

Determination of Muslim Consumer's Preference on Unhalal-Certified Korea Restavers in Jakarta

By Imti Hanny Salimah

Abstract

The Korean wave phenomenon makes Korean restaurant enthusiasts in Indonesia continue to increase, especially in the Jakarta area. However, it is unfortunate that many Korean restaurants currently present still do not have halal certification. On the other hand, digital influencers can also play an important role because the reviews submitted by them on social media can affect consumption preferences, especially in restaurants that have not been halal certified. This study aims to analyze the influence of religiosity, perception of halal labels, and digital influencers on Muslim consumer preferences. The method used was a quantitative approach through the Google Form questionnaire using purposive sampling techniques for 140 respondents, and the analysis was conducted using Partial Least Squares (PLS) through SmartPLS 4.0. Research results show that religious and digital influencers have a significant effect on Muslim consumer preferences, while the perception of halal labels has no significant effect on Muslim consumer preferences. Limitations of this study included the scope of respondents who were limited to the Jakarta area, as well as the possibility of dishonesty of respondents answers in filling out questionnaires in filling out questionnaires.

Keywords: *halal label perception, Korean restaurant, muslim consumer preference, religiosity, the role of digital influencers.*

Determinan Preferensi Konsumen Muslim pada Restoran Korea Non Sertifikasi Halal di Jakarta

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Abstrak

Fenomena *Korean wave* membuat peminat restoran Korea di Indonesia terus meningkat terutama di wilayah Jakarta. Namun sangat disayangkan banyak restoran Korea yang hadir saat ini masih belum memiliki sertifikasi halal. Disisi lain, *digital influencer* juga dapat mempunyai peran yang penting karena ulasan yang disampaikan oleh mereka di media sosial mampu memengaruhi preferensi konsumsi, terutama pada restoran yang belum tersertifikasi halal. Penelitian ini bertujuan menganalisis pengaruh religiositas, persepsi label halal, dan *digital influencer* terhadap preferensi konsumen Muslim. Metode yang digunakan adalah pendekatan kuantitatif melalui kuesioner Google Form dengan teknik *purposive sampling* terhadap 140 responden, dan analisis dilakukan menggunakan *Partial Least Squares (PLS)* melalui SmartPLS 4.0. Hasil penelitian menunjukkan bahwa religiositas dan peran *digital influencer* berpengaruh signifikan terhadap preferensi konsumen Muslim, sedangkan persepsi label halal tidak berpengaruh signifikan terhadap preferensi konsumen Muslim. Keterbatasan penelitian ini meliputi ruang lingkup responden yang masih terbatas pada wilayah Jakarta, serta perbedaan persepsi responden dalam memahami dan menjawab pernyataan pada kuesioner.

Kata Kunci: peran *digital influencer*, persepsi label halal, preferensi konsumen, religiositas, restoran korea.