ABSTRACT

The Influence Of Halal Labeling To Purchasing Decisions at Meatballs CV. Semar Bandung
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Halal labeling which in principle is a label that informs the user that the product is labeled, that their products really kosher and nutrients they contain do not contain elements which are forbidden by sharia so that the product should be consumed. The existence of issues related to products containing borax meatballs and pork mixture in the treatment process resulted in the Muslim consumers are reluctant to eat meatballs. These issues impact the industry CV meatballs. Semar which resulted in decreased sales of meatballs. Based on the description above, the writer is interested to conduct research on the influence of halal labeling to purchasing decisions at meatballs CV. Semar Bandung.

The method used by writer is descriptive and verification method of analysis with quantitative and qualitative approach, ie a result that is then processed, analyzed and conclusions drawn. The quantitative method means that research is research that emphasizes the analysis of numerical data (numbers). While qualitative methods research is research that emphasizes the facts that existed in the field and then constructed a hypothesis or theory.

Based on the research and discussion by the author, it can be proved that labeling kosher (variable X) to give the effect as 28.6% of the purchase decision (variable Y). While the rest equal to 71.4% purchase decision can be explained by other variables not examined by the authors.

Keywords: halal Labeling, Buying Decision.