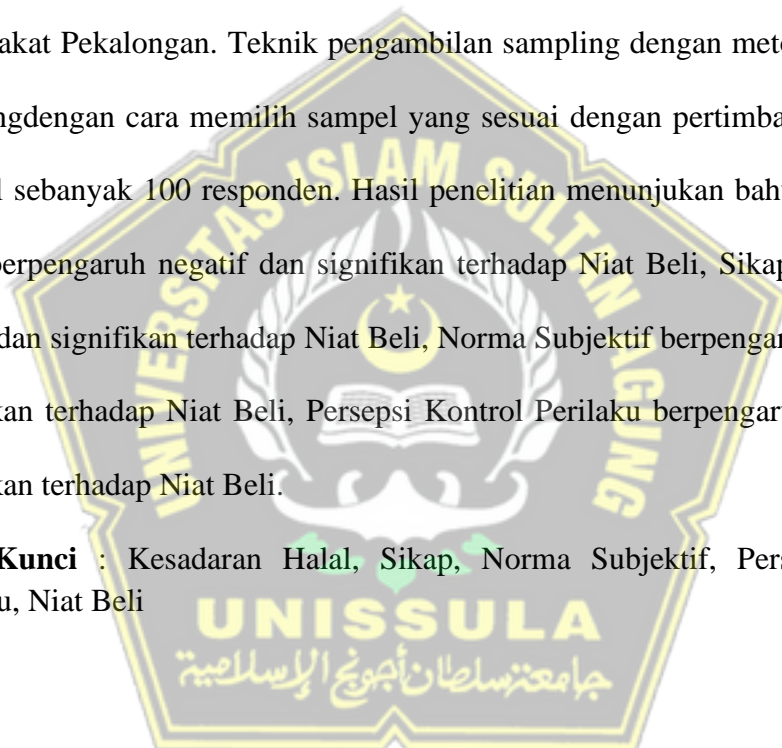


ABSTRAK

Tujuan penelitian ini adalah untuk menguji dan menganalisis pengaruh Kesadaran Halal, Sikap, Norma Subjektif, persepsi Kontrol Perilaku terhadap Niat Beli makanan halal. Populasi yang digunakan dalam penelitian ini adalah masyarakat Pekalongan. Teknik pengambilan sampling dengan metode Purposive sampling dengan cara memilih sampel yang sesuai dengan pertimbangan. Sampel diambil sebanyak 100 responden. Hasil penelitian menunjukkan bahwa Kesadaran Halal berpengaruh negatif dan signifikan terhadap Niat Beli, Sikap berpengaruh positif dan signifikan terhadap Niat Beli, Norma Subjektif berpengaruh positif dan signifikan terhadap Niat Beli, Persepsi Kontrol Perilaku berpengaruh positif dan signifikan terhadap Niat Beli.

Kata Kunci : Kesadaran Halal, Sikap, Norma Subjektif, Persepsi Kontrol Perilaku, Niat Beli



ABSTRACT

The purpose of this study was to examine and analyze the effect of Halal Awareness, Attitudes, Subjective Norms, Perceptions of Behavioral Control on the Purchase Intention of Halal food. The population used in this study is the people of Pekalongan. The sampling technique used is the purposive sampling method by selecting the appropriate sample according to the considerations. Samples were taken as many as 100 respondents. The results show that Halal Awareness has a negative and significant effect on Purchase Intention, Attitude has a positive and significant effect on Purchase Intention, Subjective Norms have a positive and significant effect on Purchase Intention, Behavioral Control Perceptions have a positive and significant effect on Purchase Intention.

Keywords: Halal Awareness, Attitude, Subjective Norm, Perception of Behavioral Control, Purchase Intention

