

## ABSTRACT

*As a country, Indonesia is inseparable from import activities to meet their own needs. Indonesia is a country with the largest Muslim population in the world. Muslims are required to always consume halal food in accordance with Islamic religious orders. However, in fact, not all imported food or beverage products are labeled as halal food. This study aims to analyze the effect of product quality, attitudes, subjective norms, perceived behavioral control and religiosity on the buying interest of Universitas Diponegoro students on imported halal labeled food and beverages.*

*The data collection method is done through questionnaire. The population of this research is Muslim students at Universitas Diponegoro who consume imported food and beverages with sample of 110 respondents. This study uses multiple linear regression analysis techniques that are calculated using the SPSS 26.0 application.*

*The results of the analysis showed that the quality of the product had a positive and significant effect on the buying interest of Universitas Diponegoro students on imported food and beverage labeled as halal. The attitude has a positive and significant influence on the buying interest of Universitas Diponegoro students on imported food and beverage labeled as halal. Subjective norms are not significant to the buying interest of Universitas Diponegoro students on imported food and beverages labeled halal. Perceived behavioral control has a positive and significant influence on the buying interest of Universitas Diponegoro students on imported food and beverage labeled as halal. Religiosity has a positive and significant effect on the buying interest of Universitas Diponegoro students on imported food and beverage labeled as halal.*

*Keywords: product quality, religiosity, theory of planned behavior, imported food and beverage products, SPSS.*