

ABSTRACT

The increasing public interest in Japanese cuisine in Indonesia, especially among university students, reflects the growing development of the global food industry in the country. Tom Sushi, a popular Japanese restaurant, offers a conveyor belt sushi concept with various menu options that attract consumer attention. This study aims to analyze the influence of price, income, halal certification, brand, and religion on the repurchase decisions of Tom Sushi products among Muslim and non-Muslim students in Semarang City. A quantitative research approach was used, with data collected through structured interviews based on measurement indicators for each research variable. Offline interviews were conducted with 100 students in Semarang City who had previously purchased Tom Sushi products. The collected data were analyzed using binary logistic regression to examine the influence of the independent variables on the repurchase decision. The results show that income, price, and halal certification have no significant influence on repurchase decisions, suggesting that sushi products are no longer perceived as luxury items and that demand tends to be price-inelastic. In contrast, religion has the strongest and positive effect on repurchase decisions; Muslim consumers have a lower probability of making repurchases compared to non-Muslims, who are more likely to repurchase. Additionally, the brand variable also has a positive and significant influence, indicating that brand trust, reputation, and perceived quality play important roles in encouraging repurchase decisions. This study concludes that non-economic factors are more dominant than economic factors in influencing Tom Sushi repurchase decisions among university students.

Keywords: *repurchase decision, halal label, price, income, brand, religion*

