

ABSTRACT

ANALYSIS OF CONSUMER ATTITUDES TOWARDS HALAL PRODUCTS IN INDONESIA

By

ALDINO RAMADHONI

Currently halal products become a very potential market segment where many companies in various countries make halal products as products offered to consumers making halal products business into a superior business. This research aims to analyze how consumers attitude towards halal products in Indonesia. In this study a sample used by as many as a hundred people using purposive sampling techniques. The data analysis method used in this study is fishbein method by analyzing consumer attitudes towards halal products in Indonesia. The results showed that consumer attitudes based on fishbien analysis results, the total attitude value was 3,952. Based on the interval scale can be categorized as "Good". This indicates that the consumer's attitude to halal products assumes that the attributes that have been given by halal products are "Good".

Keywords :Consumer attitude, fishbein, halal products