

ABSTRACT

Consuming halal products according to religious belief is guaranteed rights of citizens Actually of 1945 which according to the philosophy of Pancasila and religion. The Consuming halal products is currently also a separate issue in society, generally inaccuracy in check halal label is often the problems facing society. The purpose of this study was to determines the influence of attitude, subjective norm and Perceived behavioral control on intention to buy products labeled as halal food in the village of Cipeujeuh-Bandung Regency using the theory of planned behavior of Ajzen (2005). This study used a non-experimental design in which the variables are examined for what it is without any manipulation of the researchers, the method used in this research is descriptive quantitative. The number of subjects in this study were 374 people. Calculation results of regression analysis showed that the intention of buying a product labeled halal food in the village of Cipeuejuh influenced by the variable Subjective Norms (normatives Beliefs with the contribution of 11.3% in influencing and Motivation to comply with Contributions in influencing the intention is 11% While other variables; attitudes (Behavior beliefs, Evaluation of behavior), Perceived behavior Control (Control beliefs and Perceived power) does not influence significantly to the intention to buy products labeled as halal food in the village of Cipeuejuh-Bandung regency.

Keywords: Attitude, Subjective norm, Perceived behavioral control, Intention of buying