

Abstrak

HUBUNGAN PERSEPSI SERTIFIKASI HALAL DENGAN KEPUTUSAN PEMBELIAN MINUMAN KEKINIAN PADA MAHASISWA UNIVERSITAS JENDERAL SOEDIRMAN

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Latar Belakang: Berkembangnya industri pangan di Indonesia memunculkan berbagai macam makanan dan minuman kekinian yang inovatif dan populer. Meskipun minuman kekinian saat ini digemari konsumen di Indonesia tetapi masih banyak ditemukan minuman kekinian yang belum memiliki sertifikasi halal dan perlu diwaspadai kehalalan bahan dan proses pembuatannya oleh konsumen Muslim. Penelitian ini bertujuan untuk mengetahui hubungan persepsi sertifikasi halal dengan keputusan pembelian minuman kekinian pada mahasiswa Universitas Jenderal Soedirman.

Metodologi: Penelitian ini merupakan jenis penelitian *explanatory research* dengan desain *cross sectional*. Sampel sebanyak 106 mahasiswa Universitas Jenderal Soedirman diambil dengan teknik *purposive sampling*. Data dianalisis menggunakan uji *Rank Spearman*.

Hasil: Hasil penelitian menunjukkan bahwa ada hubungan yang signifikan antara persepsi sertifikasi halal dengan keputusan pembelian minuman kekinian pada mahasiswa Universitas Jenderal Soedirman dengan kekuatan hubungan antar variabel cukup kuat dan searah ($p=0,000$, *correlation coefficient*=0,583).

Kesimpulan: Terdapat hubungan antara persepsi sertifikasi halal dengan keputusan pembelian minuman kekinian pada mahasiswa Universitas Jenderal Soedirman.

Kata Kunci: Persepsi, Sertifikasi Halal, Keputusan Pembelian, Minuman Kekinian

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Abstract

**THE CORRELATION BETWEEN PERCEPTION OF HALAL
CERTIFICATION AND THE CONTEMPORARY DRINKS PURCHASE
DECISION MAKING PROCESS AMONG JENDERAL SOEDIRMAN
UNIVERSITY STUDENTS**

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Backgrounds: The development of the food industry in Indonesia has led to various innovative and popular food and beverage trends. However, in spite of its popularity there are still many contemporary drinks that don't have halal certification and need to be wary of the ingredients and the manufacturing process by muslim consumers. This research is conducted mainly to seek the correlation perception of halal certification and the contemporary drinks purchase decision making process among Jenderal Soedirman University students.

Methodology: This research is a type of explanatory research with a cross sectional design. The number of samples were 106 students of Jenderal Sudirman University using purposive sampling technique. Data were analyzed using Rank Spearman test.

Results: The results of this research showed that there is a significant correlation between perception of halal certification and the contemporary drinks purchase decision making process among Jenderal Soedirman University students with the strength of the correlation between variables being quite strong and unidirectional ($p=0,000$, *correlation coefficient*=0,583).

Conclusion: There is significant correlation between perception of halal certification and the contemporary drinks purchase decision making process among Jenderal Soedirman University students.

Keywords: Perception, Halal certification, Purchase decision making process, Contemporary drinks

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