

## **ABSTRACT**

*Japanese restaurants have experienced rapid development since the 2000s in Indonesia. However, Japanese cuisine contains non-halal ingredients and processes. The development of the Japanese food business has made some Japanese cuisine restaurants replace non-halal ingredients into halal ingredients so that they can be consumed by Muslim in Indonesia. Based on the research of Ahmad et al. (2018) Attention to halal, religiosity, perceptions of the use of halal and product ingredients significantly influence WTP for halal food. Research by Rr Chyntia Ramadhani Febrita (2013) Income, product safety and lifestyle significantly influence WTP on organic rice.*

*This study aims to analyze the influence of perceptions of the use of halal, halal attention, attitude, religiosity and product ingredients on the willingness to pay for Japanese food and the level of demand for halal certification of Japanese food on students and students of the Faculty of Economics and Business, Diponegoro University, Semarang in 2019. The method is quantitative with Multiple Linear Regression analyz. This research use SPSS (Statistical Package For Social Science) program 16th version. Data was obtained through questionnaire that filled by students of the Faculty of Economics and Business, Diponegoro University 2019.*

*This study has five independent variables, that are the perception of the use of halal, halal food products, attitudes, religiosity, and halal food product ingredients, and two dependent variables, that are willingness to pay and demand for halal certification. The results of the Model I indicate that all variables in the study have a positive significant effect on willingness to pay for Japanese Food products. The results of the Model II regression analysis showed that willingness to pay a positive significant effect demand for halal certification in food products.*

*Keywords: Japanese Food, Willingness to Pay, Halal Certification, Halal Food Industri, Multiple Linear Regression.*