

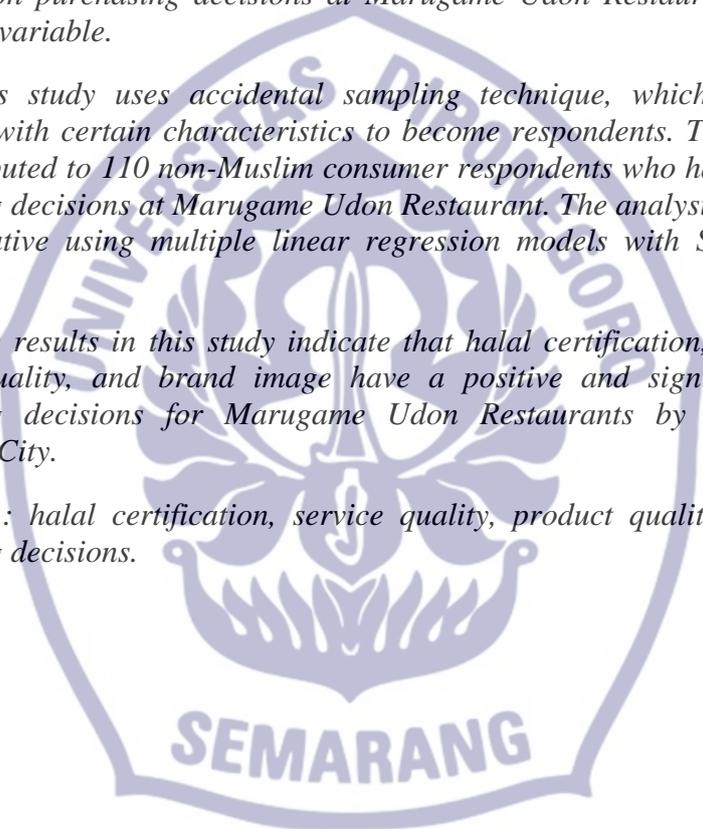
ABSTRACT

Non-Muslim consumers do not have special requirements in consuming food. However, non-Muslim consumers pay attention to halal certification related to health, food safety, and guaranteed food quality. So that it provides a sense of security in consuming a product. This study aims to determine the effect of halal certification, service quality, product quality and brand image as independent variables on purchasing decisions at Marugame Udon Restaurant which is the dependent variable.

This study uses accidental sampling technique, which is a sampling technique with certain characteristics to become respondents. The questionnaire was distributed to 110 non-Muslim consumer respondents who had made product purchasing decisions at Marugame Udon Restaurant. The analysis technique used is quantitative using multiple linear regression models with SPSS version 27 software.

The results in this study indicate that halal certification, service quality, product quality, and brand image have a positive and significant effect on purchasing decisions for Marugame Udon Restaurants by non-Muslims in Semarang City.

Keywords : *halal certification, service quality, product quality, brand image, purchasing decisions.*



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