

ABSTRACT

The dynamic life of people in urban areas makes people choose practical food. For Muslims, consuming halal food is not only to fulfill needs, but also to implement religious law. The food products consumed must have halal certification to provide comfort and tranquility for Muslims. Warung Super Sambal is a halal certified restaurant that actively participates in helping and empowering philanthropy around it.

This research aims to analyze the factors that influence Muslim consumers' purchasing decisions at Warung Super Sambal. The sample in this study was 100 respondents with purposive sampling. Data collection was carried out online through questionnaires. The analytical method used is multiple linear regression. Data testing was carried out with the help of the SPSS Statistics 23 program.

The research results show that patronage buying, halal certification, religiosity, price perception, and service quality have a positive and significant effect on purchasing decisions, both partially and simultaneously. These five variables have a very strong influence as shown by the coefficient of determination value of 74%.

Keywords: Patronage buying, halal certification, religiosity, price perception, quality service, purchasing decisions, Warung Super Sambal