

## **ABSTRACT**

*Indonesia, which is known as a country where the majority of the population is Muslim, then Indonesian people should have halal awareness of a product. Ayam Penyet Surabaya is a halal-certified restaurant and had motto Halalan Thayyiban, besides its strategic location and satisfactory service quality are considerations for consumers in determining purchasing decisions.*

*This study aims to analyze the effect of halal awareness, islamic branding, location, and service quality on purchasing decisions of Muslim consumers of Ayam Penyet Surabaya in Surakarta. The sampling technique in this study using purposive sampling with an online questionnaire. The sample in this study is 100 respondents. The method of analysis used is multiple linear regression. Data testing is carried out with the SPSS Statistic 23 program.*

*The result of this study shows that halal awareness, islamic branding, location and service quality partialy and simultaneosly had a positive and significant effect on purchasing decisions. These four variables have a very strong influence indicated by 86% of the coefficient of determination.*

*Keywords: Halal awareness, islamic branding, location, service quality, purchasing decision, Ayam Penyet Surabaya.*