

**The Effect Of *Customer Value, Online Food Delivery And Halal Awareness* On Purchasing Decisions On Millennial Generation Consumers At Seblak Madame's Shop, Dita Nur Windasari, Moh. Azus Shony Azar S.E, M.M, Moh. Hafid Nasrullah S.E, M.M, 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul 'Ulum Lamongan.**

**ABSTRACT**

This study aims to determine the effect of customer value, online food delivery and halal awareness simultaneously have a significant effect on purchasing decisions for millennial generation consumers at the seblak madame shop. This study uses a quantitative method conducted on millennial generation consumers at the seblak madame shop using primary data obtained directly from the results of distributing questionnaires with a sample of 80 respondents. Data analysis using SPSS v.27 for windows by testing multiple linear regression analysis, coefficient of determination and hypothesis testing. This study obtained a regression equation  $Y = 2.042 + 1.038 + (-0.357) + 0.513 + e$ . The results of this multiple regression show an R Square value of 0.895 which shows the effect of customer value, online food delivery and halal awareness on purchasing decisions by 89.5% while the rest is influenced by other variables outside the variables of this study. The conclusion from the research results is that the customer value variable has a significant effect on purchasing decisions at  $0.001 < 0.05$ . The online food delivery variable has a significant effect on purchasing decisions at  $0.001 < 0.05$ . The halal awareness variable has a significant effect on purchasing decisions at  $0.001 < 0.05$ . The conclusion from the results of this study is that simultaneously has a significant effect on purchasing decisions for millennial generation consumers at the madame seblak shop with a value of  $0.001 < 0.05$ .

Keywords: Customer Value, Online Food Delivery, Halal Awareness and Purchasing Decisions.

**Pengaruh *Customer Value*, *Online Food Delivery* dan *Halal Awareness* Terhadap Keputusan Pembelian Pada Konsumen Generasi Milenial Di Kedai Seblak Madame, Dita Nur Windasari, Moh. Azus Shony Azar, S.E., M.M., M. Hafidh Nashrullah, SE., MM 2024, Prodi Manajemen, Fakultas Ekonomi Universitas Islam Darul ‘Ulum Lamongan.**

**ABSTRAK**

Penelitian ini bertujuan untuk mengetahui pengaruh *customer value*, *online food delivery* dan *halal awareness* secara simultan berpengaruh signifikan terhadap keputusan pembelian pada konsumen generasi milenial di kedai seblak madame. Penelitian ini menggunakan metode kuantitatif yang dilakukan pada konsumen generasi milenial di kedai seblak madame menggunakan data primer yang diperoleh secara langsung dari hasil penyebaran kuesioner dengan sampel 80 responden. Analisis data menggunakan SPSS v.27 for windows dengan menguji analisis regresi linier berganda, koefisien determinasi dan uji hipotesis. Penelitian ini mendapatkan persamaan regresi  $Y = 2,042 + 1,038 + (-0.357) + 0,513 + e$ . Hasil regresi berganda ini menunjukkan nilai *R Square* sebesar 0,895 yang menunjukkan pengaruh *customer value*, *online food delivery* dan *halal awareness* terhadap keputusan pembelian sebesar 89,5% sedangkan sisanya dipengaruhi variabel lain diluar variabel penelitian ini. Kesimpulan dari hasil penelitian variabel *customer value* berpengaruh signifikan terhadap keputusan pembelian sebesar  $0,001 < 0,05$ . Variabel *online food delivery* berpengaruh secara signifikan terhadap keputusan pembelian sebesar  $0,001 < 0,05$ . Variabel *halal awareness* berpengaruh signifikan terhadap keputusan pembelian sebesar  $0,001 < 0,05$ . Kesimpulan dari hasil penelitian ini secara simultan berpengaruh secara signifikan terhadap keputusan pembelian pada konsumen generasi milenial di kedai seblak madame dengan nilai sig  $0,001 < 0,05$ .

Kata Kunci : *Customer Value*, *Online Food Delivery*, *Halal Awareness* dan Keputusan Pembelian.