

ABSTRACT

Name : *Lulu Nur Rahmayanti*

Title : *The Influence of Halal Label Appeal of Instant Noodle on the Buying Decision by Accounting Students of Karawa Gunadarma University Batch 2017*

Major : *Public Relations*

This thesis used quantitative research through the method of survey to the Gunadarma University students regarding the influence of Halal label appeal on buying decision of instant noodle. In analyzing and proving the case, a simple linear regression analysis with test t was used. The number of samples in the study is as many as 78 students by determining the technique of Accidental Sampling in which anyone whom by chance met the researcher can be used as sample. The technique of data collection was by giving questionnaires to the Gunadarma University students. The testing data analysis used a test of validity, reliability, correlation, regression, hypothesis and mean. The result of the study indicated that there is a significant influence between the Halal label appeal and the buying decision. The relation of the influence of Halal label appeal on buying decision resulted $r = 0.661$. In conclusion, there is influence between variables of Halal label appeal (free variables) towards the buying decision variables (bound variables) of 0.437.

Key words : *Influence of Appeal, Buying Decision*