

## ABSTRAK

**Elsa Yulianti. 221002093. “Pengaruh *Halal Awareness*, *Trust*, dan *Total Quality Service* terhadap Loyalitas Pelanggan dengan *Customers Satisfaction* sebagai Variabel *Intervening* pada *Street Food Dadaha*”. Program Studi Ekonomi Syariah, Fakultas Agama Islam, Universitas Siliwangi.**

Persaingan bisnis kuliner, khususnya pada sektor *street food*, semakin ketat seiring meningkatnya jumlah pelaku usaha dan perubahan preferensi konsumen. Di kawasan *Street Food Dadaha* Tasikmalaya, tingginya jumlah pengunjung tidak selalu diikuti oleh loyalitas pelanggan karena banyaknya pilihan pedagang dengan menu serupa. Kondisi ini menuntut pelaku usaha untuk memahami faktor-faktor yang mampu membentuk loyalitas pelanggan secara berkelanjutan. Tujuan penelitian ini adalah untuk menganalisis pengaruh langsung dan tidak langsung antar variabel tersebut dalam membentuk loyalitas pelanggan *street food* di kawasan Dadaha.

Penelitian ini menggunakan metode kuantitatif dengan pendekatan survei. Data dikumpulkan melalui penyebaran kuesioner kepada 200 konsumen *Street Food Dadaha* menggunakan teknik *purposive sampling*. Analisis data dilakukan dengan metode *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan pengujian *Outer Model* (*loading factor*, *AVE*, *outer loading*, *cross loading*, *fornell-larcker criterion*, *cronbach’s alpha*, *composite reliability*) dan *Inner Model* (*R-Square*, *F square*), *bootstrapping*, *path coefficient*, *specific indirect effect*.

Hasil penelitian menunjukkan bahwa *Halal Awareness* tidak berpengaruh terhadap Loyalitas Pelanggan maupun *Customer Satisfaction*. *Trust* tidak berpengaruh langsung terhadap Loyalitas Pelanggan, namun berpengaruh terhadap *Customer Satisfaction*. *Total Quality Service* berpengaruh terhadap *Customer Satisfaction* dan Loyalitas Pelanggan. *Customer Satisfaction* terbukti berpengaruh terhadap Loyalitas Pelanggan serta memediasi secara penuh pengaruh *Trust* dan pengaruh *Total Quality Service* terhadap Loyalitas Pelanggan.

Simpulan penelitian ini menunjukkan bahwa loyalitas pelanggan *Street Food Dadaha* lebih ditentukan oleh kepuasan pelanggan dan kualitas pelayanan dibandingkan kesadaran halal semata. Oleh karena itu, pelaku usaha *street food* perlu memprioritaskan peningkatan kualitas layanan dan kepuasan pelanggan guna menciptakan loyalitas yang berkelanjutan.

**Kata Kunci :** *Halal Awareness*, *Trust*, *Total Quality Service*, *Customer Satisfaction*, Loyalitas Pelanggan, *Street Food*

## ABSTRACT

**Elsa Yulianti. 221002093. “The Effect of Halal Awareness, Trust, and Total Quality Service on Customer Loyalty with Customer Satisfaction as an Intervening Variable in Dadaha Street Food.” Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.**

*Competition in the culinary business, particularly in the street food sector, has intensified due to the increasing number of vendors and changing consumer preferences. In the Dadaha Street Food area of Tasikmalaya, a high number of visitors does not necessarily translate into strong customer loyalty, as consumers can easily switch between vendors offering similar products. The objective of this research is to analyze both direct and indirect relationships among these variables in shaping customer loyalty within the Dadaha street food context.*

*This study employed a quantitative research design using a survey method. Data were collected through questionnaires distributed to 200 street food consumers using purposive sampling. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) including Outer Model (loading factor, AVE, outer loading, cross loading, fornell-larcker criterion, cronbach’s alpha, composite reliability) and Inner Model (R-Square, F square), bootstrapping, path coefficient, specific indirect effect testing.*

*The results indicate that Halal Awareness has no significant effect on Customer Loyalty or Customer Satisfaction. Trust does not directly affect Customer Loyalty but has a significant effect on Customer Satisfaction. Total Quality Service has a positive and significant effect on both Customer Satisfaction and Customer Loyalty. Furthermore, Customer Satisfaction significantly influences Customer Loyalty and fully mediates the effect of Trust and partially mediates the effect of Total Quality Service on Customer Loyalty.*

*In conclusion, customer loyalty in Dadaha street food businesses is primarily driven by customer satisfaction and service quality rather than halal awareness alone. Therefore, street food vendors should focus on improving service quality and customer satisfaction to achieve sustainable customer loyalty.*

**Keywords:** *Halal Awareness, Trust, Total Quality Service, Customer Satisfaction, Customer Loyalty, Street Food*