

ABSTRACT

Indonesia is a Muslim-majority country, with 272.230 adherents of Islam in June 2021. For Muslims, halal food consumption is not only to fulfill their needs but also to fulfill the religious law. Food products consumed must have halal certification to provide comfort and peace for Muslims. Wong Solo Restaurant is a halal-certified restaurant. Under the motto "Halalan Thayyiban", Wong Solo Restaurant actively participates in helping and empowering philanthropy in its surroundings.

This study aims to analyze factors that influence Muslim consumers' decision in purchasing at Wong Solo Restaurant. The sample size in this study is 100 respondents using purposive sampling. The data collection is done online through a questionnaire. The method of analysis used is multiple linear regression. Data testing is carried out with the help of the SPSS Statistics 23 program.

The result of this study shows that patronage buying, halal certification, religiosity, price perception, and service quality have a positive and significant effect on purchasing decisions, either partially or simultaneously. The five variables have a very strong influence indicated by 74% of the coefficient of determination.

Keywords: Patronage buying, halal certification, religiosity, price perception, service quality, purchasing decisions, Wong Solo Restaurant