

## ABSTRACT

Halal has become the main conversation in the business world. now halal has grown rapidly on halal packaged food produced by the whole country. although many studies have discussed halal food packaging that affects purchase intention, but there is no research that discusses the effect of between halal awareness, Islamic brand, and product ingredients to muslim purchase intention in empirically. Therefore, this study discusses the purchasing decisions of Muslim respondents in Indonesia about halal packaged food produced by producers of foreign origin that are influenced by several factors. Halal awareness, islamic brand, and product ingredients become pre-determined factors in purchasing decisions of halal packaged food.

Questionnaires were distributed randomly to 400 Muslim respondents in Indonesia. The hypotheses which were tested using multiple regression have revealed that Halal awareness and product islamic brand have significantly influenced Muslim's intention to buy Halal packaged food that are produced by foreign manufacturers. It is expected that the findings of this research will help overseas manufacturers certify halal packaging food with halal labeling and pay more attention to packing of halal packaged foods.

Keywords: : halal packaged food, halal awareness, islamic brand, product ingredients, purchase intention, Indonesia