

ABSTRACT

The halal product market has become the focus of significant attention in various parts of the world. Consumers are increasingly aware of the importance of choosing products that comply with the halal principles of the Islamic religion. Halal certification is a crucial point that determines consumer confidence in a product. For Micro, Small and Medium Enterprises (MSMEs).

The aim of this research is to determine halal certification, interest in buying products for MSME products in Bandung City, and halal certification (self-declaration) on interest in buying MSME products in Bandung City.

The sample was determined to be 100 respondents. Data processing techniques were validity tests, reliability tests, data normality tests, correlation, simple linear regression analysis, and coefficient of determination using the SPSS program.

The results of the research that have been processed mean that Halal Certification (Self-Declare) partially has a positive and significant effect on Interest in Buying MSME Food Products in Bandung City by showing a calculated t value of 19,408 and a p value (Sig) of 0.000 which is below alpha 5 %, the results of the research hypothesis are hereby accepted.

Keywords: Halal certification, MSME Products, Purchase Intention.