

ABSTRACT

In modern times, one of the fastest growing industries is the shoe industry. New Balance ranks third in the TOP Brand Index 2023. However, there are differences in understanding between fellow users of New Balance shoes on social media about the use of pigskin-based ingredients in New Balance shoes. Therefore, this study aims to determine and analyze the effect of religiosity and halal knowledge of pork skin-based shoes on purchasing decisions of New Balance shoe users. The population used in this study are all Muslim consumers who have purchased New Balance shoes. Data collection was carried out using a non-probability method with purposive sampling technique and collected as many as 100 respondents in filling out the questionnaire.

The results of this research, there is a positive and significant influence between the religiosity of pigskin-based shoes on the purchasing decisions of New balance shoe users with tcount 2.541 and there is a positive and significant influence between halal knowledge of pigskin-based shoes on the purchasing decisions of New balance shoe users with tcount 5.308. Then religiosity and halal knowledge of pork skin-based shoes simultaneously have a significant effect on the purchasing decisions of New balance shoe users with fcount 44.683. The contribution of the influence of the independent variables of religiosity and halal knowledge on the dependent variable of purchasing decisions is 47.8% and the remaining 52.2% is influenced by other variables not examined in this research.

Keywords: *Religiosity, Halal Knowledge, Purchase Decisions*