilabeli label halal semakin bertambah, termasuk produk yang tidak dikonsumsi langsung seperti deterjen. Tesis ini melihat pengaruh adanya label halal pada produk deterjen dalam meningkatkan minat beli. Pengaruh antara knowledge, attitude, religiosity (dengan lima dimensi di dalamnya, dimensi ideological, intellectual, ritualistic, consequential, dan experimental), dan perceived usefulness terhadap purchase intention produk deterjen berlabel halal juga akan dibahas pada tesis ini. Metode penelitian yang dilakukan adalah metode penelitian kuantitatif dengan melaksanakan proses survei dan akan dianalisis dengan Structural Equation Modelling Partial Least Square (SEM-PLS). Berdasarkan hasil main test, knowledge, experimental, dan perceived usefulness berpengaruh positif secara signifikan terhadap attitude pada deterjen berlabel halal. Intellectual juga berpengaruh positif terhadap attitude, namun efeknya tidak signifikan. Sebaliknya, pada beberapa variabel seperti ideological, ritualistic, dan consequential, terdapat pengaruh negatif terhadap attitude pada deterjen berlabel halal. Kesimpulannya, attitude yang positif terhadap deterjen berlabel halal akan mempengaruhi purchase intention secara signifikan.

.....In Indonesia, people who believe Islam are increasingly aware about their religiosity. This can be seen from the increasing number of women who wear hijab, which in the 1980s, very few women wore hijab. Indonesia as one of the largest Muslim countries in the world, and supported by an increasing religiosity, has become an attractive market for industry players. Everyday, the number of halal labelled products are increasing, including the products that are not consumed directly such as detergents. This thesis looks at the effect of halal labels on detergent products in increasing purchase intention. The effect of knowledge, attitude, religiosity (containing five dimensions such as ideological, intellectual, ritualistic, consequential, and experimental), and perceived usefulness towards intention to purchase halal labeled detergent products will be discussed in this thesis. The method of this research is quantitative research method by implementing survey process and will be analyzed with Structural Equation Modeling Partial Least Square (SEM-PLS). According to main test result, knowledge, experimental, and perceived usefulness have positive significant effects to attitude towards buying halal label labelled detergent. Intellectual also has positive effect, but the significance level is low. In contrast, in some variables such as ideological, ritualistic, and consequential, there are negative effects to attitude towards halal label labelled detergent. In conclusion, positive attitude towards halal labelled detergent will affect purchase intention significantly.