

ABSTRAK

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Analisis Preferensi Konsumen Muslim Milenial Terhadap Halal *Food* Serta Tinjauannya Dari Sudut Pandang Islam (Mahasiswa Muslim di wilayah JABODETABEK)

Abstrak

Penelitian ini bertujuan untuk mengetahui pengaruh Preferensi Konsumen Muslim Milenial terhadap Halal *Food* Serta Tinjauannya Dari Sudut Pandang Islam. Populasi dalam penelitian adalah Mahasiswa /I di wilayah JABODETABEK yang pernah membeli makanan dan minuman halal, beragama islam. Teknik pengambilan sampling kuota. Jumlah responden pada penelitian ini sebanyak 160 orang mahasiswa/i. Data dikumpulkan dengan menggunakan metode kuesioner. Metode analisis data yang digunakan yaitu analisis SEM PLS. Hasil penelitian menunjukkan bahwa Preferensi Konsumen dilihat dari : [1] Label Halal berpengaruh positif dan signifikan terhadap halal *food*. [2] Faktor sosial tidak berpengaruh signifikan terhadap halal *food*. [3] Faktor psikologis tidak berpengaruh signifikan terhadap halal *food*. [4] Sikap tidak berpengaruh signifikan terhadap halal *food*. [5] Pemahaman konsumen berpengaruh positif dan signifikan terhadap halal *food*. Nilai R^2 sebesar 0.790 menunjukkan bahwa preferensi konsumen berperan terhadap halal *food*. Islam mewajibkan umatnya untuk mengkonsumsi makanan yg halal dan thoyyib, dan menganjurkan untuk membeli produk yg memiliki Label Halal.

Kata Kunci : Label Halal, Faktor Sosial, Faktor Psikologis, Sikap, Pemahaman Konsumen, Islam.

ABSTRACT

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Analysis of Millennial Muslim Consumer Preferences Towards Halal Food And Its Review From Islamic Point of View (Muslim Students in JABODETABEK area)

Abstract

This study aims to find out the influence of Millennial Muslim Consumer Preferences on Halal Food And Its Review From an Islamic Point of View. The population in the study was Students / I in jabodetabek area who had bought halal food and drinks, Muslims. Quota sampling technique. The number of respondents in this study was 160 students. The data was collected using the questionnaire method. Data analysis method used is SEM PLS analysis. The results showed that Consumer Preferences seen from: [1] Halal labels have a positive and significant effect on halal food. [2] The sisoal factor has no significant effect on halal food. [3] Psychological factors do not have a significant effect on halal food. [4] Attitudes have no significant effect on halal food. [5] Consumer understanding has a positive and significant effect on halal food. An R^2 value of 0.790 indicates that consumer preferences play a role in halal food. Islam requires its people to consume food that is halalan and thayyib, and encourages to buy product who have Halal Label.

Key Word : Halal Labels, Social Factors, Psychological Factors, Attitudes, Consumer Understanding, Islam.