

## ABSTRACT

*The dynamic life of people in urban areas makes people choose practical food. Fiesta chicken nugget manufacturer is one of the producers of ready-to-cook chicken nugget food. In the past, Fiesta chicken nuggets were unable to compete with other similar products and this caused a decline in sales. This research aims to analyze what factors influence Muslim consumers' purchasing decisions when buying Fiesta chicken nugget products in Semarang City.*

*The number of samples used in this research was 100 people who had purchased Fiesta chicken nugget products using purposive sampling where data collection was carried out online via Google form. Data processing was carried out using SPSS 22.*

*The results of this research show that halal labeling, price and product quality have a positive influence on purchasing decisions. The *t* test results show that each independent variable has a significant influence on purchasing decisions. This equation model has an *F* value of 35.700 with a significance level of 0.000. The results of the analysis of the coefficient of determination were 0.513. This means that 51.3% of purchasing decisions can be explained by the variables halal labeling, price, product quality, while the remaining 48.7% of purchasing decisions are influenced by other variables not examined in this research.*

*Keywords: Halal Labeling, Price, Product Quality*

