

ABSTRAK

Skripsi dengan judul “Pengaruh Labelisasi Halal, Izin Edar, Harga terhadap Keputusan Pembelian Produk Makanan dan Minuman Kemasan dengan Minat Beli sebagai Variabel Intervening pada Mahasiswa di Jawa Timur Alumni Pondok Pesantren Bahrul Ulum Tambakberas Jombang” ditulis oleh Arifah Rohmatul Hidayah, NIM 126402201028, dengan pembimbing Dr. Binti Nur Asiyah, M.Si.

Penelitian ini dilatarbelakangi oleh banyaknya faktor yang menjadi pertimbangan konsumen muslim dalam membuat keputusan pembelian terhadap produk makanan dan minuman kemasan. Salah satu faktor yang menjadi pertimbangan keputusan pembelian adalah mencari informasi terkait produk, seperti labelisasi halal, izin edar, dan harga. Tujuan penelitian: (1) menguji pengaruh signifikan labelisasi halal terhadap minat beli (2) menguji pengaruh signifikan izin edar terhadap minat beli (3) menguji pengaruh signifikan harga terhadap minat beli (4) menguji pengaruh signifikan labelisasi halal terhadap keputusan pembelian (5) menguji pengaruh signifikan izin edar terhadap keputusan pembelian (6) menguji pengaruh signifikan harga terhadap keputusan pembelian (7) menguji pengaruh signifikan minat beli terhadap keputusan pembelian (8) menguji pengaruh signifikan labelisasi halal terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (9) menguji pengaruh signifikan izin edar terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (10) menguji pengaruh signifikan harga terhadap keputusan pembelian dengan minat beli sebagai variabel intervening.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasinya adalah seluruh mahasiswa di Jawa Timur alumni Pondok Pesantren Bahrul Ulum Tambakberas Jombang, dengan sampel sebanyak 167 responden yang dipilih melalui *snowball sampling*. Analisis data yang digunakan adalah uji validitas dan uji reliabilitas, uji asumsi klasik, uji hipotesis, uji koefisien determinasi, dan *path analysis* menggunakan aplikasi *IBM SPSS Statistics 26*.

Hasil penelitian: (1) labelisasi halal tidak berpengaruh signifikan terhadap minat beli (2) izin edar berpengaruh signifikan terhadap minat beli (3) harga berpengaruh signifikan terhadap minat beli (4) labelisasi halal berpengaruh signifikan terhadap keputusan pembelian (5) izin edar berpengaruh signifikan terhadap keputusan pembelian (6) harga berpengaruh signifikan terhadap keputusan pembelian (7) minat beli berpengaruh signifikan terhadap keputusan pembelian (8) labelisasi halal berpengaruh signifikan terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (9) izin edar berpengaruh signifikan terhadap keputusan pembelian dengan minat beli sebagai variabel intervening (10) harga berpengaruh signifikan terhadap keputusan pembelian dengan minat beli sebagai variabel intervening. Dari hasil penelitian, implikasi praktisnya yaitu konsumen muslim harus lebih teliti dalam mencari informasi produk sebelum menentukan keputusan pembelian, terutama melihat labelisasi halal sebelum membeli produk makanan dan minuman kemasan untuk memastikan bahwa produk yang dikonsumsi sesuai dengan syariat Islam.

Kata Kunci: Keputusan Pembelian, Labelisasi Halal, Izin Edar, Harga, Minat Beli

ABSTRACT

Thesis with the title “The Effect of Halal Labeling, Distribution Permit, Price on Purchasing Decisions for Packaged Food and Beverage Products with Buying Interest as an Intervening Variable for Students in East Java Alumni of Bahrul Ulum Tambakberas Jombang Islamic Boarding School)” written by Arifah Rohmatul Hidayah, NIM 126402201028, with the supervisor Dr. Binti Nur Asiyah, M.Si.

This research is motivated by the many factors that Muslim consumers consider in making purchasing decisions on packaged food and beverage products. One of the factors that are considered in purchasing decisions is to look for product related information, such as halal labeling, distribution permit, and price. Research objectives: (1) test the significant effect of halal labeling on buying interest (2) test the significant effect of distribution permit on buying interest (3) test the significant effect of price on buying interest (4) test the significant effect of halal labeling on purchasing decisions (5) test the significant effect of distribution permit on purchasing decisions (6) test the significant effect of price on purchasing decisions (7) test the significant effect of buying interest on purchasing decisions (8) test the significant effect of halal labeling on purchasing decisions with buying interest as an intervening variable (9) test the significant effect of distribution permit on purchasing decisions with buying interest as an intervening variable (10) test the significant effect of price on purchasing decisions with buying interest as an intervening variable.

This research uses a quantitative approach with associative research type. The population is all students in East Java alumni of Bahrul Ulum Tambakberas Jombang Islamic Boarding School, with a sample of 167 respondents selected through snowball sampling. The data analysis used is validity test and reliability test, classical assumption test, hypothesis test, coefficient of determination test, and path analysis using IBM SPSS Statistics 26 application.

Research results: (1) halal labeling has no significant effect on buying interest (2) distribution permit has a significant effect on buying interest (3) price has a significant effect on buying interest (4) halal labeling has a significant effect on purchasing decisions (5) distribution permit has a significant effect on purchasing decisions (6) price has a significant effect on purchasing decisions (7) buying interest has a significant effect on purchasing decisions (8) halal labeling has a significant effect on purchasing decisions with buying interest as an intervening variable (9) distribution permit has a significant effect on purchasing decisions with buying interest as an intervening variable (10) price has a significant effect on purchasing decisions with buying interest as an intervening variable. From the research results, the practical implication is that Muslim consumers must be more careful in finding product information before determining purchasing decisions, especially looking at the halal labeling before buying packaged food and beverage products to ensure that the products consumed are in accordance with Islamic law.

Keywords: *Purchasing Decisions, Halal Labeling, Distribution Permit, Price, Buying Interest*