

ABSTRAK

Penelitian ini bertujuan untuk menguji peran *halal product knowledge*, *ideology religiosity* dan *halal product quality* terhadap *halal food purchase intention* melalui peningkatan *attitude towards halal food* pada makanan halal di kota Semarang. Keberadaan restaurant halal di Semarang memberikan jaminan terhadap makanan halal di kota Semarang yang setiap konsumennya beragama muslim. Banyak juga restaurant di Semarang yang belum ada sertifikasi halal. Kendala-kendala dalam mencari restaurant halal di Semarang bisa dikatakan lumayan susah dikarenakan setiap restaurant dengan standart halal bisa diindikasikan bersertifikat halal. Kendala selanjutnya adalah produk yang digunakan masih samar-samar mengandung unsur-unsur yang bersenggolan dengan keharaman. Selain terkendala dalam masalah produk, proses penyembelihan hewan pun masih kurang diperhatikan dalam restaurant yang bersertifikat halal. Di Semarang, salah satu restaurant bernuansa Timur tengah atau arab adalah restaurant Khoja dan GH Corner. Jumlah restaurant yang bernuansa timur tengah ini sangatlah sedikit di kota Semarang ini. Selain itu restaurant ini pun sudah dibekali dengan sertifikat halal dan layak di konsumsi oleh orang-orang muslim ataupun non muslim. Dalam restaurant tersebut bahan-bahan yang digunakan dalam pembuatan makanannya sendiri pun tidak ada bahan-bahan yang mengandung unsur haramnya. Sebagai contoh tidak adanya diperjual belikanya miras atau Khmr.

Hasil penelitian adalah *Halal Product Knowledge* berpengaruh positif dan signifikan terhadap *Attitude Towards Halal Food* pada makanan halal di kota Semarang. *Ideology Religiosity* berpengaruh positif dan signifikan terhadap *Attitude Towards Halal Food* pada makanan halal di kota Semarang. *Halal Product Quality* berpengaruh positif dan signifikan terhadap *Attitude Towards Halal Food* pada makanan halal di kota Semarang. *Halal Product Knowledge* berpengaruh positif dan signifikan terhadap *Halal Food Purchase Intention*. *Ideology Religiosity* berpengaruh positif dan signifikan terhadap *Halal Food Purchase Intention*. *Halal Product Quality* berpengaruh positif dan signifikan terhadap *Halal Food Purchase Intention*. *Attitude Towards Halal Food* berpengaruh positif dan signifikan terhadap *Halal Food Purchase Intention*.

Halal Food Purchase Intention pada makanan halal di kota Semarang dapat dioptimalkan melalui *Attitude Towards Halal Food*, *Halal Product Knowledge*, *Ideology Religiosity*, dan *Halal Product Quality*.

Kata Kunci : *Halal Product Knowledge*, *Ideology Religiosity*, *Halal Product Quality*, *Attitude Towards Halal Food*, dan *Halal Food Purchase Intention*

ABSTRACT

The existence of halal restaurants in Semarang provides a guarantee for halal food in the city of Semarang where every consumer is Muslim. Many restaurants in Semarang also do not have halal certification. Challenges in finding halal restaurants in Semarang can ask quite a bit. The next obstacle is that the products used still vaguely contain doubt that touches the blackness. In addition to being constrained in product issues, the process of slaughtering animals is still lacking attention in halal-approved restaurants. In Semarang, one of the Middle Eastern or Arabic nuances is the Khoja and GH Corner restaurants. This amount restaurant with a middle east nuance looks a little in this Semarang city. In addition, this restaurant is also equipped with halal certificates and is suitable for consumption by Muslims or non-Muslims. In this restaurant the ingredients used in making their own food also do not have ingredients that contain haram. For example, there is no sale of alcohol or Khmr.

The results of the study are Halal Product Knowledge positive and significant effect on Attitude Towards Halal Food on halal food in the city of Semarang. Ideology Religiosity has a positive and significant influence on Attitude Towards Halal Food in halal food in the city of Semarang. Halal Product Quality has a positive and significant effect on Attitude Towards Halal Food on halal food in the city of Semarang. Halal Product Knowledge has a positive and significant impact on Halal Food Purchase Intention. Ideology Religiosity has a positive and significant effect on Halal Food Purchase Intention. Halal Product Quality has a positive and significant effect on Halal Food Purchase Intention. Attitude Towards Halal Food has a positive and significant effect on Halal Food Purchase Intention.

Halal Food Purchase Intention in halal food in Semarang city can be optimized through Halal Food Attitude Towards, Halal Product Knowledge, Ideology Religiosity, and Halal Product Quality.

Keywords: Halal Product Knowledge, Ideology Religiosity, Halal Product Quality, Attitude Towards Halal Food, and Halal Food Purchase Intention