

## **ABSTRACT**

*With the large number of Muslim population in Indonesia, producers are thinking about guarantees for consumers, one of which is by making halal certification. Halal certification in a restaurant will reduce the views of Muslim consumers about the obscurity of halal or haram food. Halal certification in restaurants will also help consumers and producers, for consumers they will be guaranteed from the halal products and for producers they will be easier to offer their products and protect entrepreneurs from consumer demands.*

*This study aims to analyze the effect of halal certification, religiosity, price, and service quality on purchasing decisions of Muslim consumers on Waroeng Steak & Shake products. This study uses multiple linear regression analysis which is processed using SPSS version 23.0. The number of samples in this study were 100 respondents.*

*The results of this study partially obtained the results of the variables of halal certification, religiosity, and service quality significantly influence purchasing decisions. While the price variable has no significant effect on purchasing decisions. Simultaneously obtained the results of the independent variable halal certification, religiosity, price, and service quality simultaneously influence the purchase decision.*

*Keywords: Consumer Behavior, Halal Certification, Religiosity, Price, Service Quality, and Purchasing Decisions.*