

ABSTRACT

This study aims to analyze Muslim consumers regarding the factors that influence consumers in their purchases. Sample were taken as many as 100 respondents using purposive sampling techniques. Research data collection was carried out through questionnaires that were distributed online. The analytical method used in this study is multiple linear regression with the help of the SPSS statistic 27 program for data testing.

The result of this study shows that halal label, halal awareness, price, and electronic word of mouth have a positive and significant effect on purchase decision either partially or simultaneously. R square score is 0,508, shows that 51% of purchasing decision can be explained by independent variables and the rest 49% explained by another factors outside this study.

This study provides information about the consumption by Muslims of imported food, which specifically discusses about the purchase of Korean Nongshim products. Based on that, this study will be useful for producers or exporters to understand the buying behavior of Muslim consumers towards imported food, as well as useful for consumers to be able to determine a purchasing strategy for halal imported products. The limitation of this research is to only discuss Muslim consumers in the city of Semarang.

Keywords: halal label, halal awareness, price, electronic word of mouth (e-WOM), buying decision.



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