

## **ABSTRACT**

*The increasing number of Muslim population, meeting the needs of halal becomes an important thing that must be met. Halal has become the main thing that is widely discussed in the business world, halal has developed rapidly, especially in the halal food industry which is produced by all countries. The complexity of the industry with the entry of goods from many countries, makes the halal of a product need to be questioned. For this reason, public awareness, especially millennial generation of the halal status of a product is very much needed.*

*The purpose of this study was to determine the effect of consumer behavior on awareness of halal supply chain millennial generation halal food case studies in Indonesia. This research uses quantitative methods. The data collection method in this study was carried out through questionnaires with a purposive sampling method by taking a sample of 385 Muslim millennial generation respondents.*

*Data processing in this study uses multiple regression analysis method to display the influence between variables. This research model uses the theory of consumer behavior with variables) namely consumption behavior and preference, attitude, current practice and understanding. The results showed that of the 3 variables in the consumer behavior studied, namely consumption behavior and preference, attitude, current practice and understanding of the three variables, the results showed a significant and positive effect on awareness of halal supply chain.*

*Based on the results of the study, the variable current practice and understanding significantly influence the awareness of halal supply chain has the highest value among other variables in the research hypothesis. This can be used as a reference for companies wishing to sell their products in Indonesia and also governments that have an interest in the industry and millennial generation in order to continue to improve the performance contained in the current practice and understanding variables such as maintaining halal food products must be considered starting from the source of raw materials to storage, it is difficult to maintain halal integrity in a long supply chain, because it can significantly increase millennial generation awareness.*

*Keywords: Consumption behavior and preference, attitude, current practice and understanding, awareness of halal supply chain, millennial generation.*