SUMMARY

RAHMI FITRIA MALIK. Effect of Halal Awareness, Halal Certification, and Halal Marketing on Halal Purchase Intention Fast Food (Study on Muslim Millennials in Indonesia). Supervised by AJI HERMAWAN and YUDHA HERYAWAN ASNAWI.

The research analyzes millennials muslim behavior toward halal purchase intention on fast food in Indonesia. Millennials muslim are aware of halal food but in fact they often ignore the presence or absence of halal certification at these fast food outlets. Millennials muslims tend not to find out about the halalness of what they consume because of the influence of lifestyle. Millennials muslim are the generation that most often consumes fast food, so halal marketing carried out by fast food restaurants affects the purchase of millennials muslim.

This study aims to examine and prove empirically the effect of halal awareness, halal certification and halal marketing on halal purchase intention on millennial Muslims on fast food. The population of this study is millennial Muslims in Indonesia. The sample in this study was 385 people. The research sample was taken by accidental sampling. Data collection techniques were carried out by online questionnaire survey. The collected data was analyzed using the Structural Equation Modeling (SEM) Lisrel program.

The results of the study show that (1) halal awareness has a significant influence on halal purchase intention, (2) halal certification has a significant effect on halal purchase intention, (3) halal marketing has a significant influence on halal purchase intention.

Keywords: halal awareness, halal certification, halal marketing, halal purchase intention, millennial muslims