

Pengaruh faktor-faktor halal aspect yang mendeterminasi halal repurchase intention: Studi pada konsumen Restoran Gyu-Kaku = The Influence of halal aspect factors that determine halal repurchase intention: Study on Gyu-Kaku Restaurant consumers

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Abstrak

Penelitian ini bertujuan untuk memahami bagaimana produk halal memengaruhi keputusan repurchase intention konsumen di restoran halal. Produk halal, yang diproduksi sesuai dengan prinsip syariah Islam, memainkan peran penting dalam preferensi konsumen, terutama bagi mereka yang mengutamakan keyakinan agama dalam pengambilan keputusan pembelian. Penelitian ini fokus pada pengaruh faktor-faktor halal aspek terhadap halal repurchase intention di restoran halal dengan mengambil studi pada restoran Gyu-Kaku. Penelitian ini mengumpulkan data melalui metode survey yang disebar melalui google form kepada 239 responden dengan kriteria berdomisili di Jabodetabek, berusia diatas 15 tahun, beragama Islam, mengetahui tentang aturan syariah Islam terkait halal dan haram, sudah pernah membeli produk di restoran Gyu-Kaku, mempunyai pengetahuan yang cukup tentang prosedur kehalalan Gyu-Kaku, mengetahui tentang sertifikasi halal restoran Gyu-Kaku. Penelitian ini dianalisis dengan menggunakan metode kuantitatif dan Partial Least Square (PLS) melalui aplikasi SMART PLS4, Hasil penelitian menunjukkan adanya pengaruh positif antara Halal Credence, Halal awareness, Halal certification, need for cognition, effort, dan health consciousness, terhadap satisfaction toward halal food. Penelitian ini juga menemukan bahwa religiosity memiliki pengaruh positif terhadap halal repurchase intention, serta religiosity juga berperan sebagai variabel moderasi yang signifikan antara satisfaction toward halal food dan halal repurchase intention.

.....This study aimed to understand how halal products influenced consumers' repurchase intention decisions in halal restaurants. Halal products, which were produced in accordance with Islamic sharia principles, played an important role in consumer preferences, especially for those who prioritized religious beliefs in making purchasing decisions. This study focused on the influence of halal aspects on halal repurchase intention in halal restaurants, taking a case study at the Gyu-Kaku restaurant. The data for this study were collected through a survey method distributed via Google forms to 239 respondents who met specific criteria: living in Jabodetabek, being over 15 years old, Muslim, knowledgeable about Islamic sharia rules regarding halal and haram, having purchased products at the Gyu-Kaku restaurant, having sufficient knowledge about Gyu- Kaku's halal procedures, and being aware of Gyu-Kaku's Halal certification. The data were analyzed using quantitative methods and Partial Least Square (PLS) through the SMART PLS4 application. The results showed a positive influence of Halal Credence, Halal awareness, Halal certification, need for cognition, effort, and health consciousness on satisfaction toward halal food. Additionally, the study found that religiosity had a positive influence on halal repurchase intention and acted as a significant moderating variable between satisfaction toward halal food and halal repurchase intention.