

ABSTRAK

Perkembangan industri makanan halal sudah menjadi perhatian pemerintah Indonesia, hal ini terbukti dari adanya peraturan perundang-undangan untuk mengembangkan industri halal mengenai jaminan industri halal. Data yang dibutuhkan dalam penelitian ini diperoleh melalui wawancara dengan menggunakan kuesioner dengan responden 82. Data yang diperoleh dianalisis menggunakan Uji Regresi Linier Berganda. Hasil pengujian regresi berganda menunjukkan bahwa harga terbukti berpengaruh positif signifikan terhadap niat beli. Hasil penelitian ini menunjukkan bahwa secara parsial harga berpengaruh terhadap minat beli, sedangkan untuk label halal dan promosi tidak berpengaruh. Secara simultan label halal, harga, promosi berpengaruh positif terhadap minat beli makanan halal di Indonesia (Studi Kasus Konsumen Minoritas Muslim di Desa Argosari Kecamatan Senduro Kabupaten Lumajang). Secara simultan variabel label halal, harga, promosi berpengaruh secara bersama-sama dengan R^2 sebesar 45,7% sedangkan sisanya dipengaruhi variabel lain.

Kata kunci: label halal, harga, promosi, minat beli

ABSTRACT

The development of the halal food industry has become a concern of the Indonesian government, this is evident from the law or regulations to develop the halal industry regarding guarantees of the halal industry. The data required in this study were obtained through interviews using a questionnaire on a scale of 1-82. The data obtained were analyzed using Multiple Linear Regression Test. The results of multiple regression testing show that prices are proven to have a significant positive impact on purchase intention. The results of this study indicate that partially the price has an effect on buying interest, while for the halal label and promotion it has no effect. Simultaneously the halal label, price, promotion have a significant positive effect on the interest in buying halal food in Indonesia (Case Study on Muslim Minority Consumers in Argosari Village, Senduro District, Lumajang Regency). Simultaneously the halal label, price, promotion variables have an effect together with R^2 of 45.7% while the rest is influenced by other variables.

Keywords: *halal label, price, promotion, buying interest*