**PENGARUH LABELISASI HALAL, KUALITAS PELAYANAN DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN PADA RESTORAN SOLARIA CABANG PLAZA ANDALAS PADANG**

Aprilia Pertiwi1, Yulihar Mukhtar1, Linda Wati2

Jurusan Manajemen, Fakultas Ekonomi, Universitas Bung Hatta Padang

*E-mail* : aprilia\_pertiwi@yahoo.com yul\_mukhtar@yahoo.com l11nda@yahoo.co.id

**Abstract**

The purpose of this research was to determine the influence of halal labeling , quality of service and lifestyles on purchasing decisions on Restaurant Solaria Plaza Andalas Padang branch. In this study, the research object is the Restaurant branch Solaria Plaza Andalas Padang. The samples used were eighty respondents, the sampling technique is accidental sampling. The method of analysis used in this research and the multiple linear regression classical assumption of normality test, multicollinearity, heteroscedasticity test and hypothesis testing are processed by SPSS . Based on the results of hypothesis testing found that the halal labeling does not significantly influence the purchasing decisions in Restaurant branch Solaria Plaza Andalas Padang , the quality of service does not significantly influence the purchasing decisions in Restaurant Solaria Plaza Andalas Padang branch, and lifestyle significantly influence purchasing decisions on Solaria branch Restaurant Plaza Andalas, Padang. From this research, the authors suggest further research in order to multiply the number of respondents and more selective in choosing candidates for the respondent , this advice is important to improve the quality of research results .

**Keywords**: Halal labeling, Service Quality, Lifestyle, and Purchase Decision.