

ABSTRACT

Muslims are encouraged to consume halal food in accordance with existing sharia guidelines, religiosity and trust are values and attitudes that can influence human behavior in consuming a product, and trust in a product will arise from the presence of a halal logo. But the fact is that at Sudirman Streetfood Bandung, some food stands do not yet have a halal logo and coupled with the absence of a separate area between halal and non-halal food stands. This has an impact on the doubts of some potential consumers in making purchasing decisions. So the purpose of this study is to determine the effect of religiosity, trust and halal logos on purchasing decisions for halal products (study of Sudirman Street food consumers in Bandung City).

This research is quantitative with descriptive research. Sampling is done by nonprobability sampling method with purposive sampling type. The sample used in this study was 100 respondents with consumers who had visited / bought products at Sudirman street food in Bandung City as the population. The analysis technique used is multiple linear regression analysis using SPSS version 27 software.

Based on the results of the study simultaneously (Test-f), Religiosity (X1), Trust (X2) and Halal Logo (X3) simultaneously affect Purchasing Decisions (Y). Based on the results of partial hypothesis testing (t-test) that the variables of religiosity, trust and halal logo have an influence on purchasing decisions at Sudirman street food. Based on the coefficient of determination, it is found that religiosity, trust and halal logos on purchasing decisions for Sudirman street food consumers in Bandung City are 42,1% while the remaining 57,9% is influenced by other factors not examined in this study. The author suggests that Sudirman street food continue to increase the variables of religiosity, trust and halal logo so that consumers who come continue to increase. For further researchers, it is hoped that they will choose different objects.

Keywords: *Religiosity, Trust, Halal Logo, Purchase Decision.*