

ABSTRAK

Fakultas Ekonomi dan Bisnis
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Fadhil Faiz Putra Firen

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Pengaruh Inovasi, Suasana Toko Dan Sertifikasi Halal Terhadap Minat Beli Produk McDonald's Dan Tinjauannya Dari Sudut Pandang Islam (Studi Kasus Pada Konsumen McDonald's Kelapa Gading)

98 halaman + xv halaman + 14 tabel + 3 gambar dan 3 lampiran

Abstrak

Penelitian ini bertujuan untuk Pengaruh Inovasi, Suasana Toko Dan Sertifikasi Halal Terhadap Minat Beli Produk McDonald's Dan Tinjauannya Dari Sudut Pandang Islam. Populasi dalam penelitian adalah konsumen McDonald's Kelapa Gading. Jumlah responden pada penelitian ini sebanyak 100 orang. Teknik pengambilan sampel yang digunakan adalah *Purposive Sampling*. Data dikumpulkan dengan menggunakan metode survey dengan instrument kuesioner. Metode analisis data yang digunakan yaitu analisis *Partial Least Square Structural Equation Modelling*.

Hasil penelitian menunjukkan bahwa: (1) inovasi berpengaruh positif dan signifikan terhadap minat beli (p-value: <0.001) (2) suasana toko berpengaruh positif dan signifikan terhadap minat beli (p-value: <0.001) (3) sertifikasi halal tidak berpengaruh terhadap minat beli (4) Inovasi, Suasana Toko, dan Sertifikasi Halal dapat dijadikan model terhadap Minat Beli.

Inovasi, suasana toko, sertifikasi halal, dan minat beli dalam penelitian ini sudah menerapkan prinsip Islam yaitu yaitu kebutuhan hidup itu harus terpenuhi secara wajar agar kelangsungan hidup berjalan dengan baik. Namun, bila kebutuhan hidup itu dipenuhi dengan cara yang berlebih-lebihan tentu akan menimbulkan efek buruk pada manusia tersebut.

Kata Kunci : Inovasi, Suasana Toko, Sertifikasi Halal, PLS

ABSTRACT

*Faculty Of Economy And Bussiness
Study Program S-1 Management
2021*

Fadhil Faiz Putra Firen

120.2017.080

The Influence of Innovation, Store Atmosphere and Halal Certification on Interest in Buying McDonald's Products and Its Review from an Islamic Perspective (Case Study on McDonald's Consumers Kelapa Gading)

98 pages + xv pages + 14 tables + 3 pictures and 3 attachments

Abstract

This study aims to determine the effect of innovation, store atmosphere and halal certification on consumer interest in buying McDonald's products and their review from an Islamic point of view. The population in this study are consumers of McDonald's Kelapa Gading. The number of respondents in this study were 100 people. The sampling technique used was purposive sampling. Data were collected using a survey method with a questionnaire instrument. The data analysis method used is Partial Least Square Structural Equation Modeling analysis.

The results show that: (1) innovation has a positive and significant effect on buying interest (p-value: <0.001) (2) store atmosphere has a positive and significant effect on buying interest (p-value: <0.001) (3) halal certification does not have an effect on buying interest (4) Innovation, Store Atmosphere, and Halal Certification can be used as models for Buying Interest.

Innovation, store atmosphere, halal certification, and buying interest in this study have applied Islamic principles, namely that the necessities of life must be met fairly so that survival goes well. However, if the necessities of life are met in an excessive way, it will certainly have a bad effect on the human being.

Keywords: *Innovation, Store Atmosphere, Halal Certification, PLS*