

ABSTRACT

This study aims to analyze the influence of price, food quality, halal certification, and brand image on the purchase intention of Almaz Fried Chicken among university students in Jakarta. The research is based on the background of the rapid growth of the fast food industry in Indonesia, which is still dominated by global brands. Local brands such as Almaz Fried Chicken need to understand the key factors influencing consumer purchase decisions to improve their competitiveness in the domestic market.

A quantitative approach was employed using a survey method, with multiple linear regression analysis as the primary analytical technique. The population consisted of active university students in Jakarta, and a sample of 108 respondents was selected through purposive sampling. Data were collected using a structured questionnaire based on a 6-point Likert scale.

The results indicate that price, food quality, halal certification, and brand image each have a positive and significant effect on purchase intention. Simultaneously, these four variables also significantly influence students' purchase intention toward Almaz Fried Chicken Condet. These findings highlight the potential for local brands to compete in the fast food market through effective management of pricing, product quality, halal assurance, and brand perception.

Keywords: *Price, Food Quality, Brand Image, Halal Certification, Purchase Intention, Students, Fast Food*