

ABSTRACT

Indonesia is one of the potential countries in terms of the Muslim consumer market, this is evidenced by the high Muslim population which reaches 209.12 million people or around 87% of the total population. The influence of halal awareness in the community, especially consumers of halal certified presto milkfish, is considered still less or not optimal. The large number of Muslim consumers should be proportional to the knowledge or awareness of halal must also increase. This study uses a multiple linear regression analysis technique which data is processed using SPSS Statistics 23. Having 91 respondents, this study finds that the variables of halal certification, food ingredients, prices, tastes have a positive effect on buying interest decisions of Muslim consumers. On the other hand, the halal awareness variable and the price of substitute goods have less influence on the buying interest decision of Muslim consumers.

Keyword: Halal Certification, Halal Awareness, Food Ingredients, Price, Price of Substitute Goods, Taste, Purchase Intention Decision.