

**ANALYSIS OF CONSUMER PREFERENCES FOR HALAL FOOD: THE
CASE OF INTERNATIONAL BUSINESS STUDIES STUDENTS AT JADE
UNIVERSITY OF APPLIED SCIENCE, GERMANY.**

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ABSTRACT

This research aims to analyze halal food preferences among international business studies students at Jade University of Applied Sciences in Germany, focusing on factors such as awareness, halal certification, cultural and social influences, marketing strategies, and peer influence. The study employs a quantitative approach, with data collected through a structured online questionnaire and analyzed using descriptive statistics and hypothesis testing. The results reveal that cultural and social factors have the strongest influence on halal food preferences, followed by halal certification and peer influence. Awareness and marketing strategies also play significant roles, albeit to a lesser extent. These findings underline the importance of cultural identity and trust in certification in shaping consumer choices, especially in a multicultural environment. This research provides insights for stakeholders to improve halal food availability, enhance marketing strategies, and strengthen supply chains in non-Muslim-majority countries like Germany. The study contributes to the growing body of literature on halal food consumption and highlights the need for tailored approaches to address the unique preferences of international students. Suggestions include increasing the visibility of halal certification, leveraging peer networks for marketing, and addressing supply chain inefficiencies to better meet consumer demand.

Keywords: halal food preferences, international students, awareness, halal certification, cultural and social factors, marketing strategies, peer influence, supply chain, Germany, consumer behavior.