

**PENGARUH FOOD QUALITY HALAL TERHADAP NON -MUSLIM  
CONSUMERS INTENTION TO PURCHASE  
HALAL FOOD PRODUCT  
PADA RITEL MODERN  
DI SURABAYA**

Name : Jovvandy

Dicipline/Study Programme: Business and Economics / Business Network  
Management

Contributor :

Siti Rahayu, S.E., M.M.

Fitri Novika Widjaja, S.Si., M.MT.

**ABSTRACT**

*The purpose of this study was to find out about the influence of Food Quality Halal on Non-Muslim Consumers Intention to Purchase Halal Food Products related to the object of fresh meat sold in modern retail in Surabaya. This type of research includes basic research because this research does not aim to solve specific problems of a company, but to develop knowledge. In this study, the data used is quantitative data, namely data in the form of numbers, or qualitative data that is predicted (scoring). In this study, data processing method uses SEM (structural equation modeling) with AMOS 22.0 software. This study uses a sample of 150 non-Muslim respondents who shop for fresh meat in modern retail in Surabaya. The results of this study indicate that Non-Muslim Attitudes Consumers positively influence Non-Muslim Consumers Intention to Halal Food Product Purchases, Non-Muslim Consumers' subjective norms positively influence Non-Muslim Consumers Intention to Purchase Halal Food Products, and Non-Muslim Consumers' perceived behavioral controls positively affect Non-Muslim Consumers Intention to Purchase Halal Food.*

*Products.Keywords: Food Quality Halal, Consumers Attitudes, consumers' subjective norm, Consumers' Perceived Behavioural, Consumers Intention to Purchase*