

Faktor-faktor yang memengaruhi intensi pembelian suplemen bersertifikasi halal = Factors affecting purchase intention of halal certified supplements

Sri Astuti, author

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Abstrak

Penelitian ini bertujuan untuk mengidentifikasi faktor yang memengaruhi purchase intention untuk produk suplemen bersertifikasi halal dengan mengembangkan theory of reasoned action (TRA) dengan subjective norm sebagai variabel eksogen dan variabel eksogen tambahan seperti religiosity, halal knowledge dan halal certification serta attitude sebagai variabel mediasi. Penelitian ini menggunakan metode penelitian kuantitatif dengan desain deskriptif dengan memperoleh 193 data yang berasal dari survei berupa kuesioner online menggunakan google form kepada Muslim dan Warga Negara Indonesia (WNI) yang berdomisili di Indonesia serta pernah membeli suplemen yang sudah bersertifikasi halal selama rentang waktu Maret 2020 - Maret 2022. Analisis data menggunakan metode Partial Least Square Structural Equation Model (PLS-SEM) dengan bantuan software SmartPLS 3.0. Penelitian ini menemukan bahwa Subjective Norm, Halal Knowledge dan Attitude berpengaruh signifikan terhadap Purchase Intention, sedangkan Religiosity dan Halal Certification tidak berpengaruh. Selanjutnya, variabel Halal Certification, Halal Knowledge dan Subjective Norm ditemukan memiliki pengaruh signifikan terhadap Attitude. Hasil uji mediasi menunjukkan bahwa attitude tidak berpengaruh signifikan dalam memediasi variabel religiosity dengan purchase intention.

.....This study aims to identify factors that influence purchase intention for halal-certified supplement products by developing a theory of reasoned action (TRA) with subjective norms as exogenous variables and additional exogenous variables such as religiosity, halal knowledge and halal certification and attitude as mediating variables. This study uses a quantitative research method with a descriptive design by obtaining 193 data from a survey in the form of an online questionnaire using a google form to Muslims and Indonesian citizens (WNI) who live in Indonesia and have purchased supplements that have been certified halal during the period March 2020 - March 2022. Data analysis using the Partial Least Square Structural Equation Model (PLS-SEM) method with SmartPLS 3.0 software. This study found that Subjective Norm, Halal Knowledge and Attitude have a significant effect on Purchase Intention, while Religiosity and Halal Certification have no effect. Furthermore, the variables Halal Certification, Halal Knowledge and Subjective Norm were found to have a significant relationship with Attitude. The results of the mediation test show that attitude has no significant effect in mediating the religiosity with purchase intention