

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh sikap, norma subjektif, *servicescape*, dan kawasan terhadap minat berkunjung kembali. Variabel independen dalam penelitian ini adalah sikap, norma subjektif, *servicescape*, dan kawasan. Sedangkan, variabel dependennya adalah minat berkunjung kembali. Populasi dalam penelitian ini adalah responden muslim yang telah berkunjung ke restoran tanpa logo halal. Sampel yang dipergunakan adalah sebanyak 200, dihitung berdasarkan bantuan aplikasi G-Power 3. Metode penarikan sampel menggunakan purposive sampling. Metode pengumpulan data menggunakan metode survey, dengan instrumen penelitian adalah kuesioner. Metode analisis data menggunakan *Partial Least Square*. Hasil penelitian ini menunjukkan bahwa Sikap, Norma Subjektif, *Servicescape*, dan Kawasan berpengaruh positif signifikan terhadap Minat Berkunjung Kembali.

Kata Kunci: Sikap, Norma Subjektif, *Servicescape*, Kawasan, Minat Berkunjung Kembali, Restoran Tanpa Logo Halal



ABSTRACT

This study aims to analyze the effect of attitude, subjective norms, servicescape, and region on the interest in revisiting. The independent variables in this study were attitudes, subjective norms, servicescape, and region. Meanwhile, the dependent variable is the interest in visiting again. The population in this study were Muslim respondents who had visited a restaurant without a halal logo. The sample used is 200, calculated based on the help of the G-Power 3 application. The sampling method uses purposive sampling. Methods of data collection using survey methods, with the research instrument is a questionnaire. Data analysis method using Partial Least Square. The results of this study indicate that attitude, subjective norm, servicescape, and region have a significant positive effect on the interest in revisiting.

Keywords: Attitudes, Subjective Norms, Servicescape, Region, Interest In Revisiting, Restaurants Without a Halal Logo.

