

ABSTRACT

The development of the halal industry is now a top priority in the development strategy planning of many countries in the world. The halal industry, especially the halal food sector, is showing significant growth globally and in Indonesia. Although meat consumption in Indonesia continues to increase, many meat shop MSMEs in Bandung City face various challenges, including sales fluctuations, price competition with traditional markets, and consumer doubts about the halalness of their products when viewed based on six industries, halal food is the most prominent and is likely to be needed in the next few years. Consumer interest in halal products continues to increase, along with increasing public awareness of the halal aspects of consuming food.

This study aims to develop more effective strategies in meeting consumer needs and increasing competitiveness in the growing halal market, by analyzing the effect of “Halal Credence, Halal Awareness, Halal Certification, and Health Consciousness on Satisfaction Towards Halal Food (STHF).”

This research uses quantitative methods. This research uses primary data sources, such as online questionnaires via google form and PLS-SEM analysis techniques.

The results of this study indicate that Halal Credence, Halal Awareness, Halal Certification, and Health Consciousness have a positive effect on satisfaction with halal food (STHF). Furthermore, STHF has a positive effect on the intention to buy halal products (Halal Purchase Intention) and acts as a mediating variable in the relationship between these factors and the intention to buy halal products. Furthermore, religiosity acts as a moderator variable that strengthens the relationship between STHF and Halal Purchase Intention, which shows that the higher one's religiosity, the stronger the influence of satisfaction with halal food on the intention to buy halal products.

The findings also have practical implications for MSME butcher shops in Bandung, suggesting they should increase the visibility of halal certification, highlight health benefits, engage religious consumers, and maintain high quality standards to improve satisfaction and increase sales of halal products.

Keywords: *Halal Credence, Halal Awareness, Halal Certification, Health Consciousness, Halal Purchase Intention, Satisfaction Towards Halal Food.*