

PERAN *HALAL CERTIFICATION*, *HALAL AWARENESS*, *PRODUCT KNOWLEDGE* TERHADAP *PURCHASE INTENTION* GENERASI Z PADA MAKANAN INSTAN KOREA: MEDIASI *TRUST* DAN *ATTITUDE*

TESIS



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Abstrak

Meningkatnya konsumsi makanan instan impor, khususnya makanan instan Korea, mendorong perhatian konsumen terhadap aspek kehalalan produk yang dikonsumsi. Hal ini menjadikan sertifikasi halal, kesadaran halal, dan pengetahuan produk sebagai faktor penting dalam membentuk niat beli, terutama pada Generasi Z. Namun, temuan empiris terkait peran sertifikasi halal dalam mendorong niat beli masih menunjukkan hasil yang beragam. Penelitian ini bertujuan untuk menganalisis pengaruh *halal certification*, *halal awareness*, dan *product knowledge* terhadap *purchase intention* Generasi Z pada makanan instan Korea, serta menguji peran *trust* dan *attitude* sebagai variabel mediasi dalam hubungan tersebut. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Data dikumpulkan melalui kuesioner terstruktur dari 186 responden Generasi Z yang memiliki pengalaman terhadap makanan instan Korea, dan dianalisis menggunakan Structural Equation Modeling–Partial Least Squares (SEM-PLS). Hasil penelitian menunjukkan bahwa *halal certification* tidak berpengaruh langsung terhadap *purchase intention*, namun berpengaruh positif dan signifikan terhadap *trust*. Selain itu, *halal awareness* dan *product knowledge* terbukti berpengaruh positif dan signifikan terhadap *trust*, *attitude*, serta *purchase intention*. Hasil uji mediasi menunjukkan bahwa *trust* dan *attitude* memediasi secara signifikan pengaruh *halal certification*, *halal awareness* dan *product knowledge* terhadap *purchase intention*, yang mengindikasikan bahwa sertifikasi halal berperan dalam membentuk kepercayaan konsumen sebelum akhirnya mendorong niat beli. Temuan ini memperkuat pentingnya *trust* dan *attitude* sebagai mekanisme psikologis dalam perilaku konsumsi halal Generasi Z serta menegaskan bahwa sertifikasi halal tidak cukup dipandang sebagai simbol kepatuhan, tetapi sebagai alat strategis dalam membangun kepercayaan dan sikap positif konsumen terhadap produk makanan instan impor.

Kata kunci: *Halal certification*; *halal awareness*; *product knowledge*; *trust*; *halal purchase intention*; Generasi Z; makanan instan Korea.

**THE ROLE OF HALAL CERTIFICATION, HALAL AWARENESS, AND
PRODUCT KNOWLEDGE ON GENERATION Z'S PURCHASE INTENTION
TOWARD KOREAN INSTANT FOODS: THE MEDIATING ROLE OF
TRUST AND ATTITUDE**

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Abstract

The increasing consumption of imported instant foods, particularly Korean instant foods, has heightened consumer attention to the halal aspects of the products consumed. This condition positions halal certification, halal awareness, and product knowledge as important factors in shaping purchase intention, especially among Generation Z. However, empirical findings regarding the role of halal certification in influencing purchase intention remain mixed. This study aims to analyze the effects of halal certification, halal awareness, and product knowledge on Generation Z's purchase intention toward Korean instant foods, as well as to examine the mediating roles of trust and attitude in these relationships. This study employs a quantitative approach using a survey method. Data were collected through structured questionnaires from 186 Generation Z respondents who had experience with Korean instant foods and were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that halal certification does not have a direct effect on purchase intention, but has a positive and significant effect on trust. Furthermore, halal awareness and product knowledge were found to have positive and significant effects on trust, attitude, and purchase intention. Mediation analysis reveals that trust and attitude significantly mediate the effects of halal certification, halal awareness, and product knowledge on purchase intention, indicating that halal certification plays a role in shaping consumer trust before ultimately driving purchase intention. These findings reinforce the importance of trust and attitude as psychological mechanisms in halal consumption behavior among Generation Z and emphasize that halal certification should not merely be viewed as a symbol of compliance, but as a strategic tool for building consumer trust and positive attitudes toward imported instant food products.

Keywords: Halal certification; halal awareness; product knowledge; trust; halal purchase intention; Generation Z; Korean instant foods.