

ABSTRAK

Skripsi dengan judul “Analisis Pengaruh Kesadaran Halal, *Fear Of Missing Out (Fomo)*, dan Persepsi Harga terhadap Keputusan Pembelian Konsumen pada Produk Kuliner Halal di *Car Free Day* Tulungagung”, yang ditulis oleh Vicky Permana Saputra, NIM. 1860402222168. Program Studi Ekonomi Syariah, Jurusan Ekonomi, Fakultas Ekonomi dan Bisnis Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung dengan pembimbing Dianita Meirini, S.A, M.Si.

Kata Kunci: Kesadaran Halal, *Fear of Missing Out* (FOMO), Persepsi Harga, Keputusan Pembelian, *Car Free Day*

Mayoritas penduduk Muslim dan pertumbuhan pesat sektor Usaha Mikro, Kecil, dan Menengah (UMKM) di Indonesia, menimbulkan sinergi positif bagi pasar konsumen halal dan menuntut pemahaman mendalam tentang perilaku konsumen, termasuk di *Car Free Day* (CFD) Tulungagung. Penelitian ini dilatarbelakangi oleh tingginya interaksi di pasar informal yang cepat, di mana pengambilan keputusan dipengaruhi oleh keyakinan religius (kesadaran halal), kecemasan sosial akibat tren (*Fear of Missing Out* / FOMO), dan evaluasi nilai ekonomi (persepsi harga). Penelitian ini bertujuan untuk menganalisis pengaruh simultan dan parsial dari ketiga variabel tersebut terhadap keputusan pembelian konsumen pada produk kuliner halal di *Car Free Day* Tulungagung berdasarkan kerangka *Theory of Planned Behavior*.

Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Data primer dikumpulkan menggunakan kuesioner skala Likert melalui survei kepada 100 responden konsumen CFD Tulungagung yang dipilih dengan teknik *purposive sampling*. Data tersebut kemudian dianalisis menggunakan uji validitas, reliabilitas, uji asumsi klasik, analisis regresi linier berganda, dan uji hipotesis menggunakan SPSS.

Hasil penelitian menunjukkan bahwa kesadaran halal, *Fear of Missing Out* (FOMO), dan persepsi harga secara simultan berpengaruh signifikan terhadap keputusan pembelian konsumen dengan kontribusi sebesar 48,3%. Secara parsial, kesadaran halal berpengaruh positif dan signifikan terhadap keputusan pembelian, yang berarti keyakinan religius tetap menjadi prioritas konsumen. Menariknya, *Fear of Missing Out* (FOMO) secara parsial tidak terbukti memengaruhi keputusan pembelian secara signifikan. persepsi harga terbukti sebagai variabel dengan pengaruh paling dominan, positif, dan signifikan. Hal ini mengindikasikan bahwa rasionalitas harga dan kesesuaian nilai memiliki andil terbesar dalam keputusan pembelian konsumen di pasar *Car Free Day* Tulungagung.

ABSTRACT

The thesis entitled “Analysis of the Influence of Halal Awareness, Fear of Missing Out (FOMO), and Price Perception on Consumer Purchase Decisions for Halal Culinary Products at Car Free Day Tulungagung”, written by Vicky Permana Saputra, NIM. 1860402222168. Sharia Economics Study Program, Department of Economics, Faculty of Islamic Economics and Business, Sayyid Ali Rahmatullah State Islamic University Tulungagung, supervised by Dianita Meirini, S.A, M.Si.

Keywords: Halal Awareness, Fear of Missing Out (FOMO), Price Perception, Purchase Decision, Car Free Day

The majority Muslim population and the rapid growth of the Micro, Small, and Medium Enterprises (MSMEs) sector in Indonesia have created a positive synergy for the halal consumer market, demanding a profound understanding of consumer behavior, including at Car Free Day (CFD) Tulungagung. This research is motivated by the high interaction in fast-paced informal markets, where decision-making is influenced by religious beliefs (halal awareness), social anxiety driven by trends (Fear of Missing Out / FOMO), and economic value evaluation (price perception). This study aims to analyze the simultaneous and partial effects of these three variables on consumer purchase decisions for halal culinary products at Car Free Day Tulungagung based on the Theory of Planned Behavior framework.

This study employs a quantitative approach with an associative research design. Primary data were collected using Likert scale questionnaires via a survey of 100 CFD Tulungagung consumers, selected through purposive sampling. The data were then analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing using SPSS.

The results indicate that halal awareness, Fear of Missing Out (FOMO), and price perception simultaneously have a significant effect on consumer purchase decisions, contributing 48.3%. Partially, halal awareness has a positive and significant effect on purchase decisions, implying that religious beliefs remains a priority for consumers. Interestingly, Fear of Missing Out (FOMO) was partially shown to have no significant impact on purchase decisions. Price perception was proven to be the most dominant, positive, and significant variable. This indicates that price rationality and value suitability play the largest role in consumer purchase decisions within the Car Free Day Tulungagung market.