

Penerapan theory of planned behavior dalam intensi pembelian konsumen muslim di restoran bersertifikat halal : Religiosity sebagai variabel moderasi = Applying theory of planned behavior in purchase intention toward restaurant with halal certification : Religiosity as moderating variabel

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Abstrak

Telah banyak penelitian tentang produk halal dikembangkan oleh beberapa peneliti, namun sangat terbatas penelitian yang mengambil objek restoran bersertifikat halal. Penelitian ini bertujuan untuk mengetahui penggunaan Theory of Planned Behavior dalam menganalisis pengaruh sikap, norma subjektif, dan persepsi kendali perilaku terhadap intensi pembelian di restoran bersertifikat halal dengan religiusitas sebagai variabel moderasi. Data dikumpulkan melalui self-administrated questionnaire di wilayah Jabodetabek. Analisis yang digunakan dalam penelitian ini adalah multiple regression. Hasil penelitian menunjukkan bahwa sikap, norma subjektif, dan persepsi kendali perilaku berpengaruh terhadap intensi pembelian. Moderasi religiusitas mempengaruhi norma subjektif dan persepsi kendali perilaku terhadap intensi pembelian, sedangkan moderasi religiusitas tidak mempengaruhi sikap terhadap intensi pembelian.

.....Numbers of research dealing with halal product have been conducted by many researchers. However, very limited numbers of research were focusing in restaurant with halal certification. The purpose of this research is to analyze application of Theory of Planned Behavior in purchase intention toward restaurant with halal certification with religiosity as moderating variable. Data was collected from self-administrated questionnaire within Jabodetabek and analyzed using multiple regression. The result of this research shows that attitude, subjective norms, and perceived behavioral control affect purchase intentiony. Moderation of religiosity significantly effects subjective norms and perceived behavioral control in purchase intention, while moderation of religiosity does not affect attitude in purchase intention.