

## **ABSTRACT**

*This research is motivated by differences in consumer perceptions of factors influencing purchasing decisions in the food industry, specifically regarding halal certification, religiosity, Perceived Price, and service quality. The research question is whether halal certification, religiosity, Perceived Price, and service quality influence purchasing decisions at Waroeng Steak & Shake in Semarang. This study aims to examine the influence of each of these variables on purchasing decisions.*

*The method used was a quantitative approach using survey techniques. Data analysis included descriptive analysis and multiple linear regression. Hypothesis testing was conducted using the F-test (simultaneous), the coefficient of determination (R-square), and the t-test (partial) using SPSS software..*

*The F-test results indicate that the independent variables simultaneously influence purchasing decisions, with a calculated F-value of 13.366 and a significance level  $<0.001$ . The coefficient of determination (Adjusted R-square) of 0.333 indicates that 33,3% of the variation in purchasing decisions can be explained by the research variables, while 66,7% is influenced by other factors. The t-test results indicate that halal certification, religiosity, and Perceived Price have a positive and significant influence on purchasing decisions, while service quality has no significant influence.*

*Based on these results, it can be concluded that religiosity, halal certification, and Perceived Price are the primary factors in shaping consumer purchasing decisions, while service quality plays a supporting role.*

**Keywords:** *Halal Certification, Religiosity, Price Perception, Service Quality, Purchasing Decision.*

