

ABSTRACT

This research aims to examine the influence of *Halal Awareness*, *Thayyib Awareness* and price on purchase intention for Frozen food products. In the context of the growth of the halal food and beverage industry globally, one of the segments experiencing increased consumption is Frozen food. Frozen food is a food product that is preserved through a freezing process, with the aim of slowing down the spoilage process.

This research uses quantitative methods by distributing questionnaires to Generation-Z and Millennial Generation in the Jabodetabek area who have become consumers of Frozen food products. In testing the hypothesis, this research uses Partial Least Squares SEM (PLS-SEM) with SmartPLS 3.0 software. This is because this research aims to develop theory so that this is in line with the aim of PLS-SEM, namely to build theory or variance based.

The research results show that Halal Awareness has no effect on Purchase intention, Thayyib Awareness has an effect on Purchase intention and Price has an effect on Purchase intention

keywords: *Halal Awareness, Thayyib Awareness, Price, Purchase intention*