

ABSTRACT

This study aims to determine the factors influencing the intention to purchase halal food products using the Theory of Planned Behavior (TPB) approach. The hypothesis in this study indicates a positive influence between the independent variables. Planned Behavior, Religiosity, Halal Awareness, and Halal Certification with the dependent variable Purchase Intention.

This research is quantitative and employs a survey design with questionnaires distributed online to consumers of halal food products at "all you can eat" restaurants in Semarang city. Data collected from 100 respondents were analyzed using the Structural Equation Modeling - Partial Least Squares (SEM PLS) method with the SMART-PLS application to observe how exogenous variables influence the endogenous variable, namely the intention to purchase halal food products.

The hypothesis testing results aim to estimate the significance of the influence of exogenous variables on the endogenous variable. All independent variables have a positive and significant relationship in influencing the intention to purchase halal food products. The results of this study show that the independent variables positively and significantly impact the dependent variable. Halal Certification (HC) has the greatest influence, Halal Awareness (HA) has a medium influence, and Planned Behavior (PB) and Religiosity (R) have a small influence on the dependent variable Purchase Intention of halal food products at all you can eat restaurants in Semarang city.

Keywords: purchase intention, halal food products, planned behavior, religiosity, halal awareness, halal certification.

