

ABSTRACT

The Consumer Behavior Analysis In The Process Decision For Purchasing Halal Food Products. (case study university student lampung)

By

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This research was aimed to analyze student's behavior and dominant factors which are influence in the decision making for purchasing halal food product. The research was conducted by surveying method using quisioner to 100 students. The data were analyzed using descriptive analysis and factor analysis using a Kaiser Meyer Olkin (KMO) method and principal component analysis. The research showed stages in decisions process to purchase of halal food product, including living needed (hunger 30% and life style 30%), information retrieval (directly see 41% and meeting religion 19,9%), alternative evaluation (looking the expiration date 34% and not consume food comes from pigs 29%), the purchase decision (always see halal label 85% and not so buy without halal label 51%) and post purchase of food product halal (uncertain eat at canteen college 54% and need to be given a halal certificate any campus canteen 93%). The result of factor analysis showed that there are 4 factor which are affecting the decision making process. The first factor was product's attribute (product label, making process ingredient and production date) second factor was internal factor (income, motivation and

lifestyle) more over, the third factor was religion/culture (halal label and halal certificate) and the forth factor was the external factor (seller, place and price)

Keyword : behavior, halal food, purchasing and student