

ABSTRAK

Ahmad Syafaat HS, NIM: 1720310143, “Pengaruh Kesadaran Halal, Sikap Dan Norma Subjektif Terhadap Kesiediaan Membeli Makanan Di Resto Pizza Tahun 2022 (Studi Kasus pada Restoran Jepara Resto Pizza di Kecamatan Jepara).

Riset ini bertujuan untuk mengetahui hubungan kesadaran halal, sikap, norma subjektif baik secara parsial maupun simultan terhadap kesiediaan membeli produk makanan halal pada Jepara Resto Pizza.

Jenis penelitian ini termasuk penelitian lapangan (*field research*) dengan pendekatan kuantitatif. Populasi pada penelitian ini yaitu seluruh konsumen Jepara Resto Pizza. Teknik pengambilan sampel menggunakan teknik *insidental sampling* yaitu teknik penentuan sampel berdasarkan kebetulan. Yaitu konsumen Jepara Resto Pizza yang secara kebetulan bertemu dengan peneliti maka akan dijadikan sebagai sampel. Dengan rumus sampel tiga kali jumlah variabel maka didapatkan sampel sebanyak 75 orang. Teknik analisis data yang digunakan yaitu regresi linier berganda dengan uji pra syarat analisis yang terdiri dari uji normalitas, uji multikolonieritas, uji heteroskedastisitas, dan uji autokorelasi. Pengolahan data dilakukan dengan bantuan *software SPSS for windows*.

Berdasarkan hasil penelitian dapat disimpulkan bawah secara parsial terdapat hubungan yang signifikan antara variabel kesadaran halal (X_1) dan sikap (X_2) terhadap kesiediaan membeli produk (Y). Sedangkan variabel norma subjektif (X_3) tidak memiliki hubungan terhadap kesiediaan membeli produk (Y). Secara bersama-sama variabel kesadaran halal, sikap dan norma subjektif memiliki hubungan yang signifikan terhadap kesiediaan membeli produk. Berdasarkan hasil uji t terhadap kesadaran halal diperoleh $t_{hitung} = 6,501$ dan nilai $sig. = 0,000$, variabel sikap diperoleh $t_{hitung} = 4,418$ dan nilai $sig. = 0,000$, variabel norma subjektif diperoleh $t_{hitung} = 0,191$ dan nilai $sig. = 0,849$. Adapun uji F didapatkan nilai $F_{hitung} = 68,936$ dan nilai $sig. = 0,000$, semua pengujian dilakukan menggunakan taraf signifikansi 5%.

Kata kunci: *kesadaran halal, sikap, norma subjektif, kesiediaan membeli produk*

ABSTRACT

Ahmad Syafaat HS, NIM: 1720310143, "The Effect of Halal Awareness, Attitudes and Subjective Norms on Willingness to Buy Food at Pizza Restaurants in 2022 (Case Study on Jepara Pizza Restaurants in Jepara District)

This research aims to determine the relationship between halal awareness, attitudes, subjective norms both partially and simultaneously on the willingness to buy halal food products at Jepara Resto Pizza.

This type of research includes field research with a quantitative approach. The population in this study are all consumers of Jepara Resto Pizza. The sampling technique used incidental sampling technique, namely the technique of determining the sample based on chance. That is, consumers of Jepara Resto Pizza who coincidentally meet with researchers will be used as samples. With the sample formula three times the number of variables, a sample of 75 people was obtained. The data analysis technique used is multiple linear regression with pre-requisite analysis test consisting of normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test. Data processing is done with the help of SPSS software for windows.

Based on the results of the study, it can be concluded that partially there is a significant relationship between the variables of halal awareness (X1) and attitudes (X2) on the willingness to buy products (Y). While the subjective norm variable (X3) has no relationship to the willingness to buy the product (Y). Together, the variables of halal awareness, attitudes and subjective norms have a significant relationship to the willingness to buy products. Based on the results of the t-test on halal awareness, $t_{count} = 6.501$ and the value of $sig. = 0.000$, the attitude variable obtained $t_{count} = 4.418$ and the value of $sig. = 0.000$, subjective norm variable obtained $t_{count} = 0.191$ and $sig. = 0.849$. The F test obtained the value of $F_{count} = 68.936$ and the value of $sig. = 0.000$, all tests were performed using a significance level of 5%.

Keywords: *halal awareness, attitude, subjective norms, willingness to buy products*