

ABSTRACT

Consumption is the expenditure of goods and services to meet the needs and survival. The consumption needs of each individual will be different. Islam teaches every individual to consume goods and services in accordance with the Shari'a and stay away from what has been forbidden. In Islam, it is obligatory to consume halal food products. Halal food products in question are products that already have halal certification by the Indonesian Ulema Council (MUI) and in the manufacturing process use ingredients that are safe and halal for consumption.

This study aims to determine the effect of the independent variables, namely halal awareness, halal certification, product ingredients, religiosity, and price on interest in buying halal food products. The population in this study were respondents who lived in the Darussalam Islamic Boarding School in Jepara Regency. The sample in this study amounted to 100 respondents with a purposive sampling approach. The data collection method in this study used a questionnaire and data analysis using multiple linear regression analysis.

The results of this study indicate that halal awareness, halal certification, product ingredients, religiosity, and price have a positive and significant effect on buying interest in halal food products.

Keywords: halal awareness, halal certification, product ingredients, religiosity, price, buying interest.