

Pengaruh Kesadaran Halal Generasi Z Akan Pengetahuan Rantai Pasokan Halal Terhadap Niat Membeli Produk Frozen Food Halal = The Influence of Generation Z's Halal Awareness of Halal Supply Chain Knowledge on Intention to Purchase Halal Frozen food products

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Abstrak

Dengan meningkatnya konsumsi dan pertumbuhan industri frozen food mendorong pemerintah untuk memperhatikan kehalalan dari produk frozen food. Penelitian ini berupaya untuk menganalisis kesasaran halal generasi Z tentang pengetahuan rantai pasokan halal terhadap niat membeli produk frozen food halal. Penelitian ini mengumpulkan data primer melalui survey yang disebarakan secara online ke seluruh Indonesia. Data yang diolah menggunakan metode PLS-SEM dengan menggunakan software SmartPLS 3. Ditemukan bahwa halal supply chain knowledge (HSC) dengan sertifikasi halal memberikan pengaruh positif signifikan terhadap niat beli produk frozen food halal di kalangan generasi Z, sedangkan Religiusitas (R) tidak memberikan pengaruh secara signifikan. Variabel Halal Awareness (HA) yang memoderasi pengaruh variabel yang diuji ditemukan bahwa Halal Awareness (HA) dapat memoderasi pengaruh Halal Supply Chain Knowledge (HSC) dan Sertifikasi Halal (SH) terhadap Niat Beli (NB). Sedangkan dalam konstelasi pengaruh antara Religiusitas (R) terhadap Niat Beli(NB), Halal Awareness (HA) tidak memoderasi secara signifikan.

.....With the increasing consumption and growth of the frozen food industry, it encourages the government to pay attention to the halalness of frozen food products. This study seeks to analyze Generation Z's halal intentions about halal supply chain knowledge on the intention to buy halal frozen food products. This research collects primary data through surveys distributed online throughout Indonesia. The data were processed using the PLS-SEM method using SmartPLS 3 software. It was found that halal supply chain knowledge (HSC) with halal certification had a significant positive effect on the purchase intention of halal frozen food products among generation Z, while Religiosity (R) did not have a significant effect. The Halal Awareness (HA) variable which moderates the influence of the tested variables found that Halal Awareness (HA) can moderate the influence of Halal Supply Chain Knowledge (HSC) and Halal Certification (SH) on Purchase Intention (NB). Meanwhile, in the constellation of the influence between Religiosity (R) on Buying Intention (NB), Halal Awareness (HA) does not moderate significantly.