

# Analisis pengaruh halal food knowledge dan theory of planned behavior terhadap intensi pembelian kembali pada makanan restoran halal bagi konsumen Non-Muslim di Indonesia = The influence analysis of halal food knowledge and theory of planned behavior towards repurchase intention of halal restaurant's food for Non-Muslim consumers in Indonesia

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## Abstrak

Saat ini industri halal atau syariah sedang berkembang pesat di seluruh dunia, seperti pada sektor makanan, keuangan, fesyen, farmasi, kosmetik, media dan rekreasi, serta pariwisata. Makanan menjadi salah satu sektor yang paling menarik lantaran istilah makanan halal identik dengan budaya Muslim. Meski demikian, makanan halal telah memiliki tempatnya tersendiri bagi kalangan masyarakat non-Muslim, termasuk di Indonesia yang mayoritas penduduknya beragama Islam. Makanan halal dinilai sejalan dengan jaminan kesehatan konvensional. Oleh karena itu, penelitian ini bertujuan untuk meneliti faktor yang memengaruhi konsumen non-Muslim di Indonesia dalam melakukan pembelian kembali makanan dari restoran halal berbahan daging. Responden dalam penelitian ini adalah masyarakat non-Muslim yang berusia lebih dari 17 tahun dan pernah melakukan pembelian setidaknya dua kali dalam setahun terakhir pada makanan berbahan daging dari restoran halal. Penelitian ini menggunakan software SmartPLS 3 untuk melihat pengaruh halal food knowledge, attitude, subjective norm, dan perceived behavioral control terhadap repurchase intention makanan restoran halal. Hasil penelitian menunjukkan bahwa halal food knowledge tidak berpengaruh secara langsung terhadap repurchase intention. Sedangkan attitude, subjective norm, dan perceived behavioral control berpengaruh langsung terhadap repurchase intention. Ketiganya juga memediasi hubungan halal food knowledge dengan repurchase intention.

.....Nowadays, the halal or sharia industries are developing rapidly throughout the world, such as in food, finance, fashion, pharmaceuticals, cosmetics, media and recreation, and tourism sector. Food is one of the most attractive sectors because the term halal food is related to Muslim culture. However, halal food has its place for non-Muslims, including in Indonesia where the majority of the population are Muslims. Halal food is in accordance with conventional health insurance. Therefore, the objective of this study is to determine the factors that influence repurchase intention of non-Muslim consumers in Indonesia for meat-based food from halal restaurants. Respondents in this study are non-Muslims whose age more than 17 years who had purchased meat-based food from halal restaurants at least twice in the past year. This study used SmartPLS 3 software to see the effect of halal food knowledge, attitude, subjective norm, and perceived behavioral control on repurchase intention of food from halal restaurants. The results showed that halal food knowledge has no direct effect on repurchase intention. Meanwhile, attitude, subjective norm, and perceived behavioral control have direct relationship with repurchase intention. The three also mediate the relationship between halal food knowledge and repurchase intention.