

## **ABSTRACT**

*The halal industry has experienced very rapid growth in recent years including the halal food industry. Halal food is not only intended for muslim communities but also non-muslim communities. Along with the development of the halal industry and the increasing number of non-muslim populations, the non-muslim community can become an opportunity in the development of the halal food industry.*

*This study aims to determine the effect of halal awareness, halal certification, promotion, price, food safety on purchase intention of non-muslim community in Semarang City on halal food products. The population in this study was the non-muslim community in Semarang City who had bought halal food products and the number of samples used was 100 respondents. Sampling was determined by purposive sampling. Data collection is done by distributing questionnaires. The data obtained were analyzed using multiple linear regression analysis.*

*The results of this study indicate that halal awareness, halal certification, promotion, price, and food safety have a positive and significant effect on purchase intention. Halal certification is the most influential variable on purchase intention.*

*Keywords: Halal awareness, halal certification, promotion, price, food safety, purchase intention.*