

## **ABSTRACT**

*This research was motivated by the increasing attention of Muslim consumers to the halal aspects of halal culinary products. The purpose of this study was to analyze the influence of halal awareness, halal certification, and spiritual intelligence on the purchase decisions of culinary products, as well as to examine the role of attitude as a mediating variable among Muslim high school students in Surakarta City. This study uses a quantitative approach with the Structural Equation Modeling–Partial Least Square (SEM-PLS) technique. The research sample consisted of 125 Muslim high school students who have purchased culinary products in Surakarta City. Data were collected through questionnaires and analyzed with the help of SmartPLS version 4 software.*

*The results showed that halal awareness and halal certification had a significant positive effect on attitude, and attitude had a significant effect on purchasing decisions. Spiritual intelligence did not have a significant positive effect on purchasing decisions, and attitude as a mediating variable did not have a significant positive effect on spiritual intelligence on purchasing decisions. Furthermore, attitude as a mediating variable was found to have a significant positive effect on halal awareness and halal certification on purchasing decisions.*

**Keywords:** *halal awareness, halal certificate, spiritual intelligence, attitude, purchasing decision*