

## **ABSTRACT**

*Packaged processed meat products that have emerged are not yet halal certified, but consumers' ignorance of the food processing process is a concern in itself and adds to the dilemma of the Muslim community in determining the purchase of this product. This study aims to analyze the influence of factors on purchasing of halal chicken frozen food for Muslim consumers in Semarang City. The data collection method used in this research is questionnaire and the method of analysis in this study is quantitative. The results of this study indicate that price, halal awareness, religiosity, tastes, and markets influence purchasing decisions for frozen chicken food. Halal certification has no effect on purchasing for frozen chicken food. Knowing the effect of price, halal certification, halal awareness, religiosity, taste, and income on purchasing decisions, This research is useful as a basis for consumer decision making in purchasing frozen chicken food.*

*Keywords: price, halal certification, halal awareness, religiosity, taste, income, purchasing*

