

## ABSTRACT

*This study aims to analyze the effects of halal awareness, syariah certification, halal knowledge and religious believe on behavioral intentions as the dependent variable. The object of this research is Bank Syariah Mandiri. This research is a type of quantitative research, where the type of data used is primary data. Data collection techniques in this study with questionnaire method. The sample of this study is customers of Bank Syariah Mandiri who have become customers for at least 1 year and are domiciled in Yogyakarta. The number of sample samples in this study were 150 respondents.*

*The sampling technique used is non probability sampling, with purposive sampling method. In testing the instrument in this study using validity test, reliability test while the analysis in this study using multiple linear regression analysis.*

*The results showed that halal awareness, syariah certification, halal knowledge and religious believe had a positive and significant effect on behavioral intention.*

*Keyword: halal awareness, syariah certification, halal knowledge, religious believe, behavioral intention*