

**THE EFFECT OF HALAL LABEL AND TRUST ON REPURCHASE
INTENTION WITH PERCEIVED USEFULNESS AS AN
INTERVENING VARIABLE ON HALAL FOOD
PRODUCTS IN SHOPEE MARKETPLACE**



THESIS

Submitted as a Partial Fulfillment of the Requirement for Obtaining a
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**MANAGEMENT DOUBLE DEGREE
FACULTY ECONOMIC AND BUSINESS OF
UNIVERSITY OF MUHAMMADIYAH SURAKARTA**

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APPROVAL PAGE

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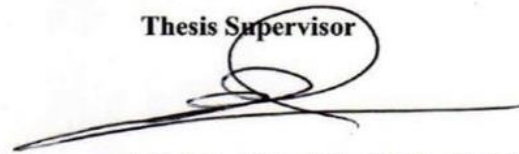
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APPROVAL PAGE

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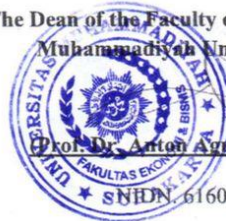

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HALAL FOOD PRODUCTS IN SHOPEE
MARKETPLACE**

Certify that the thesis that I have created and submitted is my work, except the quotations and summaries of everything I have already explained the sources. If later it is proven and or can be proved that this thesis is a copy, then I am willing to accept any sanction from the faculty of economics and business, and or the degree given by the University of Muhammadiyah Surakarta will be canceled.

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MOTTO

“Dan barangsiapa yang bertakwa kepada Allah, niscaya Allah menjadikan baginya kemudahan dalam urusannya”

(Q.S At-Talaq: 4)

“Make a goal for life, then use all your strength to achieve it; you will succeed”.

(Ustman Bin Affan)

“Live as if you were to die tomorrow. Learn as if you were to live forever”.

(Mahatma Gandhi)

DEDICATION

Bismillahirrahmanirrahiim

Alhamdulillah, I present this paper with a great love for:

- Allah SWT, because of His blessings and mercy, I can finish this research paper without any obstacles.
- My Beloved Family (Father, Mother, and Brother) always support me no matter what happens.
- For Muhammad Sholahuddin, S.E., M.Si., Ph.D as a supervisor who has guided, motivated and encouraged me in completing this thesis.
- Thanks to all my dear friends, who have given me encouragement and support during the process of writing this thesis.

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Assalaamu'alaikum Warahmatullahi Wabarakaatuh

Alhamdulillah, praise due to Allah SWT, who has given health, opportunity, and mercy to complete this thesis. Blessing and salutation be upon the most honourable prophet, and messenger Muhammad SAW, his family and disciples who had delivered the truth to human beings in general and Muslims in particular.

This thesis entitled “The Effect of Halal Label and Trust on Repurchase Intention with perceived usefulness as an intervening variable on halal food products in shopee marketplace’ was composed as one of the requirements to achieve a Bachelor of Economics degree at the Faculty of Economics and Business, Study Program Management double degree, University of Muhammadiyah Surakarta.

During the preparation of this thesis, I get a lot of help from various parties. For that, the author does not forget to thank:

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5. The entire lecture in the Faculty of Economics and Business, University of Muhammadiyah Surakarta, majoring in special management that guides and transmits its knowledge to students and has helped in the academic and administrative fields of students.
6. Dear mother, father, and my beloved family, who always provide love and support in both spiritual and material and are never bored in praying and advising for the success of the writer.
7. All my friends and parties that the author cannot mention one by one who has meaning in completing this thesis. Without meaning to ignore, only space limitations and author error.

This thesis still has many shortcomings both from renewal and presentation. For this reason, all the suggestions and criticisms made may be useful for further research. Hopefully, this thesis is useful for all those who need it and be successful early in the future.

Wassalaamu'alaikum Warahmatullahi Wabarakaatuh.

ABSTRAK

Bismillahirrahmanirrahiim

Penelitian ini bertujuan untuk menganalisis pengaruh label halal dan kepercayaan terhadap niat membeli kembali melalui manfaat yang dirasakan. Penelitian ini dilakukan pada konsumen makanan halal di Shopee Surakarta dengan teknik pengambilan sampel menggunakan purposive sampling dan diperoleh jumlah sampel sebanyak 138 responden. Penelitian ini menggunakan empat variabel yang meliputi dua variabel bebas, satu variabel terikat, dan satu variabel mediasi. Variabel independen meliputi label halal dan kepercayaan, variabel dependen adalah niat membeli kembali, dan manfaat yang dirasakan sebagai variabel mediasi. Analisis data yang digunakan adalah metode penelitian kuantitatif dengan menggunakan Structural Equation Modeling (SEM) dengan software SmartPLS 3.0. Hasil analisis data menunjukkan bahwa label halal memiliki pengaruh positif signifikan yang lebih tinggi terhadap manfaat yang dirasakan dan niat membeli kembali di pasar Shopee dibandingkan dengan kepercayaan.

Kata kunci: Label Halal, Kepercayaan, Kebermanfaatan yang Dirasakan, Niat Membeli Kembali

ABSTRACT

Bismillahirrahmanirrahiim

This study aims to analyze the effect of halal labels and trust on repurchase intention through perceived benefits. This research was conducted on halal food consumers at Shopee Surakarta with a sampling technique using purposive sampling and obtained a total sample of 138 respondents. This study uses four variables which include two independent variables, one dependent variable, and one mediating variable. The independent variables include halal label and trust, the dependent variable is repurchase intention, and perceived usefulness as a mediating variable. Analysis of the data used is a quantitative research method using Structural Equation Modeling (SEM) with SmartPLS 3.0 software. The results of data analysis showed that halal labels have a significantly higher positive effect on perceived usefulness and repurchase intentions in the Shopee marketplace compared to trust.

Keyword: Halal Lable, Trust, Perceived Usefulness, Repurchase Intention

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