

Siti Masfufah. NIM 210331100082. Analisis Dampak Sertifikasi Halal Terhadap Keputusan Pembelian Produk Mixue *Ice Cream & Tea* di Bangkalan.

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ABSTRAK

Penelitian ini dilatar belakangi oleh keraguan kehalalan produk *Ice Cream* Mixue. Sehingga masyarakat Indonesia mempertanyakan kehalalan produk yang dijual di Mixue. Tujuan penelitian ini untuk menganalisis dampak sertifikasi halal terhadap keputusan pembelian produk Mixue *ice cream & tea* di Bangkalan. Metode penelitian ini merupakan penelitian lapangan, yang jenis penelitiannya kuantitatif. Sumber data yang digunakan data primer dan data sekunder. Populasi yang dijadikan dalam penelitian ini adalah seluruh pembeli produk Mixue *ice cream & tea* di Bangkalan sebanyak 100 responden. Teknik pengumpulan sampel menggunakan *non probability sampling* (populasi tidak diketahui). Sedangkan teknik pengumpulan data adalah kuesioner dan dokumentasi. Dalam menganalisis data kuantitatif digunakan analisis regresi linear sederhana dimana proses perhitungannya menggunakan SPSS *for windows* versi 20. Hasil penelitian menunjukkan bahwa hubungan antara sertifikasi halal terhadap keputusan pembelian termasuk dalam kategori “sangat kuat” diketahui dari koefisien korelasi adalah sebesar 0,720 atau 72%, kemudian terdapat kontribusi dalam sertifikasi halal terhadap keputusan pembelian adalah sebesar 51,9% dan sisanya 48,1% dipengaruhi oleh faktor lain seperti kualitas produk, harga, dan promosi, yang tidak termasuk dalam penelitian ini. Secara umum disimpulkan bahwa dampak sertifikasi halal terhadap keputusan pembelian adalah berpengaruh sangat signifikan.

Kata kunci: Kuantitatif, Kuesioner, Keputusan Pembelian, Sertifikasi Halal

Siti Masfufah. NIM 210331100082. *Analysis of The Impact of Halal Certification on Purchase Decision For Mixue Ice Cream & Tea Products in Bangkalan.*
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ABSTRACT

This research was motivated by doubts about the halalness of Ice Cream Mixue products. So the Indonesian people question the halalness of the products sold at Mixue. The aim of this research is to analyze the impact of halal certification on purchasing decisions for Mixue ice cream & tea products in Bangkalan. This research method is field research, the type of research is quantitative. The data sources used are primary data and secondary data. The population used in this research were all buyers of Mixue ice cream & tea products in Bangkalan, totaling 100 respondents. The sample collection technique uses non-probability sampling (unknown population). Meanwhile, data collection techniques are questionnaires and documentation. In analyzing the quantitative data, simple linear regression analysis was used where the calculation process used SPSS for Windows version 20. The results of the research showed that the relationship between halal certification and purchasing decisions was included in the "very strong" category, as seen from the correlation coefficient of 0.720 or 72%, then there was a contribution of halal certification to purchasing decisions of 51.9% and the remaining 48.1% was influenced by other factors such as product quality, price and promotion, which were not included in this research. In general, it is concluded that the impact of halal certification on purchasing decisions is very significant.

Keywords: Quantitative, Questionnaire, Purchase Decision, Halal Certificatio