

ABSTRACT

Indonesia is a country with the largest Muslim population in the world. This is closely related to the increasing number of global Muslim consumers of halal food products. In 2019, the increase in halal consumption reached 3.1 percent from the previous year. According to the State of the Global Islamic Economy Report in 2020, Indonesia again occupies the first position in the world as a consumer of halal products with a consumption value of USD 144 billion. The high demand for food and food products has become a great opportunity for food delivery order companies or food delivery services to meet the needs of the community. The increasing need for food and food products as well as halal consumption has become a concern for food delivery order service providers to provide halal information or Muslim friendly services.

This study aims to determine the effect of promotional factors, halal awareness, and halal labels on product purchasing decisions at GoFood. The population in this study, is millennial Muslims in the city of Semarang. The sampling technique of non-probability sampling is purposive sampling. This study uses primary data, sampling is done by distributing questionnaires to 200 millennial Muslim respondents in the city of Semarang. This research method uses binary logistic regression analysis.

The results of the study show that there is a simultaneous variables of promotion, halal awareness, and halal labels decision to buy products at GoFood. Partially there is a positive and significant influence on each variable on product purchasing decisions on GoFood. The promotion variable has the strongest effect compared to the halal awareness variable and the halal label.

Keywords: Promotion, Halal Awareness, Halal Labels, Purchasing Decisions, GoFood