

ABSTRACT

SHARP is a brand managed by PT Yasonta company that has succeeded in becoming the market leader or Top Of Mind consumer in the Indonesian electronics market in the refrigerator category. In the TOP survey data the 2018 SHARP Electronics category Index was ranked first with a total of 26.8%, and supported by this halal label which also helped build positive perceptions in the minds of Indonesian people as well as the majority muslim Indonesian community. This study aims to find out "The Effect of Halal Labels on the Purchase Interest of Non-Food Products (Quantitative Analysis of Consumer Purchasing Interest on a SHARP Refrigerator Labeled Halal in Bandung)". The variables used in this study are halal label (X) with dimensions of knowledge, trust and interest in buying (Y) with dimensions of transactional interest, referential interest, preferential interest, and explorative interest. This research uses descriptive analysis techniques with quantitative methods. The population of this study is consumers who will buy SHARP refrigerators in the city of Bandung. Sampling is Simple Random Sampling, and unknown population formula, with 100 samples taken. Based on the results of the study, the response responses regarding halal labeling (X) were 78.64% and the response responses regarding buying interest (Y) were 76.14%. The hypothesis test results show that halal labeling in SHARP refrigerators has a positive influence on buying interest, this is evidenced by t count (10,079) $<$ - t table (1,984). The influence of the halal labeling variable (X) on buying interest (Y) is that there is an effect of halal labeling on SHARP refrigerators on buying interest of 50,9% where there are 49,1% other factors such as promotion, ad appeal, customer engagement, loyalty brand, customer service, social culture.

Keywords: Halal label, SHARP refrigerator, Buying interest, Bandung