

ABSTRAK

Revina Maulidia, 2025. Pengaruh Harga, Cita Rasa dan Kesadaran Halal Terhadap Minat Beli Ulang Mie Gacoan (Studi Kasus Pada Konsumen Gen Z Muslim Kota Tasikmalaya): Program Studi Ekonomi Syariah Fakultas Agama Islam Universitas Siliwangi.

Mie Gacoan telah mencapai popularitas yang tinggi di kalangan konsumen Indonesia khususnya kalangan Gen Z. Meskipun Mie Gacoan memiliki popularitas yang tinggi, namun Mie Gacoan memiliki banyak pesaing. Di Kota Tasikmalaya, Mie Gacoan didominasi oleh pesaing dari produk makanan sejenis dan produk makanan lainnya. Sehingga adanya produk pesaing ini memengaruhi minat beli ulang konsumen Mie Gacoan. Berdasarkan studi pendahuluan yang dilakukan pada konsumen muslim Mie Gacoan, didapatkan beberapa faktor yang memengaruhi minat beli ulang Mie Gacoan, diantaranya yaitu harga, cita rasa dan kesadaran halal. Oleh karena itu, tujuan dari penelitian ini adalah untuk mengetahui pengaruh harga, cita rasa dan kesadaran halal terhadap minat beli ulang Mie Gacoan.

Penelitian ini menggunakan jenis penelitian kausalitas dengan metode kuantitatif dengan teknis analisis data yang digunakan adalah *Structural Equation Modelling-Partial Least Square* (SEM-PLS). Populasi pada penelitian ini yaitu konsumen Gen Z Muslim di Kota Tasikmalaya. Dengan teknik pengumpulan data berupa penyebaran kuisioner dengan jumlah sampel sebanyak 200 konsumen Gen Z muslim di Kota Tasikmalaya yang pernah melakukan pembelian di cabang Mie Gacoan Kota Tasikmalaya.

Hasil penelitian menunjukkan variabel harga, cita rasa dan kesadaran halal memiliki pengaruh terhadap minat beli ulang Mie Gacoan. Hasil uji t harga memperoleh t hitung sebesar 2,555 dengan signifikansi $0,011 < 0,05$. Hasil uji t cita rasa memperoleh t hitung sebesar 6,294 dengan signifikansi $0,000 < 0,05$. Hasil uji t kesadaran halal memperoleh t hitung sebesar 2,808 dengan signifikansi $0,005 < 0,05$. Berdasarkan Hasil uji *R-Square* menunjukkan pengaruh harga, cita rasa dan kesadaran halal terhadap minat beli ulang sebesar 0,407 atau 40,7 %, sedangkan sisanya dipengaruhi variabel lain diluar penelitian.

Maka dari penelitian ini dapat disimpulkan bahwa, ketiga variabel yaitu harga, cita rasa dan kesadaran halal memiliki pengaruh yang positif dan signifikan terhadap minat beli ulang Mie Gacoan. Implikasi bagi produsen Mie Gacoan diharapkan dapat mempertahankan harga dan meningkatkan cita rasa dari produk Mie Gacoan dengan membuat variasi rasa baru atau dengan mempertahankan cita rasa khas dari Mie Gacoan. Selain itu, informasi mengenai kehalalan dari Mie Gacoan dapat terus di publikasikan melalui sosial media atau media lain sehingga konsumen akan mengetahui mengenai kehalalan Mie Gacoan dan akan meningkatkan kesadaran halal konsumen dalam mengonsumsi produk.

Kata Kunci: Harga, Cita Rasa, Kesadaran Halal, Minat Beli Ulang.

ABSTRACT

Revina Maulidia, 2025. The Influence of Price, Taste and Halal Awareness on Repurchase Intention of Mie Gacoan (Case Study on Gen Z Muslim Consumers in Tasikmalaya City): Sharia Economics Study Program, Faculty of Islamic Studies, Siliwangi University.

Mie Gacoan has achieved high popularity among Indonesian consumers, especially among Gen Z consumers. Although Mie Gacoan has high popularity, Mie Gacoan has many competitors. In Tasikmalaya City, competitors of Mie Gacoan are dominated by competitors from similar food products and other food products, so that the presence of these competitors affects the repurchase intention of Mie Gacoan consumers because they are interested in new products. Based on a preliminary study conducted on Muslim consumers of Mie Gacoan, several factors were found that influenced the repurchase intention of Mie Gacoan, including price, taste and halal awareness. Therefore, the purpose of this study was to determine the effect of price, taste and halal awareness on the repurchase intention of Mie Gacoan.

This study uses a type of causality research with a quantitative method with the data analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS). The population in this study were Muslim Gen Z consumers in Tasikmalaya City. With a data collection technique in the form of distributing questionnaires with a sample of 200 Muslim Gen Z consumers in Tasikmalaya City who have made purchases at the Mie Gacoan branch in Tasikmalaya City.

The results of the study showed that the variables of price, taste and halal awareness have an influence on the repurchase intention of Mie Gacoan. The results of the price t-test obtained a t count of 2.555 with a significance of $0.011 < 0.05$. The results of the taste t-test obtained a t count of 6.294 with a significance of $0.000 < 0.05$. The results of the halal awareness t-test obtained a t count of 2.808 with a significance of $0.005 < 0.05$. Based on the results of the R-Square test, the effect of price, taste and halal awareness on repurchase intention was 0.407 or 40.7%, while the rest was influenced by other variables outside the study.

The study concluded that the three variables in this study, namely price, taste and halal awareness, have a positive and significant influence on repurchase intention of Mie Gacoan. Implications for Mie Gacoan producers are expected to maintain prices and improve the taste of Mie Gacoan products by creating new flavor variations or by maintaining the distinctive taste of Mie Gacoan. In addition, information about the halalness of Mie Gacoan can continue to be published through social media or other media so that consumers will know about the halalness of Mie Gacoan and will increase consumer halal awareness in consuming products.

Keywords: Price, Taste, Halal Awareness, Repurchase Intention.