

Hubungan Pengetahuan Label Halal dan Kesadaran Kesehatan dengan Keputusan pembelian Makanan Kemasan Halal pada Santri Pondok Pesantren Al-quran Al-amin Pabuwaran, Purwokerto: The Relationship Between Halal Label Knowledge and Health Awareness with Halal Food Purchasing Decisions on Santri Pesantren Al-Quran Al-amin Pabuwaran, Purwokerto

Title	Hubungan Pengetahuan Label Halal dan Kesadaran Kesehatan dengan Keputusan pembelian Makanan Kemasan Halal pada Santri Pondok Pesantren Al-quran Al-amin Pabuwaran, Purwokerto: The Relationship Between Halal Label Knowledge and Health Awareness with Halal Food Purchasing Decisions on Santri Pesantren Al-Quran Al-amin Pabuwaran, Purwokerto
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Abstract	Many packaged foods in Indonesia do not have halal product assurance. Therefore, it is important for the Muslim population in Indonesia to have knowledge of halal labeling so that they can carefully distinguish food that is safe to buy. People who have health awareness will prefer to buy halal packaged food because it has health guarantees. This study aims to determine the relationship between halal labeling knowledge and health awareness with the decision to purchase halal packaged food. The research method used analytic observations with a cross-sectional design. The population were all students of Pondok Pesantren Al-quran Al-amin Pabuwaran, Purwokerto, Central Java. The sample was selected using purposive sampling technique. Data was collected using a questionnaire which was analyzed using the chi-square test. Descriptive data is presented in the form of a frequency distribution table. The results showed that students' halal labeling knowledge was not related to students' halal packaged food purchasing decisions, and students' health awareness was related to students' halal packaged food purchasing decisions. ã,Â ABSTRAK Banyak makanan kemasan di Indonesia yang belum memiliki jaminan produk halal. Oleh karena itu, penting bagi penduduk muslim di Indonesia memiliki pengetahuan label halal agar dapat membedakan makanan yang aman untuk dibeli. Masyarakat yang memiliki kesadaran kesehatan, akan lebih memilih membeli makanan kemasan halal karena memiliki jaminan kesehatan. Penelitian ini bertujuan untuk mengetahui hubungan pengetahuan label halal dan kesadaran kesehatan dengan keputusan pembelian makanan kemasan halal. metode penelitian menggunakan observasional analitik dengan desain cross-sectional. Populasi pada penelitian ini adalah seluruh santri Pondok Pesantren Al-quran Al-amin Pabuwaran, Purwokerto, Jawa Tengah. Sampel penelitian sebanyak 52 responden dipilih menggunakan teknik purposive sampling. Data dikumpulkan menggunakan kuesioner dan dianalisis menggunakan uji chi-square. Data deskriptif disajikan dalam bentuk tabel distribusi frekuensi. Hasil analisis korelasi menunjukkan bahwa pengetahuan label halal santri tidak berhubungan dengan keputusan pembelian makanan kemasan halal santri dan kesadaran kesehatan santri berhubungan dengan keputusan pembelian makanan kemasan halal santri.
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