

DAFTAR ISI

HALAMAN JUDUL	ii
HALAMAN PENGESAHAN.....	ii
HALAMAN PERNYATAAN.....	iii
FORM DEKLARASI TERKAIT PLAGIARISME.....	iv
KATA PENGANTAR.....	v
ABSTRAK	vii
ABSTRACT	viii
DAFTAR ISI.....	ix
DAFTAR TABEL	xiii
DAFTAR GAMBAR.....	xiv
BAB I.....	1
PENDAHULUAN.....	1
1.1 Gambaran Umum Objek Penelitian	1
1.2 Latar Belakang Penelitian	2
1.3 Rumusan Masalah	10
1.4 Tujuan Penelitian.....	11
1.5 Manfaat Penelitian.....	12
1.5.1 Aspek Teoritis	12
1.5.2 Aspek Praktis	12
1.6 Sistematika Penulisan Tugas Akhir.....	14
BAB II	16
TINJAUAN PUSTAKA.....	16
2.1 Teori dan Penelitian Terdahulu	16
2.1.1 Manajemen Pemasaran.....	16
2.1.2 Perilaku Konsumen	18
2.1.3 <i>Theory of Planned Behavior (TPB)</i>	19
2.1.4 <i>Halal Purchase Intention</i>	22
2.1.5 STHF (<i>Satisfaction Towards Halal Food</i>).....	23
2.1.6 <i>Halal Credence</i>	25

2.1.7	<i>Halal Awareness</i>	26
2.1.8	<i>Halal Certification</i>	27
2.1.9	<i>Health Consciousness</i>	29
2.1.10	<i>Religiosity</i>	30
2.1.11	Hubungan Antar Variabel	30
2.1.12	Penelitian Terdahulu	35
2.2	Kerangka Penelitian	52
2.3	Hipotesis Penelitian	54
BAB III		60
METODE PENELITIAN		60
3.1	Jenis Penelitian	60
3.2	Operasionalisasi Variabel.....	62
3.2.1	Skala Pengukuran.....	73
3.3	Tahapan Penelitian	74
3.4	Populasi dan Sampel	77
3.4.1	Populasi.....	77
3.4.2	Teknik Sampling	77
3.5	Pengumpulan Data dan Sumber Data	78
3.6	Uji Validitas dan Reliabilitas	79
3.6.1	Uji Validitas	79
3.6.2	Uji Reliabilitas	81
3.7	Teknik Analisis Data	82
3.7.1	Analisis Deskriptif	82
3.7.2	<i>Partial Least Squares (PLS-SEM)</i>	84
3.7.3	Evaluasi Model Pengukuran (<i>Outer Model</i>)	85
3.7.4	Evaluasi Model Struktural (<i>Inner Model</i>)	87
3.7.5	Uji Hipotesis	91
BAB IV		92
HASIL DAN PEMBAHASAN		92
4.1	Karakteristik Responden	92
4.1.1	Karakteristik Responden Berdasarkan Jenis Kelamin	92

4.1.2	Karakteristik Responden Berdasarkan Usia.....	93
4.1.3	Karakteristik Responden Berdasarkan Pekerjaan	94
4.1.4	Karakteristik Responden Berdasarkan Penghasilan Dalam Sebulan ...	95
4.2	Analisis Deskriptif.....	95
4.2.1	Analisis Deskriptif Variabel <i>Halal Credence</i>	96
4.2.2	Analisis Deskriptif Variabel <i>Halal Awareness</i>	98
4.2.3	Analisis Deskriptif Variabel <i>Halal Certification</i>	99
4.2.4	Analisis Deskriptif Variabel <i>Health Consciousness</i>	101
4.2.5	Analisis Deskriptif Variabel STHF (<i>Satisfaction Towards Halal Food</i>) 103	
4.2.6	Analisis Deskriptif Variabel <i>Religiosity</i>	105
4.2.7	Analisis Deskriptif Variabel <i>Halal Purchase Intention</i>	106
4.3	Hasil Penelitian.....	108
4.4	Evaluasi Model Pengukuran (<i>Outer Model</i>).....	108
4.4.1	<i>Convergent Validity</i> (Validitas Konvergen).....	109
4.4.2	<i>Discriminant Validity</i> (Validitas Diskriminan).....	111
4.4.3	<i>Reliability Test</i>	117
4.5	Evaluasi Model Struktural (<i>Inner Model</i>)	118
4.5.1	<i>R-Square</i> (R)	119
4.5.2	<i>F-Square</i> (F).....	120
4.5.3	<i>Q Square Predictive Relevance</i> (Q).....	121
4.5.4	<i>Goodness of fit Model</i> (GoF)	122
4.5.5	<i>Estimate Path Coefficients</i>	123
4.6	Uji Hipotesis.....	124
4.7	Pembahasan Hasil Penelitian.....	127
4.7.1	Hasil Analisis Deskriptif Gambaran dan Penilaian Responden.....	127
4.7.2	<i>Halal Credence</i> Berpengaruh Positif Terhadap STHF (<i>Satisfaction Towards Halal Food</i>).....	129
4.7.3	<i>Halal Awareness</i> Berpengaruh Positif Terhadap STHF (<i>Satisfaction Towards Halal Food</i>).....	130
4.7.4	<i>Halal Certification</i> Berpengaruh Positif Terhadap STHF (<i>Satisfaction Towards Halal Food</i>).....	131

4.7.5	<i>Health Consciousness</i> Berpengaruh Positif Terhadap STHF (<i>Satisfaction Towards Halal Food</i>)	132
4.7.6	STHF (<i>Satisfaction Towards Halal Food</i>) Berpengaruh Positif Terhadap <i>Halal Purchase Intention</i>	133
4.7.7	<i>Halal Credence</i> Berpengaruh Positif Terhadap <i>Halal Purchase Intention</i> Melalui STHF (<i>Satisfaction Towards Halal Food</i>).....	134
4.7.8	<i>Halal Awareness</i> Berpengaruh Positif Terhadap <i>Halal Purchase Intention</i> Melalui STHF (<i>Satisfaction Towards Halal Food</i>).....	135
4.7.9	<i>Halal Certification</i> Berpengaruh Positif Terhadap <i>Halal Purchase Intention</i> Melalui STHF (<i>Satisfaction Towards Halal Food</i>).....	136
4.7.10	<i>Health Consciousness</i> Berpengaruh Positif Terhadap <i>Halal Purchase Intention</i> Melalui STHF (<i>Satisfaction Towards Halal Food</i>).....	137
4.7.11	<i>Religiosity</i> Memoderasi Hubungan antara STHF (<i>Satisfaction Towards Halal Food</i>) dan <i>Halal Purchase Intention</i>	138
BAB V		139
KESIMPULAN DAN SARAN		139
5.1	Kesimpulan.....	139
5.2	Saran	141
5.2.1	Saran Akademis	141
5.2.2	Saran Praktis	142
DAFTAR PUSTAKA		143
LAMPIRAN		158