

ABSTRAK

Skripsi yang berjudul “Perbandingan Perilaku Konsumen Muslim terhadap Produk Roti dan Kue Halal Berdasarkan Tingkat Religiusitas dan Area Mayoritas dan Minoritas Muslim di Kabupaten Malang” yang ditulis oleh Sulaiman Duri Maarif, NIM. 126402213228, dengan pembimbing Dr. Rokhmat Subagiyo, M.E.I.

Kata Kunci: perilaku konsumen, religiusitas, mayoritas muslim, minoritas muslim

Penelitian ini dilatarbelakangi oleh kenyataan bahwa tidak semua masyarakat Muslim di Indonesia menunjukkan konsistensi dalam mengonsumsi produk halal, meskipun ajaran Islam mewajibkannya. Perbedaan lingkungan sosial, seperti tinggal di wilayah mayoritas atau minoritas Muslim, serta tingkat religiusitas individu, diduga turut memengaruhi perilaku konsumsi tersebut.

Penelitian ini bertujuan untuk menguji apakah Perbedaan perilaku konsumen Muslim terhadap produk roti dan kue halal di area mayoritas dan minoritas Muslim berdasarkan variabel sikap, norma subjektif, dan persepsi kontrol perilaku dan Perbedaan tingkat religiusitas terhadap perilaku konsumsi produk halal antara individu berlatar belakang pendidikan pesantren dan non-pesantren di dua wilayah tersebut.

Pada penelitian ini penulis menggunakan pendekatan kuantitatif dengan jenis penelitian komparatif. Pengumpulan data dilakukan melalui kuesioner yang disebarakan kepada 400 responden yang berdomisili di Kecamatan Gondanglegi (mayoritas Muslim) dan Kecamatan Sumbermanjing Wetan (minoritas Muslim) mencakup dua desa, yaitu Desa Sitarjo dan Desa Sidosari. Pengolahan data pada penelitian ini menggunakan SPSS versi 25.

Hasil penelitian menunjukkan bahwa: (1) Terdapat perbedaan signifikan pada variabel sikap dan persepsi kontrol perilaku antara konsumen Muslim di wilayah mayoritas dan minoritas, sedangkan norma subjektif tidak menunjukkan perbedaan yang signifikan; (2) Tidak terdapat perbedaan signifikan perilaku konsumsi halal antara konsumen berlatar belakang pendidikan pesantren dan non-pesantren. Temuan ini menunjukkan bahwa perilaku konsumsi produk halal dipengaruhi oleh dinamika lingkungan sosial, akses informasi, serta kesadaran individu, dan tidak semata-mata ditentukan oleh pendidikan agama formal. Penelitian ini diharapkan menjadi rujukan dalam perumusan kebijakan, edukasi halal, dan penguatan nilai religius dalam perilaku konsumsi masyarakat Muslim di Indonesia.

ABSTRACT

The thesis entitled “Comparison of Muslim Consumer Behavior towards Halal Bread and Cake Products Based on the Level of Religiosity and the Muslim Majority and Minority Areas in Malang Regency” written by Sulaiman Duri Maarif, NIM. 126402213228, with the supervisor Dr. Rokhmat Subagiyo, M.E.I.

Keywords: Consumer Behavior, Religiosity, Muslim Majority, Muslim Minority

This research is motivated by the reality that not all Muslims in Indonesia consistently consume halal products, despite the religious obligation in Islamic teachings. Social environmental differences, such as residing in Muslim-majority or Muslim-minority areas, as well as individual levels of religiosity, are assumed to influence such consumption behavior.

The aim of this study is to examine whether there are differences in Muslim consumer behavior toward halal bread and cake products in Muslim-majority and Muslim-minority areas based on variables of attitude, subjective norms, and perceived behavioral control, and whether there are differences in religiosity levels that affect halal consumption behavior between individuals with pesantren (Islamic boarding school) and non-pesantren educational backgrounds in the two areas.

In this study, the authors used a quantitative approach with a comparative approach. Data collection was conducted through questionnaires distributed to 400 respondents residing in Gondanglegi District (majority Muslim) and Sumbermanjing Wetan District (minority Muslim). The study covers two villages, namely Sitarjo Village and Sidosari Village. Data processing in this study used SPSS version 25.

The results of the study indicate that: (1) There are significant differences in the variables of attitudes and perceived behavioral control between Muslim consumers in majority and minority areas, while subjective norms do not show significant differences; (2) There are no significant differences in halal consumption behavior between consumers with Islamic boarding school and non-Islamic boarding school educational backgrounds. These findings indicate that halal product consumption behavior is influenced by the dynamics of the social environment, access to information, and individual awareness, and is not solely determined by formal religious education. This study is expected to be a reference in policy formulation, halal education, and strengthening religious values in the consumption behavior of Muslim communities in Indonesia..