

ABSTRACT

Nowadays culinary is not just a basic necessity, but a lifestyle of the people. Bandung as one of the main culinary destinations in Indonesia provides a variety of cuisines including from other countries, one of which is Korean food. Of the many Korean restaurants in Bandung, only a few restaurants have halal labels, one of which is Mujigae Resto. This study aims to find out and analyze halal, religiosity, and purchasing decisions labels and to know the effect of halal labels on purchasing decisions, halal labels on religiosity, religiosity on purchasing decisions, and the effect of halal labels on purchasing decisions through religiosity.

The variable used in this study is the Halal Label (X) as an independent variable with dimensions: labels and halal information. Then Religiosity (Y) as an intervening variable with dimensions of faith, appreciation, worship, religious knowledge and practice. Purchase Decision (Z) as the dependent variable with dimensions: product choice, brand choice, channel choice, purchase time, purchase amount and payment method.

This research is a quantitative research with descriptive - causal method. The population in this study were consumers of Mujigae Resto Bandung. Sampling is done by non probability sampling method with the type of accidental sampling totaling 100 respondents. Processing data using path analysis.

Based on the results of data processing, it is known that halal labels and purchasing decisions fall into the "good" category with a value range of 68% - 84%, while religiosity falls into the "very good" category. Halal labels have an influence on religiosity of 57.6%, but have no influence on purchasing decisions. While religiosity has an influence on purchasing decisions of 19,3%. The effect of halal labels on purchasing decisions through religiosity is 68,7% while the remaining 31,3% is influenced by other variables not examined in this study.

Keywords: Halal Label, Religiosity, Purchasing Decision