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**Persepsi Gen Z terhadap Halal Blockchain: Peran Mediasi Kepercayaan dan Minat Beli dalam Keputusan**
**Pembelian Frozen Food di Daerah Istimewa Yogyakarta**
Afifah Nabila Afdhalia, Ir. Nanung Danar Dono, S.pt., M.P., Ph.D., IPM., ASEAN Eng.
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# INTISARI

Penelitian ini bertujuan untuk menganalisis pengaruh persepsi Gen Z mengenai teknologi halal *blockchain* terhadap keputusan pembelian produk *frozen food* di DIY dengan kepercayaan dan minat beli sebagai variabel mediasi. Data dikumpulkan melalui kuesioner dengan metode *purposive sampling*, menghasilkan 316 responden Gen Z Muslim berusia 17–29 tahun yang berdomisili di DIY. Analisis data menggunakan *Structural Equation Modeling-Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa: 1) persepsi Gen Z mengenai teknologi halal *blockchain* berpengaruh positif terhadap kepercayaan dan minat beli, namun tidak berpengaruh terhadap keputusan pembelian, 2) kepercayaan dan minat beli berpengaruh positif terhadap keputusan pembelian, serta 3) kepercayaan dan minat beli terbukti memediasi pengaruh persepsi *blockchain* terhadap keputusan pembelian, baik secara parsial maupun berantai. Hasil ini menunjukkan bahwa pengaruh teknologi *blockchain* terhadap keputusan pembelian bersifat tidak langsung, melainkan melalui pembentukan kepercayaan dan minat beli konsumen.

Kata kunci: *blockchain*, gen Z, kepercayaan, keputusan pembelian, minat beli

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# ABSTRACT

This study was aimed to analyze the influence of Generation Z's perceptions of halal blockchain technology on purchasing decisions for frozen food products in DIY, with trust and purchase intention serving as mediation variables. Data were collected through an online questionnaire using purposive sampling, resulting in 316 Muslim Generation Z respondents aged 17–29 residing in DIY. Data analysis employed Structural Equation Modeling-Partial Least Squares (SEM-PLS). Results indicated that: 1) Gen Z's perceptions of halal blockchain technology had a positive effect on trust and purchase intention, but did not affect purchasing decisions; 2) trust and purchase intention had a positive effect on purchasing decisions; and 3) trust and purchase intention mediated the effect of blockchain perceptions on purchasing decisions, both partially and sequentially. These findings indicated that the influence of blockchain technology on purchasing decisions was indirect, occurring through the development of consumer trust and purchase intention.

Keywords: Generation Z, halal blockchain, purchase decision, purchase interest, trust