

ABSTRAK

RESISMA. 2025. Pengaruh Gaya Hidup Urban Terhadap Pilihan Konsumsi Produk Halal di Kalangan Generasi Z Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Skripsi. Program Studi Ekonomi Islam Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Dibimbing Oleh : Agus Salim HR dan Sri Wahyuni

Penelitian ini menganalisis pengaruh gaya hidup urban terhadap pilihan konsumsi produk halal di kalangan Generasi Z Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Makassar. Generasi Z yang akrab dengan teknologi, media sosial, dan tren modern, diduga memiliki preferensi produk halal yang melampaui aspek keagamaan, mencakup kualitas, keamanan, dan citra merek. Dengan pendekatan kuantitatif eksplanatori, 97 responden dipilih melalui *purposive sampling*. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis dengan regresi linear sederhana. Variabel independen, gaya hidup urban, diukur melalui aktivitas, minat, dan opini. Variabel dependen, pilihan konsumsi produk halal, diukur melalui pengetahuan, sertifikasi, label halal, pengaruh sosial, serta persepsi kualitas dan keamanan. Hasil menunjukkan gaya hidup urban berpengaruh positif dan signifikan terhadap pilihan konsumsi produk halal. Ini berarti semakin tinggi gaya hidup urban mahasiswa, semakin tinggi pula preferensi mereka terhadap produk halal. Temuan ini menekankan pentingnya strategi pemasaran halal yang selaras dengan dinamika gaya hidup urban generasi muda.

Kata Kunci: *Gaya Hidup Urban, Produk Halal, Generasi Z, Konsumsi, Ekonomi Islam.*

ABSTRACT

RESISMA. 2025. *The influence of urban lifestyle on the choice of halal product consumption among Generation Z of the Faculty of Economics and Business, University of Muhammadiyah Makassar*. Thesis. Islamic Economics Study Program, Faculty of Economics and Business, Muhammadiyah University of Makassar. Supervised by: Agus Salim HR and Sri Wahyuni

This study analyzes the influence of urban lifestyle on the choice of halal product consumption among Generation Z of the Faculty of Economics and Business, University of Muhammadiyah Makassar. Generation Z, who is familiar with technology, social media, and modern trends, is suspected of having halal product preferences that go beyond religious aspects, including quality, safety, and brand image. With an explanatory quantitative approach, 97 respondents were selected through purposive sampling. Data were collected using a Likert scale questionnaire and analyzed using simple linear regression. The independent variable, urban lifestyle, was measured through activities, interests, and opinions. The dependent variable, the choice of halal product consumption, was measured through knowledge, certification, halal labels, social influence, and perceptions of quality and safety. The results show that urban lifestyle has a positive and significant effect on the choice of halal product consumption. This means that the higher the lifestyle of urban students, the higher their preference for halal products. This finding emphasizes the importance of a halal marketing strategy that is in line with the dynamics of the urban lifestyle of the younger generation.

Keywords: *Urban Lifestyle, Halal Products, Generation Z, Consumption, Islamic Economics.*