

ABSTRACT

This study aims to determine the effect of halal certification, and halal awareness, on the interest in buying products from the Union Restaurant on Muslim consumers in the Jakarta area. This research is a survey research using a questionnaire as an instrument. The population used in this study is Muslim consumers who are in the Jakarta area. The sample used is Union consumers in the Jakarta area and taken as many as 100 respondents using the purposive sampling method, which is a sample selection technique in which an individual selects a sample based on a personal assessment of several characteristics that are appropriate from sample members. The instrument validity test uses Confirmatory Factor Analysis, while the reliability test uses Cronbach's Alpha. The analysis technique used is multiple regression analysis.