

**UNDERSTANDING LEVEL OF MUSLIM SOCIETY IN TUMAPEL
VILLAGE ON PURCHASE DECISIONS FOR HALAL FOOD
PRODUCTS IN INDOMARET**

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ABSTRACT

The emergence of a sense of security and comfort in consuming the product will make a person make a purchase decision. There are several factors that influence the level of understanding of Muslim consumers in making decisions, including value, packaging, and the product. Religion can also influence consumer behavior, especially in the decision to buy halal food and beverage ingredients. However, most people shopping still don't pay attention to the product with the halal logo or not even though they are sure that the product is halal. Lack of education makes the Muslim community less understanding and less understanding of halal product certification, especially on the halal logo on the packaging. Therefore, researchers conducted research in Tumapel Village to find out how many people in Tumapel Village pay attention and are aware of halal products in Indomaret. The purpose of this study was to determine the level of understanding of the Muslim community in Tumapel Village when implementing purchasing decisions. This research uses qualitative research that requires field research (field research) using a descriptive approach. Because researchers want to take pictures and describe something that already exists in the field clearly and deeply. The results of this study state that out of the 8 informants, 1 resource person really understands halal, 5 informants understand and 2 do not understand halal food.

Keywords: *Level of Understanding, Purchase Decision, Halal Food*