

## **ABSTRACT**

### ***THE INFLUENCE OF THE HALAL LABEL, PRODUCT QUALITY AND PRICE ON THE DECISION TO PURCHASE SKIN CRACKERS (Survey in Sukaregang Leather Industry Center)***

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*This research aims to determine the influence of the halal label, product quality and price on the decision to purchase leather crackers at the Sukaregang Leather Industry Center. The analysis used is multiple regression analysis using the SPSS application. The research method used is descriptive analysis method. Based on the conclusions from the research results, it can be seen that multiple regression analysis can provide conclusions from this research. From the calculation results, partially the halal label and product quality have a positive and significant effect, while price has a negative and insignificant effect on the decision to purchase leather crackers at the Sukaregang Leather Industry Center, while collectively the halal label, product quality and price do not have a significant effect on decision to purchase leather crackers at the Sukaregang Leather Industry Center.*

**Keywords** : *Halal Label, Product Quality, Price, Purchasing Decisions, Multiple Regression Analys.*