ANALYSIS OF EFFECT OF HALAL LABEL PERCEPTION, PRODUCT QUALITY, AND SERVICE QUALITY ON HALAL PRODUCT PURCHASING DECISIONS

(STUDY ON STARBUCKS CONSUMERS IN SOUTH TANGERANG)

By

Cikal Rivaldi

Abstract

This research is a quantitative study that aims to determine the effect of perceptions of halal labels, product quality, and service quality on purchasing decisions. The population in this study were visitors who purchased drinks at STARBUCKS coffee shop, South Tangerang. The sample size was taken as many as 75 respondents, with non-probability sampling technique sampling with purposive sampling method. Data collection was carried out through questionnaires. The analysis technique used is the PLS (Partial Least Square) analysis method with SmartPLS 3.2.8 software. The results of this study indicate that Halal Label perception does not significantly influence purchasing decisions, Product Quality has a significant effect on purchasing decisions, Service Quality has a significant effect on purchasing decisions. The results of the determinant coefficient of the halal label perception variables, product quality and service quality have an influence of 58.4% on purchasing decisions and the other 41.6% are influenced by other variables.

Keywords: *Halal Label Perception, Product Quality, Service Quality, Purchasing Decisions*

ANALISIS PENGARUH PERSEPSI LABEL HALAL, KUALITAS PRODUK, DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK HALAL
(STUDI PADA KONSUMEN STARBUCKS DI TANGERANG SELATAN)

Oleh

Cikal Rivaldi

ABSTRAK

Penelitian ini merupakan penelitian kuantitatif yang bertujuan untuk mengetahui pengaruh persepsi label halal, kualitas produk, dan kualitas pelayanan terhadap keputusan pembelian. Populasi dalam penelitian ini adalah pengunjung yang melakukan pembelian minuman di kedai kopi STARBUCKS, Tangerang Selatan. Ukuran sampel diambil sebanyak 75 orang responden, dengan teknik pengambilan sampel non-probability sampling dengan metode sampel purposive sampling. Pengumpulan data dilakukan melalui penyebaran kuesioner. Teknik analisis yang digunakan adalah metode analisis PLS (Partial Least Square) dengan software SmartPLS 3.2.8. Hasil penelitian ini menunjukan bahwa Persepsi Label Halal tidak berpengaruh signifikan terhadap keputusan pembelian, Kualitas Produk berpengaruh signifikan terhadap keputusan pembelian, Kualitas Pelayanan berpengaruh signifikan terhadap keputusan pembelian. Hasil koefisien determinan variabel persepsi label halal, kualitas produk dan kualitas pelayanan memiliki pengaruh sebesar 58,4% terhadap keputusan pembelian dan 41,6% lainnya dipengaruhi oleh variabel lain.

Kata Kunci : Persepsi Label Halal, Kualitas Produk, Kualitas Pelayanan, Keputusan Pembelian