

Faktor Penentu Niat Beli Makanan Korea Halal Via GoFood dan GrabFood Di Kalangan Muslim Pulau Jawa = Determinants of Purchase Intention for Halal Korean Food via GoFood and GrabFood Among Muslims in Java Island

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Abstrak

Penelitian ini menganalisis pengaruh faktor psikologis, sosial, dan informasional terhadap purchase intention konsumen Muslim terhadap makanan Korea halal yang dibeli melalui aplikasi layanan pesan-antar daring di Pulau Jawa. Dengan menggunakan pendekatan kuantitatif dan pemodelan persamaan struktural (SEM) terhadap 300 responden, studi ini menguji peran Religious Belief, Halal Logo Certification, Exposure, Personal Societal Perception, dan Product Ingredients serta mediasi Halal Awareness. Hasilnya menunjukkan bahwa keyakinan religius, keberadaan logo halal, dan tingkat paparan informasi berpengaruh positif signifikan terhadap Halal Awareness. Selanjutnya, Halal Awareness, persepsi sosial-pribadi, dan kejelasan komposisi bahan secara signifikan meningkatkan niat beli; komposisi bahan merupakan determinan terkuat. Halal Awareness memediasi sepenuhnya pengaruh Religious Belief, Halal Logo Certification, dan Exposure terhadap niat beli. Temuan ini menegaskan pentingnya sertifikasi halal, edukasi konsumen, dan transparansi bahan bagi pelaku industri kuliner asing di Indonesia.

.....This study investigates how psychological, social, and informational factors shape Muslim consumers' purchase intention toward halal Korean food ordered via on-demand delivery applications on Java Island, Indonesia. Employing a quantitative design and structural equation modelling (SEM) on data from 300 respondents, we test the effects of Religious Belief, Halal Logo Certification, Exposure, Personal Societal Perception, and Product Ingredients, with Halal Awareness as a mediating variable. Results reveal that Religious Belief, the presence of an official halal logo, and information Exposure significantly enhance Halal Awareness. In turn, Halal Awareness, Personal Societal Perception, and transparent Product Ingredients positively affect purchase intention, with Product Ingredients emerging as the strongest determinant. Halal Awareness fully mediates the effects of Religious Belief, Halal Logo Certification, and Exposure on purchase intention. These findings underscore the strategic importance of credible halal certification, consumer education, and ingredient transparency for foreign culinary businesses operating in Indonesia's halal market.