

Faktor-faktor yang mempengaruhi intensi pembelian terhadap frozen food halal oleh konsumen muslim di Indonesia = Factors affecting purchase intention of halal frozen food by muslim consumers in Indonesia

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Abstrak

Indonesia merupakan salah satu negara dengan populasi Muslim terbesar di dunia. Hal itu membuat industri makanan di Indonesia terus berkembang. Hal ini tidak terlepas dari kesadaran masyarakat tentang pentingnya sertifikasi makanan halal. Pertumbuhan produsen frozen food bersertifikat halal dapat meningkatkan persaingan, sehingga produsen perlu mempertimbangkan faktor-faktor apa yang memengaruhi intensi pembelian frozen food bersertifikat halal. Penelitian ini bertujuan untuk mengetahui apakah faktor-faktor halal awareness, religious belief, attitude, subjective norms, perceived behavioral control, halal certification, dan halal marketing memengaruhi intensi pembelian terhadap frozen food halal di Indonesia. Data dalam penelitian ini diperoleh dari penyebaran kuesioner kepada konsumen frozen food bersertifikat halal dalam rentang waktu 6 bulan terakhir. Data ini diproses menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM). Hasil penelitian ini menunjukkan bahwa halal awareness, attitude, perceived behavioral control, halal certification, dan halal marketing signifikan memengaruhi purchase intention pada frozen food bersertifikat halal di Indonesia.

.....Indonesia is one of the countries with the largest Muslim population in the world. This makes the food industry in Indonesia continue to grow, as it can not be separated from the public awareness of the importance of halal food certification. As the producers of halal certified frozen food keep growing, it can increase competition, so the producers need to consider what factors that might influence the intention to purchase halal-certified frozen food. This study aims to determine whether factors (halal awareness, religious belief, attitude, subjective norms, perceived behavioral control, halal certification, and halal marketing) influence purchase intentions of halal frozen food in Indonesia. The data in this study were obtained from distributing questionnaires to halal certified frozen food consumers in the last 6 months. This data is processed using Partial Least Square-Structural Equation Modeling (PLS-SEM). The results of this study indicate that halal awareness, attitude, perceived behavioral control, halal certification, and halal marketing significantly affect purchase intention of halal certified frozen food in Indonesia.