

## **ABSTRACT**

*This study aims to examine the actual purchase of products labeled halal consumers using the Theory of Planned Behavior. This study uses four variables: the actual purchase (2 items), attitude (4 items), subjective norm (3 items), and perceived behavioral control (3 items).*

*This study using accidental sampling technique, with 120 respondent. Then, the data were analyzed by using the validity and reliability, the classic assumption test, multiple linear regression analysis, and goodness of fit model. Based on the results of regression analysis showed that the variables attitude, subjective norm, and perceived behavioral control has a positive effect on the actual purchase value of the regression coefficient of each - one is a 0.293, 0.216, and 0.146.*

*Like other empirical studies, this study also has limitations that have a limited sample, but it also does not meet the test for normality in the classical assumptions. This is because in this study assessing consumers from two different points of view that consumer standpoint Muslims and non-Muslims for halal products. So further research is expected to focus more research studies will be taken.*

**Keywords:** *Consumer Behavior, halal products, Theory of Planned Behavior (TPB), halal label.*