

## ***ABSTRACT***

*Indonesia has religious diversity with the majority of the population being Muslim. The awareness of Muslims in Indonesia today regarding halal products has increased significantly. The food industry is one of the industrial sectors that has experienced significant growth in Indonesia. Sour Sally, became the top brand with the frozen yogurt category and became the first frozen yogurt brand with Label Halal in Indonesia. People became more interested when Sour Sally got a halal certificate, and made a campaign about halal. This study aims to determine and analyze the influence of Label Halal, Kesadaran Halal and Iklan on the purchase decision of Sour Sally products in Indonesia*

*The research method used is quantitative method with descriptive analysis and multiple linear regression analysis. The population in this study is Indonesian people who are Muslim and have bought Sour Sally. The sampling technique used is nonprobability sampling with purposive sampling techniques with a sample of 203 respondents using a measurement scale, namely an ordinal scale*

*The results of this study show a descriptive analysis that Label Halal is in the very good category with a percentage of 86%, Kesadaran Halal in the very good category with a percentage of 91%, Iklan in the category of 81% and purchasing decisions in the very good category with a percentage of 84%. Based on the results of partial research, Label Halals have a positive effect on purchasing decisions, Kesadaran Halal has a positive and significant effect on purchasing decisions, and Iklan also has a positive and significant effect on purchasing decisions. Meanwhile, simultaneously Label Halal, Kesadaran Halal, and Iklan have a positive and significant influence on purchasing decisions.*

***Keywords:*** *Halal label, Halal Awareness, Advertising, Purchasing Decision*