

ABSTRACT

Muslims are required to always consume halal food in accordance with the demands of Islam. Halal awareness, Halal Certification, Product Ingredients, Halal marketing and Religiosity can influence consumer motivation according to the interest in buying a product. Not all food products are labeled halal. This study aims to analyze halal awareness, halal certification, product ingredients, halal marketing and religiosity towards buying interest in important food products for Muslim consumers in the city of Semarang.

The method of data collection is done through a questionnaire. The population of this research is the people of Semarang who have purchased imported halal food products with a sample of 144 respondents. This study uses structural equation modeling analysis techniques.

The results of the analysis showed that halal awareness had a positive and significant effect on the interest in buying imported food products in the Muslim community in Semarang City. Halal certification has a positive and significant effect on buying interest in imported food products in the Muslim community in Semarang City. Product ingredients have a positive and significant effect on the interest in buying imported food products in the Muslim community in Semarang City. Halal marketing has a positive and significant influence on buying interest in imported food products in the Muslim community in Semarang City. Religiosity has a positive and significant effect on buying interest in imported food products in the Muslim community in Semarang City.

Keywords: Halal awareness, halal marketing, religiosity, imported food products, Structural Equation Model.