

## **ABSTRACT**

*Indonesia has a very large Muslim population. The number of Muslim settlers in Indonesia will certainly influence the behavior of consumers, especially Muslim students to buy halal certified food products. This research aims to determine the influence of religious factors, social factors, personal factors, and psychological factors on the decision of Muslim students at Diponegoro University Semarang to buy halal certified food products. This research is a quantitative study conducted by distributing questionnaires to 110 respondents with purposive random sampling method. The study used multiple linear regression analysis processed using SPSS version 23. The results of the data analysis showed that religious factors, personal factors, and psychological factors partially influenced the decision of muslim students to buy halal certified food products. Meanwhile, the variable social factors have no significant effect on the decision of muslim students to buy halal certified food products.*

**Keywords** : *Religious, Social, Personal, and Psychological, Consumer Behavior, Purchasing Decisions.*