

ABSTRACT

The increasing number of people who are Muslim causes the fulfillment of various aspects of the needs of consumers' life to increase, one of which is the increase in products or services labeled as halal. In addition, with the high population of Muslims, the level of consumer awareness in consuming halal food has increased based on the halalness of the product, health and understanding of halal values which encourage consumers' interest to buy halal food products based on the halalness of the product, health and understanding of the halal value. encourage consumer interest to buy halal food products.

This study aims to determine how much influence religious belief, health reasons, logo certification and exposure have on halal supply chain awareness. This study uses quantitative methods with the aim of research that is causal. Collecting data using non-probability sampling method with the type of convenience sampling as many as 402 high school student respondents in the city of Bandung. This study uses a questionnaire data collection technique with an ordinal scale and the data analysis technique used in this study is Partial Least Squares Strucutral Equation Modeling (PLS-SEM).

Based on the results of data analysis, it was concluded that religious belief had a positive and significant effect on halal supply chain awareness, health reasons had a positive and significant effect on halal supply chain awareness, and logo certification had a positive and significant effect on halal supply chain awareness among high school students. in Bandung City. Meanwhile, exposure has a negative and significant effect on halal supply chain awareness among high school students in Bandung

As for suggestions from the results of this study, for business actors or MSMEs, namely paying more attention to the cleanliness of raw materials, production, packaging so that they can be consumed by consumers safely and can increase consumer awareness of halal products. One of them that can be done by sellers or SMEs is by giving a halal certification logo, giving halal certification to food so that it can guarantee a sense of security and quality regarding halal food.

Keywords: *exposure, halal supply chain awareness, health reasons, logo certification, religious belief.*