The Effect of Halal Awareness, Product Quality and Religiosity on Purchase Decisions of Halal Food at Japanese Restaurants in Jakarta

By **Rossi Dewi Apriliani**

Abstract

Economic activities, especially Japanese restaurants in Indonesia, are undergoing changes to ensure halal products by utilizing technological advances. Even though Japanese restaurants have grown rapidly since the 2000s, some still need to ensure the halalness of raw materials and manufacturing methods along with the development of the Japanese food business. This research aims to explain the influence of halal awareness, product quality and religiosity on decisions to purchase halal food in Japanese restaurants in Jakarta. This research took a sample of 120 respondents. The approach used is quantitative. Questionnaires were used as a data collection technique. SPSS is used as a data analysis technique. Data testing uses multiple linear regression analysis, t test, f test and coefficient of determination test (R^2). Results Adjusted R Square in this study, it was 0.594 or 59.4% and 40.6% was explained by other variables outside this research model. The results of this research are that partially halal awareness and product quality have a significant influence, while religiosity does not have a significant influence. However, if seen simultaneously (simultaneously), halal awareness, product quality, and religiosity together have a significant influence on the decision to purchase halal food at Japanese restaurants in Jakarta.

Keywords: *purchasing decisions, halal awareness, product quality, religiosity, Japanese restaurants*

Pengaruh Kesadaran Halal, Kualitas Produk dan Religiositas terhadap Keputusan Pembelian Makanan Halal di Restoran Jepang Jakarta

Oleh Rossi Dewi Apriliani

Abstrak

Aktivitas ekonomi terutama restoran Jepang di Indonesia mengalami kenaikan dan pertumbuhan pesat sejak tahun 2000-an, meskipun demikian beberapa masih perlu memastikan kehalalan bahan baku dan cara pembuatannya seiring dengan berkembangnya teknologi pangan khususnya pada restoran Jepang. Penelitian ini bertujuan untuk menjelaskan pengaruh kesadaran halal, kualitas produk dan religiositas terhadap keputusan pembelian makanan halal di restoran Jepang Jakarta. Metode yang digunakan dengan pendekatan kuantitatif. Data yang digunakan yaitu data primer dan penelitian ini mengambil sampel sebanyak 120 responden. Kuesioner digunakan sebagai teknik pengumpulan data. SPSS digunakan sebagai teknik analisis data. Pengujian data menggunakan analisis regresi linear berganda, uji t, uji f dan uji koefisien determinasi (R^2). Hasil *Adjusted R Square* pada penelitian ini yaitu 0,594 atau 59,4% dan sebesar 40,6% dijelaskan melalui variabel lain diluar model penelitian ini. Hasil pada penelitian ini yaitu secara parsial kesadaran halal dan kualitas produk memiliki pengaruh yang signifikan, sementara religiositas tidak memiliki pengaruh signifikan. Namun, jika dilihat secara bersamaan (simultan), kesadaran halal, kualitas produk, dan religiositas bersama-sama memiliki pengaruh signifikan terhadap keputusan pembelian makanan halal di restoran Jepang Jakarta.

Kata Kunci: keputusan pembelian, kesadaran halal, kualitas produk, religiositas, restoran Jepang