

ABSTRACT

This research was to determine the effect of halal awareness, halal certification and social servicescape on purchase intention Halal food who mediation attitude toward product Ramen Ikkudo Ichi. The object of this research are all customer ramen noodle Ikkudo Ichi who live in DKI Jakarta. This research was conducted on 256 respondents Japanese ramen noodle fans. Determination of sample size using a purposive sampling. The approach used in this study is the Structural Equation Model (SEM) with a Smart-PLS analysis tool. The results of this research show that the halal awareness have a positive and significant effect on attitude, halal certification has a positive and significant effect on attitude, social servicescape has a positive significant effect on attitude, halal awareness have a positive significant effect on purchase intention, halal certification has a positive significant effect on purchase intention, social servicescape has a positive and significant effect on purchase intention, attitude has a positive significant effect on purchase intention, attitude as mediation is able to influence halal awareness toward purchase intention, attitude as mediation is able to influence halal certification towards purchase intention and attitude as mediation is capable to influence social servicescape towards purchase intention of all customer ramen noodle Ikkudo Ichi in DKI Jakarta.

Keywords: Halal Awareness, Halal Certification, Social Servicescape, Attitude, Purchase Intention, Halal Food, Ramen

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ABSTRAK

Penelitian ini untuk mengetahui pengaruh halal *awareness*, halal *certification* dan *social servicescape* terhadap *purchase intention* Halal Food yang dimediasi oleh *attitude* pada Produk Mie Ramen Ikkudo Ichi. Objek penelitian ini adalah konsumen mie ramen Ikkudo Ichi yang berdomisili di wilayah DKI Jakarta. Penelitian ini dilakukan terhadap 256 responden penggemar mie ramen Jepang. Penentuan ukuran sampel menggunakan teknik *purposive sampling*. Pendekatan yang digunakan dalam penelitian ini adalah *Structural Equation Model* (SEM) dengan alat analisis *Smart-PLS*. Hasil penelitian ini menyatakan bahwa halal *awareness* berpengaruh positif dan signifikan terhadap *attitude*, halal *certification* berpengaruh positif signifikan terhadap *attitude*, *social servicescape* berpengaruh positif dan signifikan terhadap *attitude*, halal *awareness* berpengaruh positif signifikan terhadap *purchase intention*, halal *certification* berpengaruh positif signifikan terhadap *purchase intention*, *social servicescape* berpengaruh positif signifikan terhadap *purchase intention*, *attitude* berpengaruh positif signifikan terhadap *purchase intention*, *attitude* sebagai mediasi mampu mempengaruhi halal *awareness* terhadap *purchase intention*, *attitude* sebagai mediasi mampu mempengaruhi halal *certification* terhadap *purchase intention* dan *attitude* sebagai mediasi mampu mempengaruhi *social servicescape* terhadap *purchase intention* pada konsumen mie ramen Restoran Ikkudo Ichi di DKI Jakarta.

Kata Kunci: Halal *Awareness*, Halal *Certification*, *Social Servicescape*, *Attitude*, *Purchase Intention*, Halal Food, Mie Ramen

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