

The Effect of Halal Awareness and Halal Certification on Interest in Buying Halal Processed Food Products (Study on Students of the Faculty of Science and Technology UIN Alauddin Makassar)

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Abstract. This study aims to determine how much influence halal awareness and halal certification, partially or simultaneously, on interest in buying halal food packaging products in FST students of UIN Alauddin Makassar. The type of research used is quantitative research. The data in this study used primary data with questionnaire data collection techniques. The sample in this study was 120 respondents. The sampling technique in this study used a non-probability sampling method. The analysis used to use multiple linear regression test. The results of the partial t test showed that halal awareness and halal certification had a significant effect on buying interest in food packaged products. The overall test results using the simultaneous F test show that halal awareness and halal certification have a significant effect on buying interest in food packaged products.

Keyword: halal awareness, buying interest, halal food, halal certification