

ABSTRACT

Currently, the food and beverage business is experiencing development in Indonesia, namely fast food. One of the concepts related to fast food is fast food and junk food. The emergence of many fast food restaurants in big cities, this shows that there is high consumer interest in this type of food. This study aims to analyze the effect of brand image, halal awareness and halal logo on purchasing decisions at Richeese Factory in Bandung City. This type of research is quantitative research. The sampling technique in this study used purposive sampling. The number of samples used was 385 samples. The data collection method used in this study was an online questionnaire. The results of this study indicate that Halal Awareness, Halal Logo, and Brand Image have a positive and significant effect on purchasing decisions at Richeese Factory in Bandung City.