

ABSTRAK

Tujuan dalam penelitian ini adalah mengetahui dan menganalisis pengaruh sikap berpengaruh terhadap minat beli produk halal, Untuk mengetahui dan menganalisis pengaruh norma subyektif berpengaruh terhadap minat beli produk halal, Untuk mengetahui dan menganalisis pengaruh persepsi kontrol perilaku berpengaruh terhadap minat beli produk halal, Untuk mengetahui dan menganalisis pengaruh minat beli terhadap perilaku pembelian produk halal dan Untuk mengetahui dan menganalisis kesadaran halal dalam memoderasi hubungan minat beli produk halal terhadap perilaku pembelian produk halal

Populasi dalam penelitian ini adalah seluruh mahasiswa di Yogyakarta. Sampel yang diambil dalam penelitian ini adalah sebagian mahasiswa di Yogyakarta yang berjumlah 250 orang. Sampel dikumpulkan menggunakan google form. Analisis data dalam penelitian ini menggunakan metode PLS.

Hasil penelitian ini membuktikan bahwa sikap berpengaruh positif terhadap minat beli terhadap produk makanan halal, norma subyektif berpengaruh positif terhadap minat beli terhadap produk makanan halal, Persepsi Kontrol Perilaku berpengaruh positif terhadap minat beli terhadap produk makanan halal, minat beli berpengaruh positif terhadap perilaku pembelian terhadap produk makanan halal dan kesadaran halal memoderasi pengaruh positif minat beli terhadap perilaku pembelian terhadap produk makanan halal..

Kata Kunci : Sikap, norma subyektif, persepsi kontrol perilaku, minat pembelian, kesadaran halal

ABSTRACT

The purpose of this research is to know and analyze the influence of attitudes influencing the buying interest of halal products, To find out and analyze the influence of subjective norms influencing the buying interest of halal products, To find out and analyze the effect of perception of behavioral control influencing the buying interest of halal products, to know and analyze the influence of buying interest on the buying behavior of halal products and To find out and analyze the awareness of halal in moderating the relationship of buying interest of halal products on the buying behavior of halal products

The population in this study were all college student in Yogyakarta. The sample taken in this study was a portion of the community in Yogyakarta, amounting to 250 people. Samples were collected using google form. Analysis of the data in this study using the PLS method.

The results of this study prove that the attitude of a positive effect on buying interest in halal food products, subjective norms have a positive effect on buying interest towards halal food products, Perception of Behavioral Control has a positive effect on buying interest on halal food products, buying interest has a positive effect on buying behavior towards products Halal food and Halal awareness moderate the positive influence of buying interest on purchasing behavior on Halal food products.

Keywords: Attitudes, subjective norms, perception of behavioral control, purchase interests, halal awareness