

## **ABSTRACT**

### ***THE EFFECT OF HALAL AWARENESS AND SOCIAL MEDIA MARKETING ON MIXUE BUYING INTEREST***

*By*

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*This study aims to determine the effect of Halal Awareness and Social Media Marketing on Mixue buying interest. This type of research was quantitative causality by using multiple regression analysis. The population of this research is the people of Bandar Lampung, with a total sample of 120 respondents taken using a purposive sampling technique. The study shows that the Halal Awareness does not affect buying interest in Mixue, while Social Media marketing affects buying interest in Mixue.*

***Keywords: Halal Awareness, Social Media Marketing, Purchase Intention***