

ABSTRACT

This study aims to analyze the role of halal product knowledge and religiosity in purchasing decisions for halal label products through awareness of halal labels. The population in this study were consumers who often consume halal food and beverage products in Kabupaten Semarang. The type of data collection method used was purposive sampling, then the questionnaire was distributed to 100 respondents who consumed halal foods and drinks. Based on the results of the data analysis studied, it can be concluded that halal product knowledge and religiosity had a significant positive effect on halal label awareness and purchase decisions of halal products, and awareness of halal labels also had a significant positive effect on purchasing decisions for halal products. Meanwhile, the halal label awareness variable was able to mediate between knowledge of halal products and religiosity on purchasing decisions for halal products.

Keywords : *Knowledge of Halal Products, Religiosity, Halal Label Awareness, and Decision to Purchase Halal Products*

ABSTRAK

Penelitian ini bertujuan untuk menganalisis peran pengetahuan produk halal dan religiusitas terhadap keputusan pembelian melalui kesadaran label halal. Populasi dalam penelitian ini adalah konsumen yang sering mengonsumsi makanan dan minuman produk halal di Kabupaten Semarang. Jenis metode pengambilan data yang digunakan adalah *Purposive Sampling*, kemudian kuesioner dibagikan kepada 100 responden yang mengonsumsi makanan dan minuman berlabel halal. Berdasarkan hasil analisis data yang diteliti, dapat disimpulkan bahwa pengetahuan produk halal dan religiusitas berpengaruh positif signifikan terhadap kesadaran label halal dan keputusan pembelian produk halal, serta kesadaran label halal juga memiliki pengaruh positif signifikan terhadap keputusan pembelian produk halal. Sedangkan variabel kesadaran label halal mampu memediasi antara pengetahuan produk halal dan religiusitas terhadap keputusan pembelian produk halal.

Kata kunci : *Pengetahuan Produk Halal, Religiusitas, Kesadaran Label Halal, dan Keputusan Pembelian Produk Halal*