

**FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP KONSUMEN
MUSLIM TERHADAP “LABEL HALAL” PADA MAKANAN OLAHAN
CEPAT SAJI SOSIS DAN NUGGET
(Studi Kasus di Perumahan Green House Yogyakarta)**

*The Factors That Affect the Moeslem Consumer Attitudes into “Halal Label”
on Prossed Fast Food Sausages and Nuggets
(Study Case at Perumahan Green House Yogyakarta)*

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ABSTRACT

This study aims to determine the attitude of Muslim consumers to halal label on fast food sausages and nuggets; and to determine the factors that influence consumer attitudes towards Muslim halal label on processed fast food sausages and nuggets. Respondents in this study amounted to 50 people taken by random sampling that is the respondent housewife is Muslim. Data analysis method used is score scale with percentage of score and multiple linear regression analysis. The results show that consumers are positive toward halal label on sausage foods and nuggets. Cognitively consumers know the various labels under study. Affectively affirming the consensus that five labels are important. Consumer Consider Considering five kinds of labels to show a halal Cognitive consumers know the various labels under study. Affectively affirming the consensus that five labels are important. Consumer consumers consider five kinds of labels to show the halalness of a product. The results of multiple linear regression analysis showed there are several factors that influence consumer attitudes such as family habit, expenditure and motivation.

Keywords: *consumer attitude, halal label, factors influencing attitude*