

**ANALISIS PENGARUH LABEL HALAL, KESADARAN HALAL, DAN
FOOD INGREDIENTS TERHADAP KEPUTUSAN PEMBELIAN
KONSUMEN PADA PRODUK KOREAN STREET FOOD
MENGGUNAKAN THEORY OF PLANNED BEHAVIOR**

INTISARI

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Penyebaran *korean wave* yang masif di Indonesia mendorong minat masyarakat, khususnya generasi muda, dalam mengonsumsi produk makanan Korea, salah satunya yaitu *korean street food*. Namun, sebagai negara dengan mayoritas penduduk Muslim, aspek kehalalan menjadi perhatian penting dalam keputusan pembelian konsumen, mengingat *korean street food* merupakan produk yang berpotensi menggunakan bahan baku yang tidak sesuai dengan ketentuan halal. Dengan demikian, perlu dilakukan analisis faktor-faktor yang memengaruhi keputusan pembelian *korean street food*. Penelitian ini bertujuan mengidentifikasi variabel label halal, kesadaran halal, *food ingredients*, sikap terhadap produk, norma subjektif, dan persepsi kontrol perilaku dalam memprediksi keputusan pembelian produk *korean street food*. Penelitian ini menggunakan pendekatan kuantitatif dengan instrumen penelitian berupa kuesioner. Metode penentuan sampel yang digunakan yaitu *non probability sampling* berupa *purposive sampling*. Sementara itu, metode pengolahan data dan analisis data yang digunakan adalah *Partial Least Square – Structural Equation Modeling* (SEM-PLS). Pada penelitian ini diperoleh 256 responden konsumen *korean street food* di Daerah Istimewa Yogyakarta dan sekitarnya. Berdasarkan analisis data menggunakan SEM-PLS, hasil penelitian menunjukkan bahwa variabel yang paling berpengaruh dalam memprediksi niat dan keputusan pembelian produk *korean street food* yaitu variabel kesadaran halal dan variabel sikap. Hasil tersebut digunakan untuk menyusun rekomendasi masukan untuk strategi pemasaran produk *korean street food*.

Kata kunci: *food ingredients, korean street food, kesadaran halal, label halal, SEM-PLS, theory of planned behavior*.

ANALYSIS OF THE EFFECT OF HALAL LABELS, HALAL AWARENESS, AND FOOD INGREDIENTS TOWARDS CONSUMER PURCHASE DECISIONS FOR KOREAN STREET FOOD PRODUCT USING THEORY OF PLANNED BEHAVIOR

ABSTRACT

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The widespread of the Korean Wave in Indonesia has driven public interest, particularly among the younger generations, in consuming Korean food products. One of the popular and most wanted Korean food products in Indonesia is Korean street food. However, as Indonesia is a country with a Muslim-majority population, the halal aspect is an important concern in consumers' purchasing decisions, considering that Korean street food is a products which may potentially contain raw materials which do not comply with halal requirements. Therefore, it is necessary to analyze the factors which influence consumers' purchasing decisions regarding Korean street food. This study aims to identify the roles of halal labeling, halal awareness, food ingredients, attitudes toward the product, subjective norms, and perceived behavioral control in predicting purchasing decisions for Korean street food. Furthermore, this study used a quantitative approach using a questionnaire as the data collection instrument. The sampling technique applied was non-probability sampling in the form of a side purposive sampling. Meanwhile, the data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM). A total of 256 respondents who had consumed or were interested in consuming Korean street food in the Special Region of Yogyakarta and its surrounding areas participated in this study. The results of the PLS-SEM analysis indicate that halal awareness and attitudes toward the product are the most influential variables in predicting purchase intention and purchase decisions. These findings were subsequently used as the basis for formulating marketing strategy recommendations for Korean street food products.

Keywords: food ingredients, halal awareness, halal labeling, Korean street food, SEM-PLS, theory of planned behavior.