

## **ABSTRACT**

*Indonesia is an archipelagic country. The majority of Indonesia's population is Muslim. This influences the customs and regulations that apply in Indonesia. Organizing wedding parties in each region is different according to the customs and traditions that apply in each region, but not many people know about syar'i wedding parties, so to increase the use of syar'i wedding organizer services in Indonesia, wedding services are needed. Syar'i organizers prioritize pricing, service quality and promotion. This research aims to determine the influence of budget, service and promotion on users of Sharia wedding organizer services in Indonesia.*

*The population in this research are customers who have used syar'i wedding organizer services in Indonesia. The sample used was 215 respondents using random sampling technique. The data collection method was carried out by distributing questionnaires online in accordance with the research criteria. The data analysis methods used in this research include validity testing, reliability testing, classical assumption detection, multiple linear regression testing and hypothesis testing using the Statistical Package for the Social Sciences (SPSS) version 29 application.*

*The research results show that the budget variable partially has no influence on the decision to use syar'i wedding organizer services in Indonesia, the service variable has a positive and significant influence on the decision to use syar'i wedding organizer services in Indonesia and the promotion variable partially has no influence on the decision use of syar'i wedding organizer services in Indonesia. Simultaneously, the budget, service and promotion variables have a significant effect on the dependent variable on the decision to use syar'i wedding organizer services in Indonesia. The R square value is 0.314%, indicating that 31.4% of the independent variables have an influence on the decision to use Islamic wedding organizer services in Indonesia and the remaining 68.6% is influenced by other factors that are not in this research.*

**FEB UNDIP**

**Keywords: Price, Budget, Service, Promotion, Decision to Use and Sharia Wedding Organizer Services**