THE EFFECT ANALYSIS OF HALAL LABELING, BRAND IMAGE, AND PRICE TOWARD BUYING INTEREST ON PROCESSED FOOD PRODUCTS IN SMALL AND MEDIUM ENTERPRISES (CASE STUDY: ISLAMIC UNIVERSITY IN YOGYAKARTA)

ANALISIS PENGARUH LABELISASI HALAL, *BRAND IMAGE* DAN HARGA TERHADAP MINAT BELI PRODUK OLAHAN MAKANAN USAHA KECIL DAN MENENGAH (STUDI KASUS: UNIVERSITAS ISLAM DI YOGYAKARTA)

UNDERGRADUATE THESIS

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2021

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UNDERGRADUATE THESIS

Proposed to Fulfill the Requirements to Obtain a Bachelor's Degree in the Faculty of Economics and Business, International Program for Islamic Economics and Finance, Universitas Muhammadiyah Yogyakarta

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DECLARATION

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I hereby declare that this undergraduate thesis entitled **"The Effect Analysis of Halal Labeling, Brand Image, and Price toward Buying Interest on Processed Food Products in Small and Medium Enterprises (Study Case: Islamic University in Yogyakarta)"** does not consist of any content that ever being proposed for any degree in other university, ideas of any research and others publication. In exception, all quotes and ideas, which are purposely taken are considered as the research references and listed in the reference list. Therefore, if any violation of intellectual rights is found in this study, I agree to accept any relevant academic consequences

Yogyakarta, June 11th 2021

Aprilia Ayu Setiyani

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Bismillahirrahmanirrahim

In the name of Allah, Praise the deepest presence of God Almighty. Who has given him grace, taufiq, and guidance as well as health so that I can complete this thesis. Peace and salutation always to the Prophet Muhammad peace be upon him. Who have guided us to this scientific and Islamic era.

This undergraduated thesis entitled **"The Effect Analysis of Halal Labeling, Brand Image, and Price toward Buying Interest on Processed Food Products in Small and Medium Enterprises in Yogyakarta"** has been made as partial fulfillment for the requirement to achive the bachelor degree of economics. Then, I would like to thank all people who have contributed and special appreciation to the parties. They are:

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