

***The Influence of Halal Certification, Product Quality, Price on Purchase
Decisions of Halal UMKM Products in Depok City***

By Nurulia Amanda

Abstract

The The growth of the halal industry in Indonesia shows a positive trend along with the increasing awareness of the Muslim community regarding the importance of consuming products that comply with sharia principles. However, many micro, small, and medium enterprises (MSMEs) have not fully met halal standards, particularly in terms of certification, raw materials, and production processes. This phenomenon raises questions about the factors that influence consumers' purchasing decisions for halal products from MSMEs, especially in Depok City. This study aims to analyze the effects of halal certification, product quality, and price on purchasing decisions for halal MSME products. This research employs a quantitative approach using Partial Least Squares (PLS) analysis. Data were collected through the distribution of questionnaires to 122 respondents who are consumers of halal MSMEs in Depok City. The results indicate that halal certification has a positive and significant effect on purchasing decisions. In addition, product quality also has a significant effect on purchasing decisions. Furthermore, price significantly influences purchasing decisions for halal MSME products in Depok City.

Keywords: Halal Certification, Product Quality, Price, Purchasing Decision

Pengaruh Sertifikasi Halal, Kualitas Produk, Harga Terhadap Keputusan Pembelian Produk UMKM Halal di Kota Depok

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Abstrak

Pertumbuhan industri halal di Indonesia menunjukkan tren positif seiring meningkatnya kesadaran masyarakat Muslim terhadap pentingnya konsumsi produk yang sesuai dengan prinsip syariah. Namun, masih banyak pelaku UMKM yang belum sepenuhnya memenuhi standar kehalalan, baik dari sisi sertifikasi, bahan baku, maupun proses produksi. Fenomena ini memunculkan pertanyaan mengenai faktor-faktor yang memengaruhi keputusan konsumen dalam membeli produk halal dari UMKM, khususnya di Kota Depok. Penelitian ini bertujuan untuk menganalisis pengaruh sertifikasi halal, kualitas produk, harga terhadap keputusan pembelian produk UMKM halal. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik analisis Partial Least Square (PLS). Data diperoleh melalui penyebaran kuesioner kepada 122 responden konsumen UMKM halal di Kota Depok. Berdasarkan hasil penelitian Sertifikasi halal berpengaruh signifikan dan positif terhadap keputusan pembelian, selain itu kualitas produk juga berpengaruh signifikan terhadap keputusan pembelian, Di samping itu harga juga berpengaruh signifikan terhadap keputusan pembelian produk UMKM halal di Kota Depok.

Kata kunci: Sertifikasi Halal, Kualitas Produk, Harga, Keputusan Pembelian