

ABSTRAK

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Program Studi : Manajemen
Judul : Pengaruh Label Halal, *Subjective Norm*, *Perceived Behavioral Control* Terhadap Minat Beli *Ice Cream Mixue* Di Lhokseumawe

Penelitian ini bertujuan untuk menganalisis pengaruh label halal, *subjective norm*, *perceived behavioral control* terhadap minat beli *ice cream mixue* di Lhokseumawe. Penelitian ini menggunakan data primer yang diperoleh dengan cara membagikan kuesioner kepada 110 responden yang dipilih menggunakan metode *purposive sampling*. Metode analisis data yang digunakan oleh metode regresi linear berganda dengan bantuan SPSS versi 29. Dalam menguji validitas data, peneliti menggunakan *confirmatory factor analysis* (CFA) dan untuk menguji hipotesis peneliti menggunakan analisis regresi linear berganda. Hasil penelitian ini menunjukkan bahwa label halal tidak berpengaruh terhadap minat beli, *subjective norm* berpengaruh terhadap minat beli, *perceived behavioral control* tidak berpengaruh terhadap minat beli.

Kata kunci: label halal, *subjective norm*, *perceived behavioral control*, minat beli

ABSTRACT

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Title : The Influence of the Halal Label, Subjective Norm, Perceived Behavioral Control on Interest in Buying Ice Cream Mixue in Lhokseumawe*

This research aims to analysis the influence of halal labels, subjective norms, perceived behavioral control on purchase intention ice cream mixue in Lhokseumawe. This research uses primary data obtained by distributing questionnaires to 110 respondents selected using the purposive sampling method. The data analysis method used is the multiple linear regression method with the help of SPSS version 29. In testing the validity of the data, the researcher used confirmatory factor analysis (CFA) and to test the hypothesis the researcher used multiple linear regression analysis. The results of this research show that the halal label has no effect on purchase intention, subjective norms have an effect on purchase intention, perceived behavioral control has no effect on purchase intention.

Keywords: *halal label, subjective norm, perceived behavioral control, purchase intention*