

ABSTRAK

Skripsi dengan judul “Pengaruh Label Halal, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Produk UMKM Halal di Kabupaten Jombang (Studi Kasus di Kecamatan Mojoagung, Jombang, Sumobito, Mojowarno, dan Peterongan)” ini ditulis oleh Anita Ziadatul Khoiroh, NIM. 126402213220, Pembimbing Doni Fitriyanto, S.E., M.E.

Kata Kunci: UMKM, Label Halal, Harga, Kualitas Produk, Keputusan Pembelian

Penelitian ini dilatar belakangi oleh pesatnya perkembangan UMKM di Indonesia, termasuk di Kabupaten Jombang yang memiliki lebih dari 47.000 unit UMKM aktif. Namun, masih banyak pelaku usaha yang enggan mengurus sertifikasi halal dengan alasan prosesnya rumit, biayanya mahal, dan dianggap kurang bermanfaat. Di sisi lain, kesadaran masyarakat terhadap pentingnya label halal juga masih rendah, meskipun sebagian konsumen mulai mempertimbangkan aspek kehalalan sebagai jaminan kualitas dan efisiensi harga. Kondisi ini menunjukkan adanya ketidaksesuaian persepsi antara pelaku usaha dan konsumen mengenai pentingnya label halal. Dalam mengatasi permasalahan tersebut diperlukan penelitian yang mengkaji sejauh mana pengaruh label halal, harga, dan kualitas produk terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang, khususnya di Kecamatan Mojoagung, Jombang, Sumobito, Mojowarno, dan Peterongan.

Penelitian ini bertujuan untuk: (1) Mengetahui pengaruh label halal terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang; (2) Mengetahui pengaruh harga terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang; (3) Mengetahui pengaruh kualitas produk terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang; (4)) Mengetahui pengaruh label halal, harga, dan kualitas produk secara bersama-sama (simultan) terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang.

Metode penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Populasi dalam penelitian ini adalah pelaku UMKM dan konsumennya di wilayah Kabupaten Jombang, khususnya di lima kecamatan yang menjadi lokasi penelitian. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan pendekatan aksidental. Jumlah sampel ditentukan dengan menggunakan rumus *Lemeshow* dan diperoleh sebanyak 100 responden. Analisis data dilakukan dengan uji regresi linier berganda dengan menggunakan program SPSS versi 26.0.

Hasil penelitian ini menunjukkan bahwa: (1) Label halal, harga, dan kualitas produk secara bersama-sama memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang. (2) Label halal memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang, (3) Harga memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang, (4) Kualitas produk memiliki pengaruh positif dan signifikan terhadap keputusan pembelian produk UMKM halal di Kabupaten Jombang.

ABSTRACT

Thesis with the title “The Effect of Halal Label, Price, and Product Quality on Purchasing Decisions for Halal MSME Products in Jombang Regency (Case Studies in Mojoagung, Jombang, Sumobito, Mojowarno, and Peterongan Districts)” was written by Anita Ziadatul Khoiroh, NIM. 126402213220, Supervisor Doni Fitriyanto, S.E., M.E.

Keywords: MSMEs, Halal Label, Price, Product Quality, Purchasing Decisions

This research is motivated by the rapid development of MSMEs in Indonesia, including in Jombang Regency which has more than 47,000 active MSME units. However, there are still many business actors who are reluctant to take care of halal certification on the grounds that the process is complicated, the costs are high, and it is considered less useful. On the other hand, public awareness of the importance of halal labeling is also still low, although some consumers have begun to consider halal aspects as a guarantee of quality and price efficiency. This condition indicates a mismatch in perceptions between business actors and consumers regarding the importance of the halal label. In overcoming these problems, research is needed to examine the extent to which the influence of halal labeling, price, and product quality on purchasing decisions for halal MSME products in Jombang Regency, especially in Mojoagung, Jombang, Sumobito, Mojowarno, and Peterongan Districts.

This study aims to: (1) determine the effect of halal labeling on purchasing decisions for halal MSME products in Jombang Regency; (2) determine the effect of price on purchasing decisions for halal MSME products in Jombang Regency; (3) determine the effect of product quality on purchasing decisions for halal MSME products in Jombang Regency; (4) determine the effect of halal labeling, price, and product quality simultaneously on purchasing decisions for halal MSME products in Jombang Regency.

This research method uses a quantitative approach with an associative research type. The population in this study were MSME actors and their consumers in the Jombang Regency area, especially in the five sub-districts that were the research locations. The sampling technique used a non-probability sampling method with an accidental approach. The number of samples was determined using the Lemeshow formula and obtained as many as 100 respondents. Data analysis was carried out with multiple linear regression tests using the SPSS version 26.0 program.

The results of this study indicate that: (1) Halal label has a positive and significant relationship to purchasing decisions for halal MSME products in Jombang Regency; (2) Price has a positive and significant relationship to purchasing decisions for halal MSME products in Jombang Regency; (3) Product quality has a positive and significant relationship to purchasing decisions for halal MSME products in Jombang Regency; (4) Halal label, price, and product quality together have a positive and significant relationship with purchasing decisions for halal MSME products in Jombang Regency.