

ABSTRACT

Indonesia is the country with the second largest Muslim population in the world, the number of Indonesian Muslims reached 245 million in July 2024. Halal is not only a necessity for Muslims, but halal can be included in the branding framework of a product. Food products that are consumed must have halal certification in order to provide comfort and peace for Muslims. Waroeng Steak & Shake is a halal-certified restaurant that actively participates in helping and empowering philanthropy around it.

This study aims to analyze the factors that influence Muslim consumer purchasing decisions at Waroeng Steak & Shake Semarang City. The sample in this study were 175 respondents with purposive sampling. Data collection was carried out using a questionnaire. The analysis method used is multiple linear regression. Data testing was carried out with the help of the SPSS Statistic 23 program.

The results showed that patronage buying, halal certification, product quality and service quality had a positive and significant effect on purchasing decisions, both partially and simultaneously. The five variables have a very strong influence indicated by the coefficient of determination of 55%.

Keywords: Patronage buying, halal certification, product quality, service quality, purchasing decisions, Waroeng Steak & Shake

