

## ABSTRACT

*The food business is the center of attention of culinary lovers who are now showing very rapid development. Business people in the culinary sector can generate profits from the food business undertaken. One of the growing food businesses today is a Japanese restaurant that is halal certified. Japanese restaurants are able to adapt the products in their restaurants to the culture according to the target country of opening a restaurant branch, one of the Japanese companies that is being loved by young people now it is Yoshinoya which is synonymous with slice beef which is sliced meat from the breast meat part that contains fat.*

*This study used a survey method with 100 respondents. The data were analyzed using multiple linear regression analysis. The results showed that halal certification, religiosity, service quality and lifestyle have a positive effect on the purchasing decisions of Muslim consumers, while the impression of price has a negative effect on decision.*

*The purpose of this study is to determine the effect of halal certification, religiosity, price impression, service quality and lifestyle in a partial and simultaneous way on the purchasing decisions of Muslim consumers and to find out the dominant variables influencing the purchasing decisions of Muslim consumers at Yoshinoya Japanese Restaurant Semarang. Data collection through google form, questionnaire accuracy tests are carried out, namely validity tests and reliability tests. Hypothesis testing is done through F test, t test and dominant test. The sample in this study amounted to 100 respondents. This type of research is a type of descriptive research. In this study, it is partially known that halal certification (X1), religiosity (X2), service quality (X4) and lifestyle (X5) affect the purchasing decisions of Muslim consumers (Y) and the impression of price (X3) has no influence on the purchasing decisions of Muslim consumers (Y).*

*Keywords: Japanese Restaurant, Halal Certification, Religiosity, Price Impression, Quality of Service, Lifestyle, Purchasing Decision of Muslim Consumers.*

SEMARANG  
FEB UNDIP