

## ABSTRAK

Bagi konsumen Muslim, transparansi dan kepercayaan terhadap kehalalan produk merupakan aspek krusial dalam industri kuliner. *Halal Traceability System* (HTS) menawarkan solusi untuk menelusuri bahan baku dan proses produksi sesuai standar halal. Namun, tingkat adopsi HTS di kalangan UMKM kuliner masih rendah karena keterbatasan pemahaman, sumber daya, dan kesiapan teknologi. Penelitian ini bertujuan untuk mengidentifikasi dan menganalisis faktor-faktor yang memengaruhi niat UMKM kuliner dalam mengadopsi HTS dengan pendekatan model *Push-Pull-Mooring* (PPM). Faktor *push* yang dianalisis meliputi: *Perceived Security Risk* dan *Perceived Privacy Risk*. Sedangkan faktor *pull* terdiri dari: *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Convenience*, *Perceived Innovativeness*, *Perceived Trust*, *Subjective Norm*, dan *Facilitating Conditions*. Sementara faktor *mooring* mencakup: *Variety Seeking* dan *Habit*, baik sebagai variabel independen maupun moderator.

Penelitian ini menggunakan pendekatan kuantitatif dengan jumlah sampel sebanyak 200 responden UMKM kuliner di Kota Semarang. Data dikumpulkan melalui kuesioner dengan skala *Likert* 1–4 dan dianalisis menggunakan metode *Structural Equation Modeling-Partial Least Squares* (SEM-PLS).

Hasil penelitian ini, faktor *push* dan *pull* terbukti signifikan memengaruhi niat adopsi HTS. *Variety Seeking* juga berpengaruh signifikan dan memoderasi hubungan *pull* terhadap niat adopsi, sementara *Habit* memoderasi hubungan tersebut secara negatif. Temuan ini menjadi landasan untuk menyusun rekomendasi strategi peningkatan niat adopsi HTS oleh UMKM kuliner.

**Kata kunci:** *Halal Traceability System*, *UMKM Kuliner*, *Push-Pull-Mooring*, *Niat Adopsi*, *SEM-PLS*

## ABSTRACT

For Muslim consumers, transparency and trust in the halalness of products are crucial aspects in the culinary industry. The *Halal Traceability System* (HTS) offers a solution to trace raw materials and production processes according to halal standards. However, the adoption rate of HTS among culinary MSMEs is still low due to limited understanding, resources, and technological readiness. This study aims to identify and analyze the factors that influence the intention of culinary MSMEs to adopt HTS using the *Push-Pull-Mooring* (PPM) model approach. The push factors analyzed include: *Perceived Security Risk* and *Perceived Privacy Risk*. While the pull factors consist of: *Perceived Usefulness*, *Perceived Ease of Use*, *Perceived Convenience*, *Perceived Innovativeness*, *Perceived Trust*, *Subjective Norm*, and *Facilitating Conditions*. While the mooring factors include: *Variety Seeking* and *Habit*, both as independent variables and moderators.

This study uses a quantitative approach with a sample of 200 culinary MSME respondents in Semarang City. Data were collected through a questionnaire with a *Likert* scale of 1–4 and analyzed using the *Structural Equation Modeling-Partial Least Squares* (SEM-PLS) method.

The results of this study, push and pull factors were proven to significantly influence the intention to adopt HTS. *Variety Seeking* also has a significant effect and moderates the relationship between pull and adoption intention, while *Habit* negatively moderates the relationship. These findings are the basis for compiling recommendations for strategies to increase the intention to adopt HTS by culinary MSMEs.

**Keywords:** *Halal Traceability System*, *Food SMEs*, *Push-Pull-Mooring*, *Intention to Adopt*, *SEM-PLS*