

ANALISIS PENGARUH RELIGIUSITAS TERHADAP KEPUTUSAN PEMBELIAN PRODUK OLAHAN PETERNAKAN BERLABEL HALAL PADA GENERASI MUDA

Sulistyawati

20/455785/PT/08465

INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh religiusitas dalam hubungan kesadaran merek halal dan kebiasaan membeli produk halal terhadap keputusan pembelian produk olahan peternakan berlabel halal pada generasi muda. Sampel pada penelitian ini berjumlah 320 responden yang diambil dengan teknik *purposive sampling* dengan sebaran responden berada di Indonesia. Penelitian ini menggunakan metode survei dengan media *Google form*. Skala *Likert* dengan skala 1 sampai 5 digunakan dalam kuesioner ini untuk analisis religiusitas, kesadaran merek halal, kebiasaan konsumen membeli produk halal, dan keputusan pembelian konsumen pada produk olahan peternakan berlabel halal pada generasi muda. Analisis data dalam penelitian ini menggunakan analisis regresi berganda dan dimoderasi (MRA) menggunakan perangkat lunak SPSS 25. Hasil analisis pada penelitian ini menunjukkan bahwa variabel kesadaran merek halal berpengaruh positif dan signifikan terhadap variabel keputusan pembelian ($P < 0,05$), variabel kebiasaan membeli produk halal berpengaruh positif dan signifikan terhadap variabel keputusan pembelian ($P < 0,05$), variabel religiusitas mampu memoderasi pengaruh variabel kesadaran merek halal terhadap variabel keputusan pembelian ($P < 0,05$), dan variabel religiusitas mampu memoderasi pengaruh variabel kebiasaan membeli produk halal terhadap variabel keputusan pembelian ($P < 0,05$). Kesimpulan dari penelitian ini yaitu kesadaran konsumen pada merek halal berpengaruh positif terhadap keputusan pembelian, kebiasaan konsumen membeli produk halal berpengaruh positif terhadap keputusan pembelian, religiusitas mampu memoderasi pengaruh kesadaran merek halal terhadap keputusan pembelian, serta religiusitas juga mampu memoderasi pengaruh kebiasaan membeli produk halal terhadap keputusan pembelian.

Kata kunci: Religiusitas, Keputusan pembelian, Halal, Produk peternakan berlabel halal, Generasi muda

ANALYSIS OF THE INFLUENCE OF RELIGIOSITY ON THE PURCHASE DECISION OF PROCESSED LIVESTOCK PRODUCTS WITH HALAL LABELS IN THE YOUNGER GENERATION

Sulistyawati

20/455785/PT/08465

ABSTRACT

This research aims to examine the influence of religiosity in the relationship between halal brand awareness and halal product buying habits on the purchase decision of halal-labeled processed livestock products in the younger generation. The sample in this study amounted to 320 respondents taken by purposive sampling technique with respondents distributed in Indonesia. This study uses a survey method with Google form media. The Likert scale with a scale of 1 to 5 was used in this questionnaire for the analysis of religiosity, halal brand awareness, consumer habits of buying halal products, and consumer purchase decisions on halal-labeled processed livestock products in the younger generation. The data analysis in this study used multiple and moderated regression analysis (MRA) using SPSS 25 software. The results of the analysis in this research showed that the halal brand awareness variable had a positive and significant effect on the purchase decision variable ($P < 0.05$), the halal product buying habit variable had a positive and significant effect on the purchase decision variable ($P < 0.05$), the religiosity variable was able to moderate the influence of the halal brand awareness variable on the purchase decision variable ($P < 0.05$), and the religiosity variable was able to moderate the influence of the variable of buying halal products on the purchase decision variable ($P < 0.05$). The conclusion of this research is that consumer awareness of halal brands has a positive effect on purchase decisions, consumer habits of buying halal products have a positive effect on purchase decisions, religiosity is able to moderate the influence of halal brand awareness on purchase decisions, and religiosity is also able to moderate the influence of halal product buying habits on purchase decisions.

Keywords: Religiosity, Purchase decisions, Halal, Halal labeled Livestock products, Young generation