

ABSTRAK

PENGARUH BAHAN BAKU HALAL DAN PERSEPSI HALAL TERHADAP MINAT PEMBELIAN MENU KFC DI BANDAR LAMPUNG DENGAN *COUNTRY OF ORIGIN* SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui apakah pengaruh bahan baku halal dan persepsi halal terhadap minat pembelian dengan *country of origin* sebagai variabel mediasi pada pembelian menu restoran KFC di Kota Bandar Lampung. Jenis penelitian yang digunakan adalah *explanatory research* dengan pendekatan kuantitatif. Penelitian ini menggunakan metode pengambilan sampel *nonprobability sampling* dan teknik pengambilan sampel *purposive sampling*. Pengumpulan data didapat melalui situs kuesioner *Google Form* yang disebarluaskan melalui platform media sosial, sehingga menghasilkan sampel sebanyak 97 responden. Analisis data menggunakan *Structural Equation Model* PLS dengan pengujian *inner model*, *outer model*, dan uji hipotesis. Hasil penelitian menunjukkan bahwa variabel yang berpengaruh positif dan signifikan terdapat pada hipotesis 1,3,5,6, dan 7. Sedangkan variabel yang berpengaruh negatif dan tidak signifikan terdapat pada hipotesis 2 dan 4.

Kata kunci: Bahan Baku Halal, Persepsi Halal, Minat Pembelian, *Country of Origin*

ABSTRACT

THE INFLUENCE OF HALAL RAW MATERIALS AND HALAL PERCEPTION ON THE PURCHASE INTENTION OF KFC MENU AT BANDAR LAMPUNG WITH COUNTRY OF ORIGIN AS MEDIATING VARIABLE

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This research aims to determine the effect of halal raw materials and halal perceptions on purchase intention with country of origin as a mediating variable for purchasing KFC restaurant menu in Bandar Lampung City. The type of research using explanatory research with a quantitative approach. This research using nonprobability sampling method and purposive sampling technique. Data collection research was obtained through the Google Form site questionnaire which was distributed via social media platforms, resulting in a sample of 97 respondents. Data analysis using Structural Equation Model PLS with inner model, outer model, and hypothesis testing. The results of research indicate that halal raw materials, halal perceptions, and country of origin had a positive and significant influence on the purchase intention of the KFC menu in Bandar Lampung. The results of this study indicate that positive and significant effect found on hypothesis 1, 3, 5, 6, and 7. While negative and insignificant effect found on hypothesis 2 and 4.

Keywords: Halal Raw Materials, Halal Perception, Purchase Intention, Country of Origin