

Analisis Faktor-Faktor Yang Mempengaruhi Intensi Mengunjungi Restoran Asing Jepang dan Korea Bersertifikat Halal Di Indonesia = Analysis of Factors That Influence The Intention To Patronage Foreign Japanese and Korean Halal Restaurant In Indonesia

Hilman Fadli Supriadi, author

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Abstrak

Penelitian ini bertujuan untuk mengetahui faktor apa saja yang mempengaruhi intensi untuk mengunjungi restoran asing Jepang dan Korea bersertifikat halal di Indonesia yang diukur melalui Theory of Planned Behavior (TPB) seperti attitude, subjective norms, dan perceived behavioral control dan juga dengan adanya moderasi religiusitas untuk setiap variabel. Data yang diolah, diperoleh dari penyebaran kuesioner kepada 246 responden masyarakat Indonesia yang beragama Islam, berusia diatas 17 tahun, dan pernah mengunjungi restoran asing Jepang dan Korea yang bersertifikat halal. Analisis data dilakukan menggunakan analisis deskriptif dan Structural Equation Modeling (SEM) menggunakan LISREL. Hasil penelitian menunjukkan bahwa subjective norms dan perceived behavioral control berpengaruh positif terhadap intensi, sedangkan religiusitas memoderasi faktor perceived behavioral control secara positif terhadap intensi.

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The study aims to determine the factors that affect Indonesian peoples intention to patronage halal restaurant from Japan and Korea by using Theory of Planned Behavior TPB like attitude, subjective norms, perceived behavioral control and moderated by religiosity. Data obtained from 246 respondents aged 17th and above, is Muslim, and have visit foreign halal restaurant from Japan and Korea. Data was performed by descriptive analysis and Structural Equation Modeling (SEM) with LISREL software. The result indicate that subjective norms and perceived behavioral control are significantly affecting Indonesian peoples Intention to visit halal restaurant, and that religiosity significantly and positively moderate perceived behavioral control towards Intention to patronage.</i>