

## ABSTRACT

*Indonesia is a country with the largest Muslim majority in the world, therefore Muslim consumers are very concerned about the concept of halal and haram of a product consumed, especially food products. Fast food-based businesses in Indonesia have shown rapid growth over the past five years, one of which is McDonald's, which has 37,900 outlets spread across Indonesia. The tendency to eat out is driving the food service industry towards the need to manage customers and ensure that all customer needs and preferences are met.*

*This study uses a quantitative analysis approach with multiple linear regression analysis methods. The sampling technique in this study was purposive sampling by taking a sample of 100 Muslim consumer respondents in Semarang City who had purchased McDonald's. The research instrument used a questionnaire through the google form platform and was analyzed using IBM SPSS Statistics 27.*

*The results showed that Halal Labeling and Product Knowledge have a positive and significant effect on McDonald's Purchasing Decisions for Muslim consumers in Semarang City, while Price has a negative and significant effect on McDonald's Purchasing Decisions for Muslim consumers in Semarang City. The coefficient of determination shows that 34.4% of the dependent variable can be explained by the independent variable and the remaining 65.6% is explained by other variables outside this study.*

**Keywords:** *Halal Labeling, Product Knowledge, Price, Purchase Decision, Muslim Consumers, McDonald's.*

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