

ABSTRACT

This study aims to determine the effect of halal food awareness as independent variables on purchase decision as the dependent variable with religiosity as a moderating variable.

Data collection method is done through a questionnaire. The population in this study is Muslim consumers in the city of Pekanbaru. The required sample of 100 respondents using purposive sampling. This study uses simple regression analysis and moderated regression analysis techniques and data testing using the SPSS Statistics 25 program.

The finding of this study shows that respondents has a high-level awareness of halal foods. Halal foods awareness has positive and significant impact on purchase decision. But the higher level of religiosity cannot strengthen the effect of awareness on a purchase decision.

Keywords: *Halal Awareness, Religiosity, Purchasing Decision, Moderating Variable, Halal Foods, Millennial Generations*

