

INTISARI

Studi ini mengkaji integrasi *Theory of Planned Behavior*, *self-congruity*, *Korean Wave* dan *halal awareness* untuk menjelaskan keputusan pembelian produk makanan Korea bersertifikat halal di Indonesia. Data dikumpulkan dari 372 responden menggunakan survei daring dengan teknik *purposive sampling*. Analisis data dilakukan menggunakan pendekatan *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS versi 3.0. Hasil penelitian menunjukkan bahwa sikap, norma subjektif dan kontrol perilaku berpengaruh positif ($p < 0,05$) terhadap niat pembelian. Selain itu, kesesuaian diri, Korean Wave, halal awareness, dan niat pembelian berpengaruh positif ($p < 0,05$) terhadap keputusan pembelian produk makanan Korea bersertifikat halal. Niat pembelian berperan sebagai variabel mediasi penuh dalam hubungan antara sikap, norma subjektif, dan kontrol perilaku terhadap keputusan pembelian, yang memenuhi kriteria full mediation ($p < 0,05$). Secara keseluruhan, temuan ini menegaskan bahwa keputusan pembelian produk makanan Korea bersertifikat halal tidak hanya dibentuk oleh faktor rasional tetapi juga dipengaruhi oleh budaya dan kesadaran halal yang memperkuat keputusan beli pada konsumen.

Kata Kunci : *Theory of Planned Behavior, Self-Congruity Theory, Korean Wave, Halal Awareness*

ABSTRACT

This study examines the integration of the Theory of Planned Behavior, self-congruity, the Korean Wave, and halal awareness to explain purchasing decisions for halal-certified Korean food products in Indonesia. Data was collected from 372 respondents using an online survey with purposive sampling. Data analysis was conducted using the Structural Equation Modelling-Partial Least Square (SEM-PLS) approach with the assistance of SmartPLS version 3.0 software. The results showed that attitudes, subjective norms and behavioural control had a positive effect ($p < 0.05$) on purchase intention. In addition, self-congruence, Korean Wave, halal awareness, and purchase intention have a positive effect ($p < 0.05$) on the purchase decision of halal-certified Korean food products. Purchase intention acts as a full mediation variable in the relationship between attitude, subjective norm, and behavioural control on purchase decision, which meets the full mediation criteria ($p < 0.05$). Overall, these findings confirm that the purchase decision of halal-certified Korean food products is not only shaped by rational factors but also influenced by culture and halal awareness, which reinforce consumers purchase decisions.

Keywords : Theory of Planned Behavior, Self-Congruity Theory, Korean Wave, Halal Awareness