

ABSTRACT

Purchasing interest is a person's attention to a product accompanied by feelings of pleasure and desire to own the item, which then gives rise to a person's feelings and convinces that the item has the benefits needed and desired so that the individual wants to buy the item.

The author's aim in this research is to determine the influence of the halal label and price on interest in purchasing Azarine sunscreen products among students at the Faculty of Economics and Islamic Business, UIN Raden Fatah Palembang. The sample taken was 98 respondents. Researchers use quantitative methods. The technique used in sampling this research was Accidental Sampling. The type of data used in this research is primary data. The data collection technique uses a questionnaire. The technique for testing data quality in this research uses validity and reliability tests, then classical assumption tests using normality tests, multicollinearity tests, and heteroscedasticity tests. Meanwhile, hypothesis testing uses multiple linear regression analysis, t test, f test, and coefficient of determination test. The quality of analysis used uses multiple linear regression analysis, using the SPSS version 25 for Windows program.

The results of this research partially show that the halal label variable has a positive and significant effect on interest in purchasing azarine sunscreen products among students at the Islamic Economics and Business Faculty, Raden Fatah State Islamic University, Palembang, this can be seen from the calculated t value $>$ t table ($6,958 > 1.661$). The price variable has a positive and significant effect on interest in purchasing azarine sunscreen products among students at the Faculty of Islamic Economics and Business, Raden Fatah State Islamic University, Palembang, this can be seen from the calculated t value $>$ t table ($3,115 > 1.661$). Meanwhile, the halal label and price simultaneously influence purchasing interest, this can be seen from the calculated f value of 164,409 and the f table obtained is 3.092 ($164,409 > 3.092$) with a significant level of $0.000 < 0.05$.

Keywords: Halal Label, Price and Purchase Intention