

ABSTRACT

Increasing religious knowledge motives Muslims to aware and choose halal product. For identifying whether the product is halal or not can be seen from adding halal logo on the product. Halal logo gives information about process and ingredients are only halal. This study aims to determine the effect of religiosity factors, halal awareness, economic motive, branding and socio-culture on the decision of Micro, Small Medium Enterprises (MSME) to carry out halal logo in South Tangerang City.

This study uses primary data with a collection method in the form of a questionnaire. The population in this study is MSME food and beverages in South Tangerang city and samples used for this study are 100 MSME's. This study uses multiple linear regression analysis which is processed using SPSS version 23.

The results of the analysis of this study indicate religiosity has most dominant, positive and significant effect on the decision of MSME's to carry out halal logo on product. This proves that carrying out halal logo is implementing religion's rule about halal product. The variables that partially have a positive and significant effect on decision of MSME's to carry out halal logo they are socio-culture, halal awareness and branding. Meanwhile the economy partially does not affect the decision of MSME's to carry out halal logo on their product. Simultaneously the results obtained are that religiosity, halal awareness, economy, branding and socio-culture affect the decision of MSME's to carry out halal logo.

Keywords: religiosity, halal awareness, economic motive, branding, socio-culture and halal logo.