

ABSTRACT

Indonesia is a potential country for the halal food product market, this is evidenced by the high Muslim population which reaches 237.53 million people or around 87% of the total population. The culinary business of processed food products is one of the most potential businesses, several fast food franchises from local and international brands continue to increase, in the era of society 5.0 where technology is developing rapidly, consumer buying interest in the city of Semarang for food products has also continued to increase from 2015 -2019.

This research is a form of quantitative method that distributes through questionnaires. The population in this study were Diponegoro University Muslim student consumers who had bought and eaten Olive Chicken products in Semarang City. The total sample is 100 respondents with a purposive sampling approach. This study used multiple linear regression analysis techniques and data were processed using SPSS Statistics 29.

The results of the analysis show that awareness of halal and the price of substitute goods has a positive effect on purchasing decisions. As for the variable price, service quality and tastes have no effect on purchasing decisions. Simultaneously the results of halal awareness, price, service quality, price of substitute goods and tastes influence purchasing decisions simultaneously. The results of the R square test value of 0.430 indicate that 43% of purchasing decisions can be explained by independent variables while the remaining 57% is explained by other factors outside the research.

Keywords : Halal Awareness, Price, Quality of Service, Price of Substitute Goods, Taste and Purchase Decision