

**PENGARUH SERTIFIKASI NOMOR KONTROL VETERINER, NILAI
UNGGUL DAGING SEGAR, DAN PERSEPSI KESESUAIAN
HARGA TERHADAP MINAT BELI ULANG DAGING
BERSERTIFIKASI DI KOTA PEKANBARU**

INTISARI

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Pertumbuhan ekonomi yang pesat telah mendorong peningkatan konsumsi daging di Kota Pekanbaru, Provinsi Riau. Kondisi ini menuntut perhatian lebih dari pemerintah dan pelaku usaha produk hewani untuk menjamin kualitas daging yang beredar. Salah satu upaya peningkatan kualitas tersebut, maka Pemerintah Indonesia mewajibkan praktik higiene dan sanitasi disepanjang rantai distribusi dengan mewajibkan produk daging memiliki sertifikasi Nomor Kontrol Veteriner (NKV). Penelitian ini bertujuan untuk mengkaji pengaruh sertifikasi NKV, nilai unggul daging sapi segar, dan persepsi kesesuaian harga yang dirasakan terhadap niat membeli ulang daging bersertifikat NKV. Penelitian ini dilakukan dengan metode campuran, menggunakan wawancara mendalam dan survei. Kuesioner didistribusikan secara online dan offline kepada 200 responden, yang dipilih dengan metode judgemental sampling berdasarkan kriteria berikut: (1) mereka adalah penduduk Kota Pekanbaru; (2) berusia minimal 21 tahun; (3) pernah membeli daging sapi. Kuesioner terdiri dari 22 pertanyaan mengenai sertifikasi NKV, nilai unggul daging sapi segar, persepsi kesesuaian harga yang dirasakan, dan niat membeli ulang daging bersertifikat NKV. Data dianalisis menggunakan analisis regresi linier berganda dengan perangkat lunak SPSS versi 26. Hasil uji t menunjukkan bahwa hanya nilai unggul daging sapi segar yang tidak berpengaruh signifikan ($\beta = 0,075$) terhadap niat membeli ulang daging bersertifikat di Pekanbaru, sedangkan sertifikasi NKV ($\beta = 0,160$) dan persepsi kesesuaian harga yang dirasakan ($\beta = 0,447$) berpengaruh signifikan terhadap niat membeli ulang daging bersertifikat. Penelitian ini menunjukkan bahwa model yang digunakan mampu menjelaskan 28,4% variabilitas dalam niat membeli ulang daging bersertifikat. Penelitian ini menyimpulkan bahwa sertifikasi NKV dan persepsi kesesuaian harga yang dirasakan merupakan faktor penting yang memengaruhi niat membeli ulang daging sapi di Pekanbaru.

Kata Kunci: Sertifikat NKV, minat beli ulang, penyajian daging, kesesuaian harga, daging bersertifikasi

An Empirical Analysis of Veterinary Certification, Superior Value of fresh Meat and Price Suitability on Repurchase Intentions of Certified Meat in Pekanbaru

ABSTRACT

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Rapid economic growth in Pekanbaru city, Riau Province, has led to increase meat consumption. This situation requires greater attention from the government and stakeholders in order to improve the quality of meat supplied. Implementing hygiene and sanitation practices along meat distribution channels is one strategy to enhance the quality of meat. The Indonesian government requires meat products to have certification in the form of a Veterinary Control Number (NKV). This study aims to study the effect of NKV certification, superior value of fresh meat, and perceived price suitability on the intention to repurchase NKV-certified meat. This study was conducted using a mixed method, using in-depth interview and survey design. The questionnaires were distributed through online and offline methods to a sample of 200 respondents, who were selected using judgemental sampling method based on the following criteria: (1) they were residents of the city of Pekanbaru; (2) they were at least 21 years old; (3) they had engaged in buying meat. The questionnaire consisted of 22 questions regarding NKV certification, superior value of fresh meat, perceived price suitability, and intention to repurchase NKV-certified meat. Data were analysed with linear multiple regression analysis using SPSS 26 software package. The results of the t-test showed that only the superior value of fresh meat had no significant influence ($\beta = 0.075$) on the intention to repurchase certified meat in Pekanbaru, while the NKV certification ($\beta = 0.160$) and perceived price suitability ($\beta = 0.447$) had a significant influence on the intention to repurchase certified meat. This study shows that the model used explains 28.4% of the variability in the intention to repurchase certified meat. This research concluded that the NKV certification and perceived price suitability are important factors that influence the intention to repurchase meat in Pekanbaru.

Keywords: NKV Certification, repurchase intention, meat presentation, price suitability, certified meat