

## ABSTRACT

*Indonesia is the country with the largest Muslim population in the world, so the demand for halal food and beverage products in Indonesia is very high. Micro and small business actors (MSMEs) in the city of Surakarta began to realize the importance of halal certification. Not only from the side of business actors who must be aware of the importance of halal certification, but the community as consumers must also have awareness of the importance of halal products. For Muslim consumers, consuming halal products is an obligation. However, halal products are currently also in demand by non-Muslim consumers. Therefore, this study specifically discusses the comparison of the level of awareness of Muslim and non-Muslim consumers in Surakarta City regarding MSME halal products which are influenced by several variables.*

*This study aims to measure, analyze and make a comparison of the level of awareness of Muslim and non-Muslim consumers in Surakarta City of MSME halal products. The population of this study is the people of Surakarta City, namely Muslim and non-Muslim consumers in the age range of 25-59 years. The total sample of 400 respondents consisting of 200 samples of Muslim consumer respondents and 200 samples of non-Muslim consumers in Surakarta city. This study measures the effect of religious belief, health reason, logo certification, and exposure on halal supply chain awareness. The method used is multiple regression, with data processing using IBM SPSS.*

*This study shows that the variables of religious belief, health reason, logo certification, and exposure have an influence on halal supply chain awareness of Muslim consumers. The non-Muslim consumer test shows that religious belief, health reason, and logo certification have an effect on halal supply chain awareness of non-Muslim consumers. However, the exposure variable has no significant effect on halal supply chain awareness of non-Muslim consumers. For future research, if comparing two different objects, researchers can test respondents using the same variables but with different question indicators.*

**Keywords:** *Consumer, Exposure, Halal Awareness, Halal Supply Chain, Health Reason, Logo Certification, MSME, Muslim, Non-Muslim, Religious Belief.*