

ABSTRAK

Siti Zulfa Nadiya, 1950110011, Pengaruh *Halal Awareness*, *Sales Promotion Display*, *Social Media Marketing* dan *Endorser's Persuasiveness* terhadap *Purchase Intention* di *Online Shop* pada Generasi Z Muslim di Jawa Tengah

Era industri 4.0 menuntut para pelaku usaha agar mampu bersaing guna mencapai keuntungan sebesar-besarnya. Menjamurnya *online shop* dengan diiringi kenaikan jumlah pengguna internet tiap tahunnya menjadi bukti adanya kemajuan teknologi dalam meningkatkan volume penjualan. Mendorong niat pelanggan menjadi tantangan bagi pelaku usaha untuk tetap bertahan di era digital ini khususnya pemilik *online shop* ataupun *ecommerce*. Strategi terkini yang sering dilakukan adalah menampilkan tampilan promosi penjualan, pemasaran media sosial dan dukungan *endorser*. Masyarakat yang semakin sadar tentang konsep halal khususnya generasi Z muslim dianggap lebih banyak melakukan penjelajahan khususnya situs belanja dan mempunyai kepekaan yang baik dalam mempertimbangkan kehalalan produk.

Populasi dalam penelitian ini adalah generasi Z muslim di Jawa Tengah. Teknik pengambilan sampelnya menggunakan *sampling purposive* dengan jumlah sampel menerapkan saran dari Hair- Jr dengan hasil 150 responden. Metode dalam mengumpulkan data menggunakan angket yang disebar melalui *google form*. Data diuji menggunakan SmartPLS 3.2.9 dengan 2 model pengukuran yaitu *Outer Model* dan *Inner Model*. Uji hipotesis juga dilakukan melihat nilai *p-values* dan *t-statistik*.

Hasil pengujian menunjukkan bahwa *halal awareness* memperoleh nilai *p-values* $0,001 < 0,05$, *sales promotion display* memperoleh nilai *p-values* $0,002 < 0,05$ dan *social media marketing* memperoleh nilai *p-values* $0,001 < 0,05$. Sedangkan *endorser's persuasiveness* memperoleh nilai *p-values* $0,152 > 0,05$. Maka dapat disimpulkan bahwa *halal awareness*, *sales promotion display* dan *social media marketing* berpengaruh positif terhadap *purchase intention*. Sedangkan *endorser's persuasiveness* tidak berpengaruh terhadap *purchase intention*.

Kata Kunci : *Halal Awareness*, *Sales Promotion Display*, *Social Media Marketing*, *Endorser's Persuasiveness* dan *Purchase Intention*.

ABSTARCT

Siti Zulfa Nadiya, 1950110011, The Influence Of Halal Awareness, Sales Promotion Display, Social Media Marketing And Endorsement's Persuasiveness On Purchase Intention At Online Shops For Generation Z Muslims In Central Java

The industrial era 4.0 requires business actors to be able to compete to achieve maximum profits. The mushrooming of online shops and increased internet users yearly is evidence of technological advances in growing sales volume. Encouraging customer intentions is challenging for businesses to survive in this digital era, especially online shops or e-commerce owners. The most recent strategy often carried out is displaying sales promotions, social media marketing, and endorser support. People who are increasingly aware of halal, especially Muslim Z generations, are considered to be doing more browsing, especially shopping sites, and have good sensitivity in assessing product halalness.

The population in this study is the Z generation of Muslims in Central Java. The sampling technique used purposive sampling with the number of samples applying the suggestions from Hair_ Jr with a result of 150 respondents. Collecting data is using a questionnaire distributed via Google Forms and testing data using SmartPLS 3.2.9 with two measurement models, the Outer and Inner Models. See the result of the hypothesis through the p-values and t-statistics.

The test results showed that halal awareness obtained p-values $0.001 < 0.05$, sales promotion displays got p-values $0.002 < 0.05$, and social media marketing received p-values $0.001 < 0.05$. Meanwhile, the endorser's persuasiveness obtained p-values of $0.152 > 0.05$. So can conclude the result that halal awareness, sales promotion displays, and social media marketing positively affect purchase intention. Meanwhile, the endorser's persuasiveness does not involve purchase intention.

Keywords: *Halal Awareness, Sales Promotion Display, Social Media Marketing, Endorser's Persuasiveness, and Purchase Intention.*