

ABSTRACT

The potential of halal food and drink market is growing along with the increasing of variety of food and drink in industry. In fact, some of them still lack of information about the halal specification. This research aims to determine the impact of halal awareness and halal label as independent variables on food and drink buying decisions which are the dependent variables with religiosity as a moderating variable.

The data collection method is carried out through questionnaires. The population for this research are Muslim consumers who have purchased halal food and drinks in DKI Jakarta. The sample used was 100 respondents using purposive sampling. This research uses multiple linear regression analysis technique and Moderated Regression Analysis (MRA). The data testing tool uses SPSS Statistics 29.

The result of this research show that halal awareness has a positive and significant effect on buying decisions. The halal label has no effect on buying decisions and religiosity cannot strengthen the relationship between halal awareness and halal label on purchasing decisions.

Keywords: *Halal Awareness, Halal Label, Religiosity, Buying Decision, Moderating Variable.*