

PENGARUH LABEL HALAL DAN HARGA TERHADAP MINAT BELI ROTI “MANNA BAKERY” DI YOGYAKARTA TAHUN 2019

Kurnia Aurina¹, Agung Putra Pamungkas², Wildan Fajar Bachtiar²
ABSTRAK

Manna Bakery adalah merek dagang produk roti oleh PT Mirota Indah Indonesia. Penelitian ini dilatarbelakangi oleh keingintahuan peneliti terhadap faktor-faktor halal dan harga yang memengaruhi minat beli roti *Manna Bakery*. Penelitian ini bertujuan untuk mengetahui pengaruh label halal dan harga produk pada minat beli dengan menggunakan regresi linear berganda. Penelitian ini dilakukan untuk mengetahui seberapa jauh signifikansi variabel label halal (X1) dan harga produk (X2) memengaruhi minat beli konsumen dan mengetahui atribut produk dari variabel harga dan halal yang paling memengaruhi minat beli.

Langkah penelitian dilakukan dengan menyebarkan kuesioner, merekap data, melakukan uji validitas data, uji reliabilitas data, uji keseragaman data, uji kecukupan data, uji normalitas data, uji multikolinearitas, uji heteroskedastisitas, uji F, uji t, analisis regresi linear berganda dan uji koefisien determinasi *Adjusted R Square*. Berdasarkan hasil regresi didapat persamaan regresi linear berganda bertatar atau *stepwise* adalah $Y = 7.873 + 3.686X_{25} + 2.649X_{26} + 2.207X_{14} + 1.488X_{22}$. Hasil uji regresi linear berganda secara keseluruhan tanpa metode bertatar didapat bahwa variabel yang paling memengaruhi minat beli adalah Harga₅, Harga₆, Halal₄ dan Harga₂ yaitu kesesuaian harga dengan asumsi harga, diskon dan promo produk, faktor psikologi dalam variabel halal dan persaingan harga.

Kata kunci: Minat Beli, Regresi Linear Berganda, Halal

¹ Mahasiswa Program Studi Diploma III Agroindustri SV UGM

² Dosen Program Studi Diploma III Agroindustri SV UGM

HALAL AND PRICE LABEL ON AFFECTING BUYING INTEREST OF “MANNA BAKERY” IN YOGYAKARTA 2019

Kurnia Aurina¹, Agung Putra Pamungkas², Wildan Fajar Bachtiar²
ABSTRACT

Manna Bakery is a bakery product by PT Mirota Indah Indonesia. This research was motivated by the researcher's curiosity about the halal label and price factors which affect the interest in buying *Manna Bakery* bread. This study aims to determine the effect of halal label and product price on product buying interest for customers by using multiple linear regression. The independent variables are halal label variables (X1) and product prices (X2) and the dependent variable on buying interest. From this study, the researcher wants to know how independent variables affect consumer buying interest and to know which attributes from price and halal variables most affecting buying interest.

The research was done by distributing questionnaires, recapitulating data, testing data validity, reliability testing, data uniformity test, data adequacy test, data normality test, multicollinearity test, heteroscedasticity test, F test, t-test, Multiple Linear Regression Analysis and Adjusted R Square. Based on the multiple linear regression results using stepwise method the equation is $Y = 7.873 + 3.686X_{25} + 2.649X_{26} + 2.207X_{14} + 1.488X_{22}$. The results of the multiple linear regression stepwise method test, the variables that influence buying interest the most are Harga₅, Harga₆, Halal₄, and Harga₂, which are price assumptions, product discounts and promos, psychological factors of halal variables and price competitiveness.

Key Words: Buying Interest, Multiple Linear Regression, Halal

¹ Student of Agroindustry, Vocational School, Universitas Gadjah Mada

² Lecturers of Agroindustry, Vocational School, Universitas Gadjah Mada



UNIVERSITAS
GADJAH MADA

**PENGARUH HALAL DAN HARGA TERHADAP MINAT BELI ROTI MANNA BAKERY DI YOGYAKARTA
TAHUN 2019**

KURNIA AURINA, Agung Putra Pamungkas

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>