

## ABSTRACT

**Ayu Sri Rahayu. B.1710782.** Trends in Buying Interest of Djuanda University Bogor Students towards Fast Food Products Based on Halal Labels and Halal Awareness. Essay. Under the guidance of Noli Novidahlia and Aminullah.

This study aimed to study the effect of halal labels and halal awareness on the trend of buying interest in fast food products among students at Djuanda University, Bogor. The variables in this study were halal label, halal awareness and buying interest. The population in this study were students from the Djuanda University of Bogor. The sample used was students of the FTIPH and students of non-FTIPH as many as 165 respondents. The sampling technique used is a non-probability sampling technique with purposive sampling method. Data collection techniques using a questionnaire. Data analysis used is the instrument test of validity, reliability and normality, multiple linear regression analysis and hypothesis testing. Data processing tools using Excel 2019 and SPSS 25 for Windows. The results showed that the halal label, halal awareness, and halal label and halal awareness has a positive and significant effect on the trend of buying interest in Students of the FTIPH and Students of the Non-FTIPH. The coefficient of determination used halal labels and halal awareness are able to influence the trend of buying interest in FTIPH students by 62.7% while non-FTIPH students are 28.3%.

**Key words:** Halal Label, Halal Awareness, Buying Interest

## **ABSTRAK**

**Ayu Sri Rahayu. B.1710782.** Tren Minat Beli Mahasiswa Universitas Djuanda Bogor Terhadap Produk Makanan Cepat Saji Berdasarkan Label Halal dan Kesadaran Halal. Skripsi. Di bawah bimbingan Noli Novidahlia dan Aminullah.

Penelitian ini bertujuan untuk mempelajari pengaruh label halal dan kesadaran halal terhadap tren minat beli produk makanan cepat saji pada mahasiswa di Universitas Djuanda Bogor. Variabel dalam penelitian ini yaitu label halal, kesadaran halal dan minat beli. Populasi dalam penelitian ini adalah mahasiswa Universitas Djuanda Bogor. Sampel yang digunakan adalah FTIPH dan non-FTIPH sebanyak 165 responden. Teknik pengambilan sampel yang digunakan ialah teknik non probability sampling menggunakan metode purposive sampling. Teknik pengumpulan data dengan menggunakan kuesioner. Analisis data yang digunakan adalah uji instrumen validitas, reliabilitas normalitas, analisis regresi linier berganda dan uji hipotesis. Alat bantu pengolahan data menggunakan Excel 2019 dan SPSS 25 for Windows. Hasil penelitian menunjukkan bahwa label halal, kesadaran halal dan label halal dan kesadaran halal berpengaruh positif dan signifikan terhadap tren minat beli pada mahasiswa FTIPH dan mahasiswa non-FTIPH. Nilai koefisien determinasi menunjukkan bahwa label halal dan kesadaran halal mampu mempengaruhi tren minat beli pada mahasiswa FTIPH sebesar 62.7% sedangkan mahasiswa non-FTIPH sebesar 28.3%.

**Kata kunci:** Label Halal, Kesadaran Halal, Minat Beli