

KETERKAITAN *HALAL KNOWLEDGE*, *HALAL AWARENESS*, *HALAL PURCHASE INTENTION* DAN *HALAL TRACEABILITY* PADA KONSUMEN TENUN DI SUMATERA BARAT

THESIS

Diajukan sebagai Salah Satu Syarat untuk Mencapai Gelar Magister Manajemen Pada Program Studi Magister Manajemen Fakultas Ekonomi Universitas Andalas



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ABSTRAK

Penelitian ini bertujuan menganalisis pengaruh *halal knowledge*, *halal awareness*, *halal purchase intention* dan *halal traceability* sebagai variabel moderasi. Jenis penelitian yaitu penelitian kuantitatif dengan menggunakan sampel *purposive* dengan 150 responden. Data dikumpulkan dengan data primer menggunakan skala likert 1-5. Data di dapat dengan penyebaran kuesioner secara online melalui google form pada konsumen tenun di Sumatera Barat yang mengetahui informasi tentang tenun halal. Analisis data menggunakan SEM-PLS. Temuan penelitian ini ialah *halal knowledge* berpengaruh positif signifikan terhadap *halal awareness*. *Halal awareness* berpengaruh positif signifikan terhadap *halal traceability*. *Halal awareness* berpengaruh positif signifikan terhadap *halal purchase intention*. *Halal traceability* berpengaruh positif signifikan terhadap *halal purchase intention*. Terakhir, *Halal traceability* gagal memoderasi pengaruh *halal awareness* terhadap *halal purchase intention*.

Kata kunci: *Halal knowledge*, *Halal awareness*, *Halal purchase intention*, *Halal traceability*.



ABSTRACT

This research aims to analyze the influence of halal knowledge, halal awareness, halal purchase intention and halal traceability as moderating variables. The type of research is quantitative research using a purposive sample with 150 respondents. Data was collected with primary data using a 1-5 Likert scale. Data was obtained by distributing questionnaires online via Google Form to weaving consumers in West Sumatra who knew information about halal weaving. Data analysis using SEM-PLS. The findings of this research are that halal knowledge has a significant positive effect on halal awareness. Halal awareness has a significant positive effect on halal traceability. Halal awareness has a significant positive effect on halal purchase intention. Halal traceability has a significant positive effect on halal purchase intention. Lastly, Halal traceability fails to moderate the influence of halal awareness on halal purchase intention.

Keywords: *Halal knowledge, Halal awareness, Halal purchase intention, Halal traceability.*

