

## ABSTRAK

**Gennie Adiwidya Bahtiar, 2025, Pengaruh Inovasi Produk, *Halal Awareness*, dan *Social Media Marketing* terhadap Keputusan Pembelian Street Food di Kota Tasikmalaya dengan Minat Beli Sebagai Variabel Intervening.**

Fenomena yang melatar belakangi penelitian ini adalah meningkatnya popularitas street food di Kota Tasikmalaya sebagai salah satu bentuk usaha kuliner yang tumbuh pesat di era digital. Namun, di tengah tingginya persaingan dan perubahan perilaku konsumen, pelaku usaha street food dituntut untuk terus berinovasi, memperhatikan aspek kehalalan produk, serta memanfaatkan media sosial secara efektif dalam mempromosikan produknya. Konsumen masa kini tidak hanya mempertimbangkan rasa dan harga, tetapi juga inovasi penyajian, keamanan pangan, nilai kehalalan, dan eksposur media sosial sebelum memutuskan pembelian. Minat beli menjadi faktor penting yang menjembatani antara ketertarikan awal konsumen dan keputusan pembelian akhir. Penelitian ini bertujuan untuk menganalisis pengaruh Inovasi Produk, *Halal Awareness*, dan *Social Media Marketing* terhadap Keputusan Pembelian Street Food di Kota Tasikmalaya dengan Minat Beli sebagai variabel intervening

Penelitian ini menggunakan pendekatan kuantitatif dengan metode analisis *Structural Equation Modeling* (SEM) berbasis *Partial Least Squares* (PLS). Data diperoleh melalui kuesioner kepada 230 responden konsumen *street food* di Kota Tasikmalaya. Instrumen pengukuran telah diuji validitas dan reliabilitasnya sebelum dilakukan analisis data. Penelitian ini memanfaatkan perangkat lunak SmartPLS sebagai alat bantu analisis statistik.

Hasil penelitian menunjukkan bahwa Inovasi Produk, *Halal Awareness*, dan *Social Media Marketing* berpengaruh positif dan signifikan terhadap Minat Beli dan Keputusan Pembelian. Selain itu, Minat Beli berpengaruh positif dan signifikan terhadap Keputusan Pembelian, serta mampu memediasi hubungan antara ketiga variabel independen terhadap keputusan pembelian. Temuan ini mengindikasikan bahwa semakin tinggi inovasi produk, kesadaran halal, dan efektivitas pemasaran melalui media sosial, maka semakin tinggi pula minat serta keputusan pembelian konsumen terhadap produk street food di Kota Tasikmalaya. Penelitian ini memberikan implikasi praktis bagi pelaku usaha street food agar meningkatkan kualitas inovasi produk, menjaga aspek kehalalan, serta memanfaatkan media sosial secara kreatif untuk memperkuat daya tarik dan kepercayaan konsumen.

**Kata kunci: Inovasi Produk, *Halal Awareness*, *Social Media Marketing*, Keputusan Pembelian dan Minat Beli.**

## **ABSTRACT**

***Gennie Adiwidya Bahtiar, 2025. The Influence of Product Innovation, Halal Awareness, and Social Media Marketing on Street Food Purchase Decisions in Tasikmalaya City with Purchase Intention as an Intervening Variable.***

*The phenomenon underlying this research is the increasing popularity of street food in Tasikmalaya City, which has become one of the fastest-growing culinary businesses in the digital era. However, amid intense competition and changing consumer behavior, street food entrepreneurs are required to continuously innovate, pay attention to the halal aspects of their products, and utilize social media effectively to promote their offerings.*

*Today's consumers consider not only taste and price but also presentation innovation, food safety, halal value, and social media exposure before making a purchase decision. Purchase intention serves as an important factor bridging consumers' initial interest and their final purchasing decision. This study aims to analyze the influence of Product Innovation, Halal Awareness, and Social Media Marketing on Street Food Purchase Decisions in Tasikmalaya City, with Purchase Intention as an intervening variable.*

*This research employs a quantitative approach using the Structural Equation Modeling (SEM) method based on Partial Least Squares (PLS). Data were collected through questionnaires distributed to 230 street food consumers in Tasikmalaya City. The measurement instruments were tested for validity and reliability before conducting data analysis. The SmartPLS software was utilized as a statistical analysis tool.*

*The results indicate that Product Innovation, Halal Awareness, and Social Media Marketing have a positive and significant effect on Purchase Intention and Purchase Decision. Furthermore, Purchase Intention has a positive and significant effect on Purchase Decision and is capable of mediating the relationship between the three independent variables and the purchase decision. These findings suggest that the higher the product innovation, halal awareness, and effectiveness of social media marketing, the higher the consumers' purchase intention and decision toward street food products in Tasikmalaya City. This study provides practical implications for street food business owners to enhance product innovation quality, maintain halal integrity, and creatively utilize social media to strengthen consumer attraction and trust.*

***Keywords: Product Innovation, Halal Awareness, Social Media Marketing, Purchase Decision, Purchase Intention.***