

Analisis pengaruh perceived value, perceived usefulness, satisfaction, religiosity dan role of culture terhadap repurchase intention restoran bersertifikat halal = Causal analysis of perceived value perceived usefulness satisfaction religiosity and role of culture towards repurchase intention with halal certification

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Abstrak

Skripsi ini mengambil dari penelitian yang pernah dilakukan oleh peneliti di Inggris. Tujuan utama skripsi ini adalah mengetahui faktor yang mempengaruhi konsumen untuk melakukan pembelian kembali makanan pada restoran bersertifikat halal. Namun, perilaku konsumen untuk bersantap di restoran halal tidak hanya dipengaruhi oleh adanya sertifikasi halal melainkan juga faktor budaya dan religiusitas. Data dikumpulkan melalui self-administrated questionnaire di wilayah Jabodetabek. Responden penelitian ini adalah masyarakat Jabodetabek yang pernah mengunjungi restoran bersertifikat halal dalam satu bulan terakhir.

Analisis yang digunakan dalam penelitian ini adalah Structural Equation Modelling SEM untuk menganalisis pengaruh faktor perceived value, perceived value, satisfaction, role of culture serta religiusitas konsumen terhadap repurchase intention konsumen restoran bersertifikasi halal.

Hasil penelitian menunjukkan bahwa perceived value perceived usefulness, horizontal collectivism dan vertical individualism memengaruhi repurchase intention. Sedangkan variabel religiusitas hanya mempengaruhi hubungan vertical individualism dengan repurchase intention.

.....This research is adopted from previous study was conducted in British. The main objective of this research is to determine factors those affect consumer intention to repurchase halal restaurant. However, consumer behavior to dine in halal restaurant is not only affected by halal certification, but also by culture and religiosity. Data was collected from self adminstrated questionnaire within Jabodetabek.

This research using a Structural Equation Modelling SEM to analyze the effect of perceived value, perceived usefulness, satisfaction, role of culture towards consumers repurchase intention halal restaurant.

This research find that perceived value, perceived usefulness, horizontal collectivism and vertical individualism affect consumers repurchase intention. However, religiosity is only affect the relationship between vertical individualism and Repurchase Intention.