

RINGKASAN

Penelitian ini bertujuan untuk menganalisis peran nilai persepsi (*perceived value*) sebagai variabel mediasi dalam hubungan antara kesadaran halal (*halal awareness*), *electronic word of mouth* (*e-WOM*), dan religiusitas (*religiosity*) terhadap niat beli (*purchase intention*) produk *frozen food* halal berbahan dasar daging ayam (nugget). Menggunakan pendekatan teori *Stimulus-Organism-Response* (SOR), ketiga variabel eksternal (kesadaran halal, *e-WOM*, religiusitas) diposisikan sebagai stimulus yang memengaruhi nilai persepsi (*organism*) dan selanjutnya berdampak pada niat beli konsumen (*response*). Penelitian ini menggunakan pendekatan kuantitatif dengan teknik *purposive sampling* terhadap 220 responden Muslim dari kalangan Generasi Z dan Milenial yang pernah membeli produk *frozen food* nugget dalam tiga bulan terakhir. Pengolahan data dilakukan dengan metode *Structural Equation Modeling* (SEM) dengan bantuan software AMOS.

Hasil penelitian menunjukkan bahwa *kesadaran halal* dan *e-WOM* berpengaruh positif dan signifikan terhadap nilai persepsi konsumen, sementara religiusitas tidak berpengaruh signifikan dan justru menunjukkan arah hubungan negatif terhadap nilai persepsi. Selain itu, nilai persepsi terbukti berpengaruh positif terhadap niat beli serta memediasi pengaruh *halal awareness* dan *e-WOM* terhadap niat beli. Dengan demikian, nilai persepsi menjadi elemen kunci yang menjelaskan bagaimana persepsi konsumen terhadap manfaat dan kualitas produk halal dapat mendorong intensi pembelian. Temuan ini memberikan kontribusi teoretis terhadap pengembangan literatur pemasaran halal serta implikasi praktis bagi pelaku industri makanan beku dalam merancang strategi pemasaran berbasis nilai, digitalisasi ulasan konsumen, dan pendekatan yang tidak semata-mata mengandalkan aspek religiusitas dalam membangun persepsi nilai produk halal.

Kata kunci: Kesadaran Halal, *e-WOM*, Religiusitas, Nilai Persepsi Niat Beli.

SUMMARY

This study aims to analyze the role of perceived value as a mediating variable in the relationship between halal awareness, electronic word of mouth (e-WOM), and religiosity on the purchase intention of halal frozen food products made from chicken meat (nuggets). Utilizing the Stimulus-Organism-Response (SOR) theory, the three external variables (halal awareness, e-WOM, and religiosity) are positioned as stimuli that influence perceived value (organism), which in turn affects consumer purchase intention (response). This research adopts a quantitative approach using purposive sampling, involving 220 Muslim respondents from Generation Z and Millennials who have purchased halal frozen food nuggets in the last three months. Data analysis was conducted using Structural Equation Modeling (SEM) with the assistance of AMOS software.

The results show that halal awareness and e-WOM have a positive and significant effect on perceived value, while religiosity does not have a significant effect and even shows a negative relationship with perceived value. Furthermore, perceived value is proven to have a positive effect on purchase intention and mediates the influence of halal awareness and e-WOM on purchase intention. Thus, perceived value becomes a key element in explaining how consumers' perceptions of the benefits and quality of halal products can drive purchasing intentions. These findings contribute theoretically to the development of halal marketing literature and provide practical implications for frozen food industry players in designing value-based marketing strategies, digital consumer review initiatives, and approaches that do not solely rely on religiosity in shaping the perceived value of halal products.

Keywords: Halal Awareness, e-WOM, Religiosity, Perceived Value, Purchase Intention.