

PENERAPAN KONSEP HALALAN THAYYIBAN MITRA BAKSO APLIKASI LAYANAN ANTAR MAKANAN PADA MASA PANDEMI COVID-19

ABSTRAK

Penelitian ini bertujuan mengetahui kesesuaian label halal yang dinyatakan mitra bakso dengan proses bisnis yang diterapkan, mengetahui pengaruh keterlibatan, norma subjektif, sikap, kontrol perilaku, kesiapan organisasi, komitmen beragama, karakteristik personal, kesadaran halal, kewajiban sertifikat halal, kesiapan organisasi terhadap niat mitra menerapkan konsep halal, serta mengetahui perbedaan kinerja mitra melalui rating dan omset penjualan antara mitra tidak dan bersertifikat halal pada aplikasi layanan antar makanan.

Penelitian menggunakan pendekatan *multimethod* melalui penggabungan metode penelitian empiris yang saling melengkapi dan berorientasi pada objek. Survei *online* dan *offline* dilakukan terhadap mitra bakso di Yogyakarta dan Solo Raya. Responden dipilih secara *purposive sampling* dan terdapat 195 tanggapan hasil kuesioner, wawancara dan pengamatan langsung. Uji autentikasi halal menggunakan metode *thermal cycle* PCR di Laboratorium Peternakan UGM. Kuesioner tentang niat mitra menerapkan konsep halal diuji dengan *content validity ratio*, dan diolah menggunakan SmartPLS.3. Pengolahan data menggunakan uji non-parametrik untuk mengetahui perbedaan performansi mitra bakso.

Penerapan konsep halal mitra bakso layanan pesan antar makanan melalui hasil autentikasi halal dapat disimpulkan komitmen terhadap label produknya sebanyak 91.1%. Pelabelan bakso daging sapi asli dan halal mengikuti yang telah dinyatakan. Hasil penelusuran menemukan bahwa titik kritis yang paling dominan berada pada tahap penggilingan 3, pencampuran bahan bantu bakso. Sementara pengujian niat mitra bakso terhadap penerapan konsep halal ditemukan komitmen beragama dan kesadaran halal berhubungan positif dengan sikap namun tidak berhubungan terhadap niat. Sedangkan kewajiban sertifikat halal berhubungan positif dengan norma subjektif dan niat menerapkan konsep halal demikian juga kesiapan organisasi berhubungan positif dengan kontrol perilaku yang dirasakan dan niat mitra menerapkan konsep halal. Performansi bisnis mitra yang telah bersertifikasi halal lebih baik, namun untuk omset keduanya tidak berbeda nyata, hal ini dapat dipahami karena kondisi pandemi menjadi pemicu penurunan omset di semua sektor bisnis kuliner.

Kata Kunci: aplikasi layanan antar makanan, autentikasi halal, konsep halal, mitra bakso, performansi mitra.

IMPLEMENTATION OF THE HALALAN THAYYIBAN CONCEPT MEATBALL PARTNERS OF ONLINE FOOD DELIVERY SERVICE APPLICATION DURING THE COVID-19 PANDEMIC

ABSTRACT

This study aims to determine the suitability of the halal label stated by meatball partners with the business process implemented, to determine the influence of involvement, subjective norms, attitudes, behavioral control, organizational readiness, religious commitment, personal characteristics, halal awareness, halal certificate obligations, organizational readiness on partners' intentions to implement the halal concept. Additionally, the study will compare the performance of halal-certified partners with uncertified in online food delivery on ratings and sales turnover.

The study used a multimethods, including both complementary and object-oriented approaches. Online and offline surveys were conducted on meatball partners in Yogyakarta and Solo Raya. The participants were chosen on purpose and there were 195 replies from surveys, interviews, and observations. The halal authentication test used the thermal cycle PCR method at the UGM Animal Husbandry Laboratory. The questionnaire on the partner's intention to implement the halal concept was tested with the content validity ratio, and processed using SmartPLS.3.

Through halal authentication results can be concluded that a 91.1% commitment to their product labels. Testing the intention of meatball partners towards implementing the halal concept found that religious commitment and halal awareness were positively related to attitudes but not related to intentions. The requirement for halal certification was found to be connected to people's beliefs and their willingness to follow the halal guidelines. Also, how prepared an organization was linked to how much control individuals believe they have and their partners' intention to follow the halal guidelines. The halal certified partners had better business performance, but the turnover of both was not significantly different.

Keywords: online food delivery, halal authentication, halal concept, meatball partners, partner's performance.