ABSTRAK

Fahrida Aliani, 1950210043, Faktor Yang Mempengaruhi *Attitude Toward Product Halal Foods* : Peran Dari *Religious Belief, Halal Certification, Halal Awareness* (Studi Pada Konsumen Generasi Z di Kabupaten Kudus)

Penelitian ini bertujuan untuk mengetahui pengaruh *religious belief, halal certification, dan halal awareness* terhadap *attitude toward product halal foods*. Penelitian ini dilakukan pada masyarakat generasi Z di kabupaten kudus dengan rentang usia 13 sampai 28 tahun yang sudah pernah mengkonsumsi produk halal foods. Jenis penelitian ini berupa *field research* serta menggunakan pendekatan kuantitatif. Responden dalam penelitian ini berjumlah 100 responden. Metode penarikan sampel pada penelitian ini menggunakan *purposive sampling* dengan menentukan kriteria khusus. Teknik analisis data dalam penelitian ini menggunakan *Structural Equation Modelling* (SEM) *for windows 24.0*. Hasil penelitian menunjukkan bahwa *religious belief dan halal certification* berpengaruh terhadap *halal awareness. Religious belief dan halal certification* berpengaruh terhadap *attitude toward product halal foods.* Sedangkan *halal awareness* tidak berpengaruh terhadap *attitude toward product halal foods.*Untuk penelitian selanjutnya diharapkan dapat mengembangkan lebih banyak variabel dan menggunakan jangkauan yang lebih luas lagi untuk mendapatkan hasil responden yang lebih bervariasi.

Kata Kunci :*Religious Belief, Halal Certification, Halal Awareness, Attitude Toward Product Halal Foods.*

ABSTRACT

Fahrida Aliani, 1950210043, *Factors Influencing Attitude toward Product Halal Foods: The Role of Religious Belief, Halal Certification, Halal Awareness (Study on Generation Z Consumers in Kudus Regency)*

This study aims to determine the effect of religious belief, halal certification, and halal awareness on attitude toward product halal foods. This research was conducted on generation Z people in Kudus district with an age range of 13 to 28 years who have consumed halal food product. This type of research is in the form respondents in this study amounted to 100 respondents. The sampling method in this study used purposive sampling by determining specific criteria. Data analysis techniques in this study used Structural Equation Modeling (SEM) for windows 24.0. the results of the study show that religious belief and halal certification have an effect on halal awareness. Religious belief and halal certification have an effect on attitudes toward halal foods product. Meanwhile, halal awareness has no effect on attitude toward halal foods product. For further research, it is expected to be able to develop more variables and use a wrider range to get more varied result from respondents.

Keywords: Religious Belief, Halal Certification, Halal Awareness, Attitude Toward Product Halal Foods