

ABSTRACT

The consumption patterns of Indonesia people have changed recently because of the increasingly high levels of community activity. Bread has become one of the substitutes for rice at this time so that people's buying interest in bread has increased. This because bread is considered practical, easy to find, and can be consumed at any time. Even so, the Indonesian Ulama Council or MUI states that bread still has a critical point of forbiddenness which is still doubtful of its halal status in the additional ingredients used in making bread.

This study aims to analyze the influence of halal awareness, halal certification, religiosity, halal marketing, and personal societal perception on buying interest in halal bread in Diponegoro University's Semarang Faculty of Economics and Business students. This study uses a quantitative method with Multiple Linear Regression analysis using method help of SPSS software (Statistical Package for Social Science) version 23. Data were obtained through a questionnaire distributed to students of the Faculty of Economics and Business at Diponegoro University in Semarang with a sample of 100 respondents.

This study has five independent variables namely, the variabls of halal awareness, halal certification, religiosity, halal marketing, and personal social perception. While the dependent variable used is the buying interest variable. The results of this study indicate that halal awareness, halal certification, religiosity, halal marketing, personal social perceptions have a positive and significant effect on buying interest in halal bread products.

Keywords: Halal Bread, Halal Awareness, Halal Marketing, Purchase Interest, Regression Multiple Linear.