

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh sertifikasi halal, kualitas produk, kualitas pelayanan, dan harga terhadap minat beli konsumen Generasi Z pada Ayam Geprek Sai Cabang Kalitidu Kabupaten Bojonegoro. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian asosiatif. Teknik pengumpulan data dilakukan melalui penyebaran kuesioner kepada konsumen Generasi Z yang pernah melakukan pembelian di Ayam Geprek Sai Cabang Kalitidu Kabupaten Bojonegoro. Analisis data dalam penelitian ini menggunakan metode *Structural Equation Modeling* (SEM) berbasis *Partial Least Square* (PLS) dengan bantuan software SmartPLS.

Hasil penelitian menunjukkan bahwa sertifikasi halal berpengaruh positif dan signifikan terhadap minat beli konsumen. Kualitas produk berpengaruh positif dan signifikan terhadap minat beli konsumen. Kualitas pelayanan berpengaruh positif dan signifikan terhadap minat beli konsumen. Harga juga berpengaruh positif dan signifikan terhadap minat beli konsumen. Selain itu, variabel sertifikasi halal, kualitas produk, kualitas pelayanan, dan harga secara simultan berpengaruh terhadap minat beli konsumen Generasi Z pada Ayam Geprek Sai Cabang Kalitidu Kabupaten Bojonegoro dengan nilai R-Square sebesar 0,786 atau 78,6%, sedangkan sisanya dipengaruhi oleh variabel lain di luar penelitian.

Berdasarkan hasil penelitian dapat disimpulkan bahwa sertifikasi halal, kualitas produk, kualitas pelayanan, dan harga menjadi faktor penting dalam meningkatkan minat beli konsumen Generasi Z pada Ayam Geprek Sai Cabang Kalitidu Kabupaten Bojonegoro.

Kata Kunci: Harga, Kualitas Pelayanan, Kualitas Produk, Minat Beli Konsumen, Sertifikasi Halal

ABSTRACT

This study aims to determine the effect of halal certification, product quality, service quality, and price on purchasing interest among Generation Z consumers at Ayam Geprek Sai, Kalitidu Branch, Bojonegoro Regency. This study used a quantitative approach with an associative approach. Data collection was conducted by distributing questionnaires to Generation Z consumers who had previously purchased at Ayam Geprek Sai, Kalitidu Branch, Bojonegoro Regency. Data analysis in this study used the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS) with the assistance of SmartPLS software.

The results showed that halal certification had a positive and significant effect on consumer purchasing interest. Product quality had a positive and significant effect on consumer purchasing interest. Service quality had a positive and significant effect on consumer purchasing interest. Price also had a positive and significant effect on consumer purchasing interest. Furthermore, halal certification, product quality, service quality, and price simultaneously influenced Generation Z consumers' purchasing interest at Ayam Geprek Sai, Kalitidu Branch, Bojonegoro Regency, with an R-square value of 0.786 or 78.6%. The remaining influence was attributed to other variables outside the study.

Based on the research results, it can be concluded that halal certification, product quality, service quality, and price are important factors in increasing Generation Z consumers' purchasing interest at Ayam Geprek Sai, Kalitidu Branch, Bojonegoro Regency.

Keywords: *Consumer Purchasing Interest, Halal Certification, Price, Product Quality, Service Quality.*