

ABSTRACT

THE EFFECT OF PRODUCT QUALITY AND HALAL CERTIFICATION ON THE BUYING INTEREST OF MUSLIM CONSUMERS OF SHAMIYA FROZEN FRIED BANANA PRODUCTS, IN BANDAR LAMPUNG CITY (Case Study CV. Shamiya)

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This study aims to determine the influence of product quality variables and halal certification on consumers' buying interest in products pisang goreng beku Shamiya. The research method uses quantitative methods and *purposive sampling* techniques. The first step is to prepare a questionnaire and test its validity. The valid questionnaire was then distributed to 75 respondents who were Shamiya consumers. The collected data were tested using instrument testing techniques, classical assumption tests, and multiple linear regression analysis tests. The results of multiple linear regression analysis showed that simultaneous assays (F) and partial tests (T) significantly influenced the dependent variable (Y). The results of the R Square value determination test stated that product quality and halal certification simultaneously had an influence on buying interest by 15% and the remaining 85% influence was explained from other variables outside of the research conducted.

Keywords: certification, halal, interest, quality, shamiya.

ABSTRAK

PENGARUH MUTU PRODUK DAN SERTIFIKASI HALAL TERHADAP MINAT BELI KONSUMEN MUSLIM PRODUK PISANG GORENG BEKU SHAMIYA, DI KOTA BANDAR LAMPUNG (Studi Kasus CV. Shamiya)

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Penelitian ini bertujuan untuk mengetahui pengaruh variabel mutu produk dan sertifikasi halal terhadap minat beli konsumen produk pisang goreng beku Shamiya. Metode penelitian menggunakan metode kuantitatif dan teknik *purposive sampling*. Langkah pertama melakukan penyusunan kuisisioner dan menguji validitas. Kuisisioner yang telah valid kemudian disebarakan kepada 75 responden yang merupakan konsumen Shamiya. Data yang terkumpul diuji menggunakan teknik pengujian instrument, uji asumsi klasik, dan uji analisis regresi linear berganda. Hasil analisis regresi linear berganda menunjukkan bahwa uji simultan (F) dan uji parsial (T) secara signifikan berpengaruh terhadap variabel dependen (Y). Hasil uji determinasi nilai R Square menyatakan bahwa mutu produk dan sertifikasi halal secara serentak memiliki pengaruh terhadap minat beli sebesar 15% dan sisa pengaruh 85% banyak dijelaskan dari variabel lain diluar dari penelitian yang dilakukan.

Kata kunci : halal, minat, mutu, sertifikasi, shamiya.