

ABSTRAK

Skripsi dengan judul “Pengaruh Promosi, Literasi Halal, dan Label Halal Terhadap Keputusan Pembelian Produk Kuliner Pada Kawasan Kuliner Halal Stasiun Tulungagung” ini ditulis oleh Ahmad Nadhif Qulub, NIM. 126405212070, dengan pembimbing Bapak Dedi Suselo, S.E., M.M.

Kata Kunci: Promosi, Literasi Halal, Label Halal, Keputusan Pembelian, Kawasan Kuliner Halal

Penelitian ini dilatarbelakangi oleh meningkatnya kesadaran masyarakat Muslim di Indonesia terhadap pentingnya kehalalan produk makanan, yang mendorong pemerintah untuk mengembangkan industri halal secara nasional, termasuk melalui sertifikasi halal dan pembentukan kawasan kuliner halal. Salah satu implementasinya adalah perubahan status kawasan kuliner di sekitar Stasiun Tulungagung menjadi Kawasan Kuliner Halal Stasiun Tulungagung, yang telah diresmikan sebagai kawasan kuliner halal pertama di Jawa Timur.

Penelitian ini bertujuan untuk: (1) mengetahui pengaruh promosi terhadap keputusan pembelian produk kuliner di Kawasan Kuliner Halal Stasiun Tulungagung, (2) mengetahui pengaruh literasi halal terhadap keputusan pembelian, (3) mengetahui pengaruh label halal terhadap keputusan pembelian, dan (4) mengetahui pengaruh promosi, literasi halal, dan label halal secara simultan terhadap keputusan pembelian produk kuliner di kawasan tersebut.

Metode penelitian dalam penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Sumber data diperoleh dari kuesioner, observasi, dan dokumentasi. Teknik pengambilan sampel menggunakan metode *non-probability sampling* dengan teknik *accidental sampling*, dengan jumlah sampel sebanyak 60 responden. Teknik analisis data meliputi uji validitas, uji reliabilitas, uji multikolinearitas, uji regresi linier berganda, uji koefisien determinasi, uji simultan (F), uji parsial (t), uji heteroskedastisitas, uji normalitas, dan uji autokorelasi. Alat bantu yang digunakan adalah SPSS versi 20 untuk menguji hipotesis.

Hasil penelitian menunjukkan bahwa: (1) Promosi tidak berpengaruh terhadap keputusan pembelian. (2) Literasi halal berpengaruh positif signifikan terhadap keputusan pembelian. (3) Label halal berpengaruh positif signifikan terhadap keputusan pembelian. (4) Secara simultan variabel promosi, literasi halal, dan label halal berpengaruh positif dan signifikan terhadap keputusan pembelian produk kuliner di Kawasan Kuliner Halal Stasiun Tulungagung.

ABSTRACT

The thesis entitled "The Influence of Promotion, Halal Literacy, and Halal Labels on Purchase Decisions of Culinary Products in the Halal Culinary Area of Tulungagung Station" was written by Ahmad Nadhif Qulub, NIM. 126405212070, with the supervisor Mr. Dedi Suselo, S.E., M.M.

Keywords: Promotion, Halal Literacy, Halal Label, Purchase Decision, Halal Culinary Area

This study is motivated by the growing awareness among Indonesian Muslims regarding the importance of halal food products, which has encouraged the government to develop the halal industry on a national scale, including through halal certification and the establishment of halal culinary zones. One such implementation is the transformation of the culinary area around Tulungagung Station into the Halal Culinary Area of Tulungagung Station, which has been officially inaugurated as the first halal culinary area in East Java.

This study aims to: (1) examine the influence of promotion on purchase decisions of culinary products in the Halal Culinary Area of Tulungagung Station, (2) determine the effect of halal literacy on purchase decisions, (3) analyze the effect of halal labels on purchase decisions, and (4) assess the simultaneous influence of promotion, halal literacy, and halal labels on purchase decisions in the said area.

The research method used in this study is a quantitative approach with an associative research type. Data were collected through questionnaires, observation, and documentation. The sampling technique applied was non-probability sampling using accidental sampling, with a total of 60 respondents. Data analysis techniques include validity test, reliability test, multicollinearity test, multiple linear regression, coefficient of determination, simultaneous test (F), partial test (t), heteroscedasticity test, normality test, and autocorrelation test. SPSS version 20 was used as a tool to test the research hypotheses.

The results of this study show that: (1) Promotion does not have a significant effect on purchase decisions. (2) Halal literacy has a significant positive effect on purchase decisions. (3) Halal labels have a significant positive effect on purchase decisions. (4) Simultaneously, promotion, halal literacy, and halal labels have a positive and significant effect on the purchase decisions of culinary products in the Halal Culinary Area of Tulungagung Station.