

# The Effect of Halal Labelization, Price, and Promotions on The Purchase Decision of Samyang Noodles in Greater Jakarta

Imelda Selviana Permata<sup>1)</sup>; Reny Fitriana Kaban<sup>2)</sup>

<sup>1)</sup> [imeldaselviana0@gmail.com](mailto:imeldaselviana0@gmail.com), Perbanas Institute Jakarta, Indonesia

<sup>2)</sup> [reny.fitriana@perbanas.id](mailto:reny.fitriana@perbanas.id), Perbanas Institute Jakarta, Indonesia

## Article Info:

### Keywords:

Halal Labeling;  
Price;  
Promotion

### Article History:

Received: April 12, 2022  
Revised: April 28, 2022  
Accepted: May 9, 2022  
Available online: May 12, 2022

### Article Doi:

<http://dx.doi.org/10.22441/jiess.2022.v3i1.002>

## Abstract:

*As Korean product, including the food, has become more popular worldwide, especially in Indonesia, this study aims to examine one of the current Korean food, Samyang noodles. The halal issue in the Moslem country is very urgent, and the consumers nowadays become more selective for the purchased food, at the same time considering the price also the promotion. The purpose of this study is to find out the effect of halal labeling, price, and promotion on consumer purchasing decisions for Samyang noodles in Greater Jakarta. This study used quantitative methods and the data processing method used multiple linear regression analysis. The source of the population was Samyang noodle consumers who had bought and eaten food products from the Samyang Food company in Indonesia. There were 100 respondents from Samyang noodle consumers in Greater Jakarta as the samples. The data collection instrument was obtained by distributing questionnaires. The results of the tests show that the variables of halal labeling, price, and promotion have a positive and significant effect partially and simultaneously on purchasing decisions for Samyang noodles in Greater Jakarta. It is recommended for Samyang noodles company to increase the product quality, including the halal labeling, price, and promotion.*

## Introduction

Moslems are the second-largest population after Christians, where the need for halal food is very important, especially for the Moslem community (Iswati, 2019). Islam is a religion that regulates all the keys in human life, one of which is the rule in meeting the need for food. According to Syukriya (2019), food is an important necessity for humans to survive. Meanwhile, according to Ali (2016) meeting consumption needs not only for filling the stomach but also a routine that can invite appetite. Therefore, food is very important for living things to survive and provide energy to carry out daily activities.

Habsari (2020) states that intense competition in the food industry requires companies to pay more attention to consumer rights, namely in improving quality and safe food products. One of the rights of Moslem consumers is the existence of halal labeling information on products. In particular, Islamic consumers in Indonesia and other Islamic countries in the world are in dire need of halal labeling. According to Islamic law, especially Moslems need to consume halal food and *tayyib* (good and useful). Such as halal labeling as a means of information from producers to consumers about the products they sell, thus letting consumers know what ingredients are used, including other ingredients listed on the packaging. Therefore, proper labeling and following applicable regulations will create honest and responsible trading.

In Indonesia, the Indonesian Ulama Council (MUI) is an institution that is trusted as a forum for scholars in Indonesia to conduct consultations that aim to guide and provide security and peace to Moslems. In carrying out its duties, the MUI is assisted by the Institute for the Study of Food, Drugs, and Cosmetics, the Indonesian Ulama Council (LPPOM-MUI) which is in charge of determining policies, formulating, provisions, recommendations, and guidance related to appropriate food, medicines, and cosmetics. with Islamic law. The authority of MUI is to issue fatwas related to the interests of Moslems, one of which is issuing fatwas regarding halal and haram products

by issuing halal certification as a guarantee of halalness for products that are circulated and consumed by Moslems (Ravica et al., 2018). While halal labeling will be issued by LPPOM-MUI on a product after passing a series of tests and tests. According to Ravica et al. (2018), the halal label acts as a statement indicating that the product has halal status, and convinces Moslem and non-Moslem consumers before making a purchase.

In addition to the halal label, the consumer's problem in choosing a product is price. According to Kotler (2018), price is the value of an amount given by customers to obtain a product or service that will be owned and utilized from the product. Historically, the price can influence customers in making choices to make a purchase. Halal labels and prices on a product can have an impact on consumer purchases. For example, research on Samyang noodles. Mie Samyang is a noodle dish originating from Korea. This food was imported by PT Korinus, this food has also become a popular product among teenagers and adults because the attractive packaging form using Korean letters makes consumers like instant noodle food with a spicy flavor variant (Maftuhin, 2019).

One of the market places in Indonesia, namely Elevenia, has recorded that the sale and purchase of Samyang noodles in 2016 reached an average sales of 9,210 packs per day (Setyanti, 2016). Based on data from the World Instant Noodles Association (WINA), Indonesia is the country with the largest consumption of instant noodles in the world. Here are 5 countries in Asia that consume the largest instant noodles in the world that were registered in 2016 namely: China/ Hong Kong, Indonesia, Vietnam, India, and Japan. In 2017, the consumption of instant noodles in Indonesia reached 12.620 billion packs. However, in 2018-2019 the consumption of instant noodles decreased when compared to previous years. Although it continues to decline, Indonesia consistently ranks second and continues to increase in terms of consumption of instant noodles in 2020.

**Table 1: Global Demand for Instant Noodles**

Country	2017	2018	2019	2020
China/ Hong Kong	38,960	40,250	41,450	46,350
Indonesia	12,620	12,540	12,520	12,640
Vietnam	5,060	5,200	5,430	7,030
India	5,420	6,060	6,730	6,730
Jepang	5,660	5,780	5,630	5,970

Source: World Instant Noodles Association (WINA)

In Indonesia, instant noodle products are one of the most popular products because they are easy to get and not a hassle. Instant noodle products can now be said to be one of the foods that are often consumed by the public as a substitute for rice or other staple foods because of their convenience and deliciousness (Habsari, 2020). Another surprising thing is that the price of Samyang noodles is quite high when compared to other types of instant noodles. Because this type of Samyang noodles can be said to be different from the instant noodles that exist in Indonesia. The advantages of Samyang noodles are that it has a super spicy taste, the portions are large and the texture of the noodles is thicker and bigger. The following is a list of flavor variants and their prices:

**Table 2: Taste Variants and Prices of Samyang Noodles**

Type of Samyang Noodles	Price
Samyang Spicy Chicken Ramen	Rp 15.000
Samyang Curry Hot Chicken Flavor	Rp 15.800
Samyang Cheese Ramen	Rp 17.000
Samyang Stew Soup	Rp 19.000
Samyang Spicy Chicken Roasted	Rp 19.000
Samyang Udong	Rp 19.000
Samyang Cool Ramen	Rp 23.000

Source : [www.bp-guide.id](http://www.bp-guide.id)

The next factor that is no less important than the price before purchasing a product is the promotion factor. According to Kotler (2018), sales promotion aims to encourage customer purchases in the short term to enhance a brand, and also to get profitable results. Sales promotion is typically used in conjunction with advertising, personal selling, direct and digital marketing, or other promotional mix tools.

Meanwhile, according to Usman et al. (2020) promotion is a way for a company to communicate its brand and the products it offers to consumers. This communication is very important because it strengthens the brand, increases customer satisfaction, and also meets the needs and desires of consumers. As has been taught by Islam that in carrying out promotions transparency or openness is needed, and it is forbidden to hide defects in the products to be sold.

According to Fetrisen (2019), making sales requires a strategic design so that it can run effectively and efficiently, and producers also need corporate campaigns and promotions to satisfy customers. In this case,

promotions usually have to be advertised so that consumers have the appeal of the marketing promotional content itself.

**Table 3: Market Share of Instant Noodle Industry 2014-2018**

No.	Brand	2015	2016	2017	2018
1.	Indomie	75.9%	78.7%	80.0%	77.8%
2.	Sedaap	15.9%	12.5%	10.8%	10.2%
3.	Sarimie	2.7%	3.6%	3.4%	3.7%
4.	Supermie	2.2%	3.0%	3.2%	3.3%
5.	Samyang	1.1%	3.3%	0.9%	0.9%

Source: top brand-award.com

Based on the table 3 above, it can be seen that from the Top Brand Award, the instant noodle food product that has the highest level is the Indomie brand with a percentage of 77.8% in 2018 with the title of Top. Meanwhile, sales of Samyang noodles decreased by approximately 30% in 2017 from 3.3% to 0.9%. This could be caused by the spread of rumors saying that Samyang noodles contain pork oil. However, after being traced and checked by BPOM, Samyang noodles are halal and free from pork content, there are 3 kinds of variants and they have received a halal label from the MUI (Puspita, 2017).

Today, the Millennial generation is a hot topic in various fields such as from the perspective of education, technology, politics, ethics, and culture (Subhanzizou, 2020). The Millennial Generation is considered special because it is very different from the previous generation, especially in terms of technology. In this case, Millennials need to make changes that can be good or bad, it all depends on how this generation can play an active role in themselves and the environment.

At a time when Millennials in Indonesia, especially those living in Greater Jakarta, have imitated Korean Pop (K-Pop) culture which can have a considerable influence on culture in Indonesia, with popular products such as films, dramas, music, and cultural knick-knacks, people became interested in Korean Pop. This will indirectly be imitated in the form of activities or actions that have been carried out by their idols, and this is what causes an urge to buy or use products from Korea. The imitation of K-Pop culture occurred when people in Indonesia found out through social media such as YouTube and Instagram about the video of the viral Samyang noodle-eating competition, namely the Samyang with the hashtags #samyangnoodlechallenge or #miesamyangchallenge (Manun, 2019). Samyang challenge is a challenge for anyone to try to finish this Korean noodle with a very spicy flavor variant quickly. Therefore, there is a challenging trend and the high fever of K-Pop among teenagers, prompting a high demand for Samyang noodle products.

In the face of high demand, consumers must of course remain careful before making a purchase decision, because the purchase decision is the best conclusion for individual consumers to make a purchase (Muhammad, 2018). According to Sunyoto (2012), sellers need to build overall purchasing decisions to help consumers make purchasing decisions, such as making product purchase decisions. In this case, the company should focus its attention on the people who are interested in buying the product and other alternatives they are considering.

There are various kinds of research on the effect of halal labeling, price, and promotion on purchasing decisions. The study of Muhammad (2018) said that there was a significant positive influence between halal labeling, price, halal labeling, and taste. Findings from Habibah (2020) prove that partially halal labeling and price have a positive and significant effect, but the taste variable has no significant and significant effect on purchasing decisions. And simultaneously halal labeling, price, and taste have a significant influence on purchasing decisions. Findings from Purnamasari (2020) say that prices, promotions, and halal labeling prove partially have a positive and significant influence, but the brand image has no significant effect on purchasing decisions. The results of this study are in line with previous research conducted by Hervina et al. (2021) which states that only the price variable partially has a positive significant effect on purchasing decisions. But according to Manun (2019) there is a positive and significant influence between differentiation strategy and brand image on purchasing decisions, while the price perception and promotion variables have a positive and insignificant effect on purchasing decisions. And simultaneously differentiation strategy, brand image, price perception, and promotion have a positive and significant influence on purchasing decisions. In this case, it shows that the price perception variable given by the Samyang noodle producer, whether expensive or cheap, does not affect a consumer in making a purchase decision, as well as the promotion that has been carried out by the Samyang noodle producer, either through advertising or in other media.

This research was conducted to study the Samyang noodle product because this product is known for its spicy taste and large portion size. In addition, this instant noodle has been labeled halal by the MUI, so it is very safe for consumption by the Moslem community. Therefore, the researchers want to know whether several aspects such as halal labeling, price, and promotion can have a significant effect on purchasing decisions for Samyang noodle products. This research was also carried out on the community in Greater Jakarta as an object because according to researchers, people living in the Greater Jakarta area currently have a very high selection power so that they will automatically pay attention to a product before making a purchase. And also, the population in Greater

Jakarta is predominantly Moslem, so people will consider the halal variables more before making a purchase. Previous studies about the effect of each variable such as halal labeling, price, and promotion on the purchase decision of other noodles have been done but not for the brand Samyang which is now popular for Millennials in Indonesia, particularly in Greater Jakarta, and through this research the results have been found out. By this study it brings contribution in the academic field for product marketing producers especially food division to consider more about the halal label in Moslem country beside the price and the promotion, also a significant information and education for the consumers.

## Literature Reviews

### Labeling halal

Labeling Halal labeling is a label that includes an image/writing or a halal statement on the product packaging to indicate that the product in question has the status of "HALAL" (Nugraha et al., 2017). With indicators are as follows: Manufacturing process, raw materials, auxiliary materials, and effects. According to Latiff (in Nugraha et al., 2017), halal food labels consist of three parts, namely:

1. There is a halal logo.
2. There is a composition label
3. There is a nutritional content label

Based on technical regulations governing the issue of halal labeling, namely by a joint decision of the Minister of Health and the Minister of Religion of the Republic of Indonesia Number 427/Men.Kes/SKB/VIII/1985 (No.68 of 1985) concerning the Inclusion of Halal Writing on Food Labels. This explains that the halal text listed by the producer on the label or product marking has been considered valid by law that the producer has complied with the procedures from LPPOM MUI. However, if the producer does not comply with the procedure, then the producer can be legally sued for lying to the public. Therefore, business actors are obliged to be responsible for the inclusion of halal labels on their products and are also obliged to report to the government which in this case is the Indonesian Ministry of Health (Hasan, 2014).

The halal lifestyle can be started by emphasizing the importance of ensuring guaranteed halal food products by checking whether or not the halal labeling is shown. According to Wajdi (2019), halal labels on food can be used as guidelines for Moslem consumers to buy food or beverage products. The purpose of the halal label is to ensure that the food eaten meets the requirements of Islamic law and works hard to protect the Moslem community. The role of the halal label is the same as the clothes worn by humans, this can shape and contain the self-image of the wearer. Therefore, every Moslem family must get used to ordering halal food and pay attention to the halal label on the packaging or drink.

### Price

One of the most important parts of the buying and selling process is price because the price is a form of medium of exchange in transactions. Kotler (2018) says that price is the only factor in the marketing mix that generates revenue and is one of the most flexible elements. At the same time, the role of pricing has become very important for companies to compete in today's era. Therefore, the manager will treat it as an important competitive asset, because the price can create customer value and build customer value, and can directly affect marketing profits.

According to Kotler (2018), four indicators can characterize prices, namely:

1. Price affordability, ie consumers can reach the price set by the company. A brand usually has many types of products, and their prices range from the cheapest to the most expensive.
2. Pricing is based on ability or price competitiveness, where consumers often compare the price of one product with another. In this case, consumers will consider the price of the product when buying a product.
3. Price compatibility with product quality, namely the aspect where producers/sellers can set prices according to product quality, and consumers can get them.
4. Price compatibility and product benefits, namely the aspect where producers/sellers set prices based on the benefits that consumers get from the products purchased.

### Promotion

Promotion is one of the variables that are no less important in the marketing mix for marketing products or services carried out by the company. The promotion comes from English, namely, promotion means progress. In terms of product products, promotion is an effort to advertise or introduce goods so that the product sells quickly and the production business is more advanced (Samardi, 2012). Promotion consists of short-term incentives to encourage the purchase or sale of a product or service so that sales promotions offer a reason to buy at that time.

Several factors have contributed to the rapid growth of promotional activities, especially in the consumer market, namely:

1. Within the company, product managers face greater sales pressure, and they view promotion as an effective short-term selling tool.
2. Externally, the company faces more competition, and the level of differentiation of competitive brands is lower. Competitors are increasingly using promotional activities to help differentiate their products.
3. Due to rising costs, media confusion, and legal restrictions, advertising efficiency declines. Finally, consumers are becoming more transaction-oriented. In today's economy, consumers are demanding lower prices and better deals. Therefore, promotional activities help to attract more savings-oriented consumers.

According to Kotler (2018), sales can use consumer promotions to encourage short-term customer purchases or increase customer brand engagement. The purpose of promotion is to allow retailers to introduce new products and more inventory, pre-order or promote company products, and give them more shelf space.

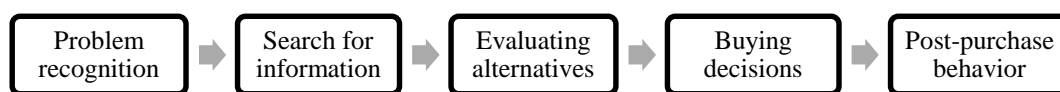
There are two kinds of promotions, namely implicit and explicit promotions. In implicit promotion, the communication that occurs is attached to the product/service, price, or place where the product/service is offered. While explicit promotion is communication that exists through advertising, personal selling, sales promotion, publicity, or a combination of these elements. In addition to focusing on promotional tools, companies need to promote a product by choosing the right promotional indicators. According to Kotler in Harahap (2018), promotion indicators include:

1. Promotion frequency is the number of sales promotions which refers to the number of promotions carried out through promotional media at one time.
2. Promotional quality is an indicator to measure product quality.
3. Promotion quantity is the value or number of promotions given to consumers.
4. Promotion time is the length of the promotion.
5. Clear information from the promotion can help consumers in recognizing the product.
6. Accuracy or suitability of promotional objectives is an important factor that is expected to achieve the desired target.

### Buying decision

Kotler (2018) says that consumer buying behavior is the final buying behavior of consumers, both individuals, and households who buy goods and services to believe that they will satisfy themselves and are willing to bear the risks that may arise. And the purchase decision is the stage in the buyer's decision-making process where the consumer buys.

In deciding to make a purchase, consumers usually go through five stages, as illustrated by the five stages of the consumer buying process, namely: Problem Recognition, Information Search, Evaluation of Alternatives, Purchase Decision, and Postpurchase Behavior (Usman et al., 2020).



**Figure 1: The Five Stages of the Consumer Purchasing Process**

Source: Kotler (2016)

In detail the stages can be described as follows:

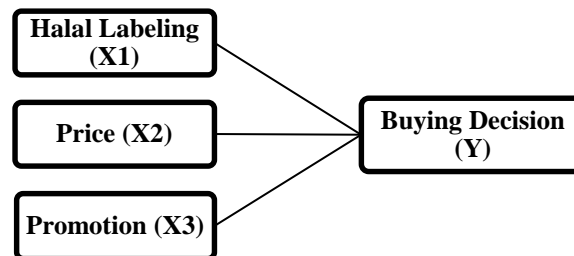
1. Problem recognition  
When the buyer recognizes a demand problem, the process begins. The buyer is aware of the difference between actual conditions and expected conditions. This need can come from internal or external stimuli. For example, in one case, hunger and thirst can be a driving force or trigger for buying activity. In other cases, needs can also be driven by external needs.
2. Search for information  
Someone who begins to arise interest will be encouraged to seek more information.
3. Evaluation of alternatives  
How consumers can process information about a brand choice or make a final decision.

4. Purchase decisions  
In the evaluation stage, consumers form preferences for brands that are included in the choice set. Consumers can also set purchase goals for their favorite brands. Consumers can form purchase goals based on factors such as expected family income, expected price, and expected product return.
5. Post-purchase behavior  
After purchase, consumers may experience conflict because they see some worrying feature or hear favorable things from another brand and are alert to information that supports their decision. Post-purchase satisfaction is a function of the closeness between expectations and perceived product performance. If performance does not meet consumer expectations, consumers will feel disappointed, and if performance can achieve the satisfaction expected by consumers, consumers will feel very happy and satisfied.

## Research Model, Hypotheses, and Method

### Research model

Based on previous research and a theoretical basis, the research model can be explained as follows:



**Figure 2: The Research Model**

Source: Several Journals

Based on the hypothesis model above, the independent variables in this study are halal labeling (X1), price (X2), and promotion (X3). Then the dependent variable in this study is the consumer purchasing decisions of Samyang noodles in Greater Jakarta (Y). In this study, it will be known the influence of the three independent variables, whether they affect the dependent variable partially or simultaneously.

### Hypotheses

Based on the problem formulation, literature review, framework of thought, and previous research that has been described previously. Then the hypothesis of this research is as follows:

1. **The Effect of Halal Labeling on the Purchase Decision of Samyang Noodles**

Based on Habibah's research (2020) shows that there is a positive and significant influence between the halal labeling variable and price on the purchasing decision of Sedaap noodle products, but on the taste variable, there is a negative significant effect on the decision to purchase Sedaap noodles. The same results are also found in the study Fadlullah et al. (2021) that the halal label, halal awareness, food ingredients, and advertisements have a significant effect on purchasing decisions and buying interest. While the relationship that states indirectly is the influence of halal awareness, food ingredients, and advertising on purchasing decisions through asking to buy.

***H<sub>1</sub>: Halal labeling directly affects consumer purchasing decisions.***

2. **The Effect of Price on Noodle Purchase Decisions Samyang**

Kotler (2018) defines price as one of the flexible factors in the marketing mix that generates revenue. Research conducted by Muhammad (2018) shows that there is a positive and significant influence between the variables of the halal label, price, promotion, and taste on purchasing decisions. The same results are also found in research of Habibah (2020) and Purnamasari (2020) showing that there is a positive and significant influence between halal labeling and price on purchasing decisions. In this case, it shows that the price variable given by the Samyang noodle producer, whether expensive or cheap, does not affect a consumer in making a purchase decision, as well as the promotion that has been carried out by the Samyang noodle producer, either through advertising or in other media.

*H<sub>2</sub>: Price directly affects consumer purchasing decisions.*

### 3. The Effect of Promotion on the Purchase Decision of Samyang Noodles

Efforts to introduce or advertise goods so that the product sells quickly and the production business is more advanced are by doing promotions (Samardi, 2012). The results of research conducted by Muhammad (2018) state that halal labeling, price, promotion, and taste have a positive and significant effect on purchasing decisions. Meanwhile, according to Purnamasari (2020) simultaneously the price, promotion, brand image, and halal labeling variables have a positive and significant impact on purchasing decisions for Samyang noodle products. However, partially the price, promotion, and halal labeling variables have a significant and positive effect, while the brand image variable has no significant effect on purchasing decisions.

*H<sub>3</sub>: Promotion directly affects consumer purchasing decisions.*

## Method

The method used in this research is quantitative descriptive analysis. The population of this research is Samyang noodle consumers in Greater Jakarta. The object of this research is the company Samyang Foods Co., Ltd. which is imported from South Korea. Data samples were taken using random or purposive sampling techniques. The consideration of the data sample taken is based on: (1) Have purchased Samyang Food in the last 1 year. (2) Aged 15-64 years. (3) Lives in Greater Jakarta (Jakarta, Bogor, Depok, Tangerang, and Bekasi). (4) Have a job and monthly income. (5) Make repeat purchases within 1 month.

The data collection instrument used a questionnaire. The measurement method used in this study is a Likert scale, which is a scale used to measure the views of a person or group of people on social phenomena. The total number of respondents obtained in this study was 100 people.

The next step is to analyze the average answer of each respondent. With an uncertain population size, so the research sample size can be determined from that population. The theory used in this sampling is by using the Slovin theory (Sugiyono, 2011). So the research will use the Slovin formula because in taking samples the number must be representative so that the research results can be generalized, and the calculations do not require a table for the number of samples but can be done with simple formulas and calculations.

The sampling method was determined by using the Slovin formula to determine the sample, namely as follows:

$$n = \frac{N}{1+N(e)^2}$$

Information :

n = Sample size/number of respondents

N = Total population

E = Percentage of the leniency of the accuracy of sampling error that can still be tolerated; e = 0.1

In the Slovin formula there are the following provisions:

Value e = 0.1 (10%) for a large population

Value e = 0.2 (20%) for a small population

So the range of samples that can be taken from the Slovin technique was between 10-20% of the study population.

The total population in this study was 100 respondents, so the percentage of allowance used was 10% and the calculation results could be rounded up to achieve conformity. By using a percentage of 10%, to find out the number of research samples, with the following calculations:

$$n = \frac{1000}{1+1000(10)^2}$$

$$n = \frac{1000}{11} = 90.9 \text{ or } 91 \text{ and rounded up to } 100.$$

Based on the calculation results, the number of samples that will be used is 90.9 respondents and is rounded up to 100 respondents. Because of this basis, the researchers determined the number of samples in this study as many as 100 respondents. In this study, researchers will divide categories in the form of domicile areas, namely: Jakarta as many as 20 respondents, Bogor as many as 20 respondents, Depok as many as 20 respondents, Tangerang as many as 20 respondents, and Bekasi as many as 20 respondents. This is determined because people who live in the Greater Jakarta area currently have a very high selection power so they will automatically pay attention to a product before making a purchase. And also, the population in Greater Jakarta is predominantly Moslem, so people will consider the halal variables more before making a purchase.

## Operational Variable

These are the sub operational variables for Halal labelling, Price and promotion together with the questions:

**Table 4: Sub Operational Variables and Research Questions**

<b>Sub Operational Variables</b>	<b>Research Questions</b>
1) Knowledge of halal labeling 2) Halal label writing 3) Trust 4) Assessment of halal labeling	1) I pay attention and make sure a product is halal when I eat it. 2) I know that Samyang noodles have a "Halal label" on the packaging. 3) There is HALAL written on the packaging of Samyang noodles in Indonesian and Arabic. 4) There are pictures and symbols "Halal Label" to help me identify Samyang noodle products before making a purchase. 5) I always pay attention to whether there is a "Halal Label" on the packaging before buying Samyang noodle products. 6) I believe Samyang noodles are halal tested by MUI and registered with BPOM. 7) Halal labeling on Samyang noodle products provides a limited guarantee of haram ingredients. 8) The existence of the "Halal Label" was a consideration for me choosing Samyang noodle products before I made a purchase.
1) Price affordability 2) Price according to product quality 3) The price is according to the benefits received 4) Price can compete with other products	1) The price of Samyang noodles is according to my ability to buy it 2) Samyang noodle is one of my choices to buy food at an affordable price. 3) The price of Samyang noodles is in accordance with the quality. 4) The price of Samyang noodles is in accordance with the large portions and good taste. 5) The prices and quality of Samyang Food products are in accordance with what is offered, so I feel satisfied. 6) The price of Samyang noodles provides benefits that are worth what I paid for. 7) The price of Samyang noodles is in accordance with the benefits I get after consuming them because it has a delicious and distinctive taste of Korean noodles. 8) Samyang noodle can compete with local noodle products even though the price is more expensive.
1) Products are widely distributed 2) Promotion of quality 3) The quantity of product promotions offered varies 4) Promotion time 5) Product information is easy to get 6) Determination or suitability of promotion goals	1) Samyang noodle products that are widely spread are part of the promotion, so I can easily find out about Samyang noodle products. 2) The limited number of supermarkets and minimarkets that provide Samyang noodle products makes me less aware of Samyang noodle products. 3) I saw a review of the product and the taste of Samyang noodles on social media. 4) Promotions carried out by Samyang noodles in Greater Jakarta are in accordance with the information consumers need. 5) Products from Samyang Food have performance and characteristics that become benchmarks for consumer considerations and are in accordance with consumer expectations when buying. 6) Samyang noodle often conducts programs with prizes of buy 4 get 1 free and special discounts. 7) The promotion of Samyang noodles continuously made me interested in buying it. 8) The information provided was clear, interesting, and in accordance with reality, so I was interested in buying Samyang noodles. 9) I found out about Samyang's noodle products when I came directly to the Minimarket or Supermarket. 10) I believe more if I get direct information from other people about Samyang noodle products. 11) Promotion of Samyang noodle products is carried out in every area using social media tools, print, online, and others.
1) Problem introduction 2) Information search 3) Evaluation of alternatives	1) I choose Samyang noodles when hungry. 2) I am aware of the need to consume Samyang noodles although not every day.



- 
- |                           |   |
|---------------------------|---|
| 4) Purchase decision      | 3) I think information about Samyang noodles is easy to get.  |
| 5) Post-purchase behavior | 4) In my opinion, there is no local instant noodle that offers a unique South Korean taste other than Samyang noodles and it has been labeled halal by MUI. |
|                           | 5) I think Samyang noodles have more value compared to other instant noodles.   |
|                           | 6) I decided to buy Samyang noodles after seeing reviews from people.   |
|                           | 7) I decided to buy Samyang noodles because it was suitable for the price, taste, and large portions.   |
|                           | 8) I decided to buy Samyang noodles because it was accompanied by the "Halal Label".  |
|                           | 9) I made a repeat purchase because Samyang noodles have a delicious and distinctive taste and the portions are also large.                                 |
- 

## Data Analysis

The purpose of data analysis is to test hypotheses in the study. The usefulness of data analysis is to determine the magnitude of the influence of the independent variables (X1, X2, and X3) on the dependent variable (Y) so that the analysis technique used is multiple linear analysis. SPSS (Statistical Package for Social Sciences) software version 20 was the tool used to process this research. SPSS is a tool that helps find correlations or relationships between variables, describe data, test hypotheses, and measure parametric and non-parametric indicators (Ghozali, 2016). To test the analysis of the instrument using several tests, namely data quality test, classical assumption test, and hypothesis test.

## Results and Discussion

### Description of research respondents

To take the respondent's data profile, using the classification or grouping of respondents based on characteristics. To determine the effect of halal labeling, price, and promotion on purchasing decisions for Samyang noodles in Greater Jakarta, researchers need respondent data. Data was obtained by dividing questionnaires and filling them in by consumers of Samyang noodles, totaling 100 respondents. Then the data will be described in more detail with the characteristics of the respondents based on gender, age, place of residence, occupation, and monthly income. The results of the classification of respondent data can be described and explained as follows:

1. The results of the percentage of respondents are based on gender, the majority of which are male as many as 52 people with a percentage of 52% and the remaining 48 people are female with a percentage of 48%.
2. The results of the percentage of respondents based on age, it can be explained that from 100 Samyang noodle consumer respondents aged 15-25 years, there are 92 people with a percentage of 92%, then ages between 26-35 years are 6 people with a percentage of 6%, ages between 36-45 years amounted to 1 person with a percentage of 1%, then the age between 46-55 years amounted to 1 person with a percentage of 1% and the age range 56-64 years 0%. Thus it can be concluded that the majority or most of the consumers who are respondents in this study are aged 15-25 years.
3. The results of the percentage of respondents based on place of residence with domicile in Jakarta, Bogor, Depok, Tangerang, and Bekasi are the same as 20 people with a percentage of 20%.
4. The results of the percentage of respondents based on work, it can be explained that the percentage of Samyang noodle consumer respondents based on the work of the majority of students and college students is 72 people with a percentage of 72%, then entrepreneurs are 15 people with a percentage of 15%, then civil servants and private employees are 11 people with a percentage of 11% and 2 housewives with a percentage of 2%. Therefore, it can be concluded that of the 100 respondents who filled out the questionnaire, the majority had jobs as students and as many as 72 students.
5. The results of the percentage of respondents based on monthly income, it can be seen that respondents who earn < IDR 2,000,000 are 50 people with a percentage of 50%, respondents who earn IDR 2,000,000 - IDR 5,000,000 are 32 people with a percentage of 32%, respondents who earn IDR 5,000,000 - IDR 10,000,000 for 15 people with a percentage of 15%, and respondents who earn > IDR 10,000,000 as many as 3 people with a percentage of 3%. Therefore, it can be concluded that of the 100 respondents who filled out the questionnaire, the majority of respondents had an income of <Rp 2,000,000, namely 50 people.
6. The results of the percentage of respondents based on the frequency of purchasing Samyang noodles, that as many as 73% of respondents chose the number of purchases of Samyang noodles < 2 times per month, and as many as 26% of respondents chose the number of purchases of Samyang noodles 3-5 times per month, and as many as 1% of respondents chose the number of purchases of Samyang noodles > 5 times per month. Therefore, it can be concluded that of the 100 respondents who filled

out the questionnaire, the majority of respondents chose the number of food purchases < 2 times per month, namely 73 people.

## Data

### Validity test

A test is used as a measure of whether a questionnaire is valid or not. A questionnaire can be said to be valid when the questions or statements contained in the questionnaire can reveal something that will be measured by the questionnaire. The validity test is carried out by comparing the r-value with the r-table for *the degree of freedom* (df) = n-2, in this case, n is the number of samples (100 respondents). So, df = 100 – 2 = 98, with 5% then r-table = 0.195. The method used to measure validity is by correlating each statement with the total construct value. If the value is r-value > r-table then it is declared valid and vice versa, if r-value < r-table, it is declared invalid. The following is a table of the results of data processing and analysis.

**Table 5: Variable Validity Test Results**

Variable	Question Items	r value	r table	Description
Halal Labeling (X <sub>1</sub> )	X <sub>1.1</sub>	0.694	0.195	Valid
	X <sub>1.2</sub>	0.698	0.195	Valid
	X <sub>1.3</sub>	0.519	0.195	Valid
	X <sub>1.4</sub>	0.793	0.195	Valid
	X <sub>1.5</sub>	0.748	0.195	Valid
	X <sub>1.6</sub>	0.417	0.195	Valid
	X <sub>1.7</sub>	0.729	0.195	Valid
	X <sub>1.8</sub>	0.782	0.195	Valid
Price (X <sub>2</sub> )	X <sub>2.1</sub>	0.714	0.195	Valid
	X <sub>2.2</sub>	0.769	0.195	Valid
	X <sub>2.3</sub>	0.847	0.195	Valid
	X <sub>2.4</sub>	0.814	0.195	Valid
	X <sub>2.5</sub>	0.796	0.195	Valid
	X <sub>2.6</sub>	0.834	0.195	Valid
	X <sub>2.7</sub>	0.797	0.195	Valid
	X <sub>2.8</sub>	0.769	0.195	Valid
Promotion (X <sub>3</sub> )	X <sub>3.1</sub>	0.603	0.195	Valid
	X <sub>3.2</sub>	0.671	0.195	Valid
	X <sub>3.3</sub>	0.626	0.195	Valid
	X <sub>3.4</sub>	0.762	0.195	Valid
	X <sub>3.5</sub>	0.801	0.195	Valid
	X <sub>3.6</sub>	0.709	0.195	Valid
	X <sub>3.7</sub>	0.854	0.195	Valid
	X <sub>3.8</sub>	0.859	0.195	Valid
	X <sub>3.9</sub>	0.714	0.195	Valid
	X <sub>3.10</sub>	0.622	0.195	Valid
	X <sub>3.11</sub>	0.719	0.195	Valid
Purchasing decision (Y)	Y.1	0.803	0.195	Valid
	Y.2	0.799	0.195	Valid
	Y.3	0.709	0.195	Valid
	Y.4	0.669	0.195	Valid
	Y.5	0.825	0.195	Valid
	Y.6	0.717	0.195	Valid
	Y.7	0.788	0.195	Valid
	Y.8	0.606	0.195	Valid
	Y.9	0.741	0.195	Valid

Source: SPSS processed results

Based on table 5 it can be seen that the questions for the all sub variable statements have a value of r (*Person Correlation*) > 0.195, so that all variables are declared valid.

### Reliability test

Reliability Test is a measure that shows stability in measuring. In this study, the reliability test was carried out by looking at the results of *Cronbach's Alpha* on SPSS data processing and measured based on the *Cronbach's*

Alpha 0 to 1. A variable was considered reliable if the *Cronbach's Alpha* > 0.60 in the sense that the variable could be said to be good if the questionnaire has an alpha value above 0.60.

The following are the results of reliability testing based on decision making using the *Cronbach's Alpha* on each variable:

**Table 6: Reliability Test Results**

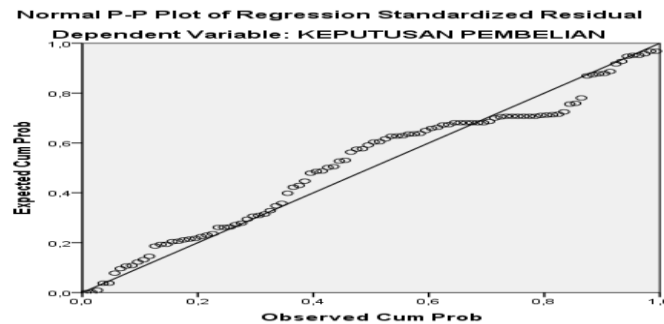
Variable	Number of Questions	Cronbach's Alpha	Limitation	Description
Halal Labeling	8	0,807	0,60	Reliable
Price	8	0,913	0,60	Reliable
Promotion	11	0,903	0,60	Reliable
Purchasing Decision	9	0,897	0,60	Reliable

Source: SPSS processed results

In table 6 it can be seen that the halal labeling variables, prices, promotions, and purchasing decisions have *Cronbach's Alpha* > 0.60. So it can be concluded that all variables in this study are reliable, which means that each question in this study can produce consistent answers from time to time and each statement can be used in this study.

### Normality test

The normality test used in this study uses the *Kolmogorov-Smirnov Test* to see and find out whether the distribution of data used by researchers is normal or abnormal. This normality test was processed using SPSS.



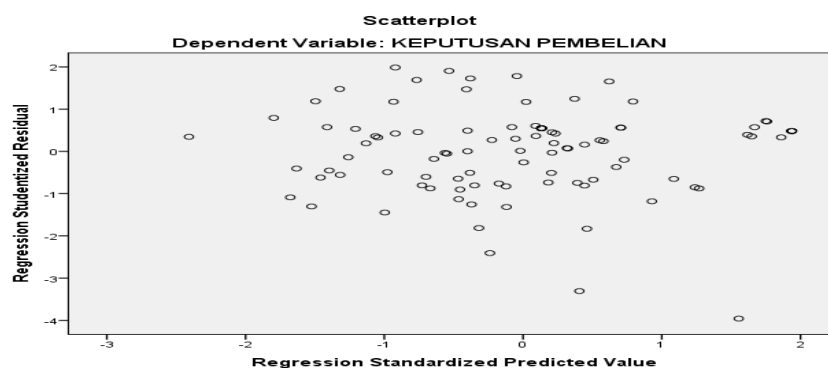
**Figure 3: Normality Test Results**

Source: SPSS Processed Results

Figure 3 shows that the PP Plot normal curve shows the points spread around the diagonal line. Table 10 shows that the Asymp Sig.2-tailed result is 0.163 which is greater than 0.05 significant. So it can be concluded that the distribution of 100 respondents in this study is normally distributed.

### Heteroscedasticity test

Test The heteroscedasticity test was carried out to determine whether there was an inequality of variance and residuals from one observation to another in the regression model. The results of the heteroscedasticity test in this study are as follows:



**Figure 4: Heteroscedasticity Test Results**

Source: SPSS Processed Results

It can be seen from Figure 4 that there are scattered points that do not form a certain pattern, then this study does not occur heteroscedasticity. Thus it can be interpreted that there is no variance inequality from the residuals in all observations in the regression model.

### Multicollinearity test

A test was conducted to detect whether there is a correlation between independent variables in a regression model. This can be seen from the magnitude of the VIF (*Variance Inflation Factor*) and *Tolerance*. Multicollinearity occurs if the VIF value is 10 and the *tolerance* is 0.10. The results of the multicollinearity test are shown in the table 7 below:

**Table 7: Multicollinearity Test Results**

Variable	Tolerance	VIF
Halal Labeling	0,705	1,419
Price	0,370	2,704
Promotion	0,340	2,941

Source : SPSS processed results

Based on table 7, it can be seen that all independent variables have a *tolerance* > 0.10 which means there is no correlation between variables and the value of *Variance Inflation Factor* (VIF) < 10 Thus, it can be concluded that there is no multicollinearity or problem between the independent variables in the regression model in this study.

### Multiple linear regression analysis

Analysis Inferential statistical analysis used in this study is multiple regression analysis. This analysis aims to determine the extent of the influence individually (partial) and also jointly (simultaneously) between the independent variables (halal labeling, price, and promotion) and the dependent variable (purchase decisions). In calculating the regression coefficient in this study using the SPSS program. In summary, the results of multiple linear regression can be seen in the table 8 below:

**Table 8: Multiple Linear Regression Test Results**

	B	Std. Error	Beta	t	Sign
(Constant)	-3,495	3,230		-1,082	0,282
Halal Labeling	0,394	0,110	0,271	3,583	0,001
Price	0,286	0,121	0,246	2,357	0,020
Promotion	0,352	0,098	0,389	3,575	0,001

Source : SPSS processed results

From the output *coefficient* in table 10 is used to describe the following linear regression equation:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$Y = (-3,495) + 0,394 X_1 + 0,286 X_2 + 0,352 X_3$$

Description :     Y       = Purchase Decision  
                        $X_1$    = Halal Labeling  
                        $X_2$    = Price  
                        $X_3$    = Promotion

From this equation, it can be explained that the results of the multiple linear regression equation are:

- The constant value of -3.495 means that if the Halal Labeling, Price, and Promotion variables are equal to 0 then the purchasing decision has decreased. According to Gujarati (2006) the value of the intercept (constant) is not always meaningful because often the value range of the independent variable does not include zero as one of the observed values. In this study, the Likert scale used for the questionnaire did not include zero, but a range of 1–5, so the variable, cannot be equal to 0. Thus, the negative constant does not need to be interpreted.
- The regression coefficient value of the Halal Labeling variable ( $X_1$ ) of 0.394 indicates a positive direction. This means that if Halal Labeling ( $X_1$ ) has increased by 1 unit while other independent variables are constant (no change), then Halal Labeling ( $X_1$ ) in Samyang noodle consumers will increase by 0.394.

- c) The price variable regression coefficient value ( $X_2$ ) of 0.286 indicates a positive direction. This means that if the price ( $X_2$ ) has increased by 1 unit while the other independent variables are constant (no change), then the price ( $X_2$ ) for Samyang noodle consumers will increase by 0.286.
- d) The value of the regression coefficient of the Promotion variable ( $X_3$ ) of 0.352 indicates a positive direction. This means that if Promotion ( $X_3$ ) has increased by 1 unit while other independent variables are constant (no change), then Promotion ( $X_3$ ) for Samyang noodle consumers will increase by 0.352.

**T-test**

In the T-test measurement, it can be seen in the Table 8 that the regression model is correct, which means it has a partial effect if the t-count result exceeds the t-table value and with a probability value of 5% or 0.05. The results of data processing obtained are: The results of the t-test (partial) obtained the significance value of the effect of halal labeling on purchasing decisions, namely  $0.001 < 0.05$  and the t-count value of  $3.583 >$  the t-table value of 1.985. So  $H_0$  is rejected and  $H_a$  is accepted, meaning that the price variable has a significant positive effect on purchasing decisions for Samyang noodles.

Results of the t-test (partial) obtained a significant value of the effect of price on purchasing decisions, namely  $0.020 < 0.05$  and the t-count value of  $2.357 >$  the t-table value of 1.985. So,  $H_0$  is rejected and  $H_a$  is accepted, meaning that the price variable has a significant positive effect on purchasing decisions for Samyang noodles. Results of the t-test (partial) obtained a significant value of the effect of price on purchasing decisions, namely  $0.001 < 0.05$  and the t-count value of  $3.575 >$  the t-table value of 1.985. So  $H_0$  is rejected and  $H_a$  is accepted, meaning that the promotion variable has a significant positive effect on the purchase decision of Samyang noodles.

**F test**

The F test or simultaneous test is carried out to test the hypothesis about the effect of the independent variables simultaneously on the dependent variable. This test is carried out by comparing the significance of the F-value to F-table then the formulated model. If the F-value  $>$  F-table means that the regression model is correct, it means that it can have a joint effect, by looking at the value =  $f(k; nk)$ ,  $f = (3; 100-3)$ ,  $= (3; 97) = 2.70$  with a level 5% error. The F test performed can be seen in the table 9 below:

**Table 9: F Test Results (ANOVA)**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2634,207	3	878,069	50,763	0,000
Residual	1660,543	96	17,297		
Total	4294,750	99			

Source: SPSS processed results

Based on table 9 above, a value of 50.763 is obtained with a significance level of 5%. The F- value is 50.763  $>$  from the F-table 2.47. Because F-value  $>$  F-table, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that the three independent variables, namely halal labeling, price, and promotion simultaneously affect the dependent variable, namely purchasing decisions.

The same conclusion can be obtained from the comparison of the value of sig with the level of significance ( $\alpha$ ) is (0.000) so it can be seen that the comparison of the value of sig  $0.000 < 0.05$ . Because the value of sig  $<$  has a probability less than 0.05, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted. This means that the simultaneous effect of halal labeling, price, and promotion on consumer purchasing decisions of Samyang noodles

**Coefficient of determination test**

The analysis aims to measure how far the model's ability to explain the variation of the dependent variable can inform whether the estimated regression model is good or not. The results of the coefficient of determination test can be seen in Table 10 below:

**Table 10: Results of the Coefficient of Determination Testing ( $R^2$ )**

<i>Model Summary</i>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	0,783 <sup>a</sup>	0,613	0,601	4,159	

a. Predictors: (Constant), Halal Labelling, Price, Promotion

Source: SPSS Processing Results

Based on table 9 obtained the coefficient of determination ( $R^2$ ) of 0.601 or 60.1%, which means that the level of the Purchasing Decision variable can be influenced by the Halal Labeling, Price, and Promotion variables of 60.1%, while the remaining 39.9% is influenced by other factors which are not discussed in this study.

## Discussions

### The Effect of halal labeling on purchase decisions

Based on the results of hypothesis testing, it proves that halal labeling influences purchasing decisions because it is obtained from the partial test that the  $t$  value is  $3.583 > t\text{-table } 1.985$  with a significant  $0.001 < \alpha 0.05$  (5%). So, the first hypothesis is proven, so halal labeling has a positive effect on purchasing decisions for Samyang noodles. In other words, most respondents strongly agree with the statement related to the halal labeling variable. The halal labeling variable in the purchase decision of Samyang noodles does not experience a decrease or increase that affects purchasing decisions, and also has an important role in consumer attitudes in choosing Samyang noodle products that have been labeled halal. Before deciding to buy, consumers will be very considerate in selecting the main product, which is profitable and which is halal for daily consumption. Therefore, with the existence of halal labeling on the packaging of Samyang noodle products, as one of the consumer's choices in making purchasing decisions for instant noodle products, more specifically imported instant noodles from abroad. This research is also supported by research conducted by Muhammad (2018), Purnamasari (2020), Habibah (2020), Fadlullah et al. (2021) which shows that halal labeling has a positive effect on purchasing decisions.

### The Effect of price on purchase decisions

Based on the results of hypothesis testing, it proves that the price influences purchasing decisions because it is obtained from the results of the partial test calculation that the  $t$ -count value is  $2.357 > t\text{-table value } 1.985$  with sig. of  $0.020 < \alpha 0.05$  (5%). So, the second hypothesis is proven or it can be concluded that price has a significant effect on purchasing decisions for Samyang noodles. It means that the majority of respondents strongly agree with the statement related to the price variable. The acceptance of this hypothesis indicates that price has an important role in comparing the product price and so as for the Samyang noodle product with other similar instant noodle products. Because in this condition, consumers will consider how cheap or expensive a product is when buying the product according to the suitability of the quality and benefits obtained. If the price is accordance with the quality and benefits provided, it can influence a decision to buy. However, even though the price is higher than other products, if the benefits and quality obtained are much higher, the product still will be sold well. This research is also supported by conducted research of Utami (2015), Muhammad (2018), Purnamasari (2020), and Habibah (2020), which shows that price has a positive effect on purchasing decisions.

### The Effect of promotion on purchase decisions

Based on the results of hypothesis testing, it proves that promotion effects purchasing decisions because it is obtained from the partial test that the  $t$  value is  $3.575 > t\text{-table, } 1.985$  with significance  $f 0.001 < \alpha 0.05$  (5%). So, the third hypothesis is proven or it can be concluded that promotion has a significant effect on purchasing decisions for Samyang noodles. The calculation results of the average promotion variable show a good value because the majority of respondents agreed with all promotions carried out by Samyang Foods in Greater Jakarta. Acceptance of this hypothesis indicates that promotion has an important role in conveying the benefits of the product and persuading customers to buy it. Communication in promotion has an important role. The effective communication can change the behavior that has been changed before. In this case, the promotion that has been carried out by the company is right on target, where the promotion is carried out using social media or print media. In addition, because Samyang noodles, which are viral among young people, have also become one of the supporters of Samyang noodles, they are starting to be known by the public. This research is also supported by conducted research of Muhammad (2018) and Purnamasari (2020) which shows that promotion has a positive effect on purchasing decisions.

## Conclusion

Halal labeling variable has a positive and significant effect on purchasing decisions for Samyang noodles in Greater Jakarta. This shows that halal labeling has the first dominant factor that consumers consider in making purchasing decisions. The price variable has a positive and significant effect on purchasing decisions for Samyang noodles in Greater Jakarta. This shows that in considering cheap or expensive a product when deciding on a purchase that is in accordance with quality even though the price is more expensive. Therefore, price becomes the third dominant variable that is taken into account before purchasing Samyang noodle products. The promotion variable has a positive and significant effect on purchasing decisions for Samyang noodles in Greater Jakarta. This shows that the company has carried out promotions that are right on target, namely by using social media and print media, so that Samyang noodles become viral among students so they decide to buy the product. Therefore, promotion becomes the second dominant variable that influences purchasing decisions for Samyang noodle products. Simultaneously halal labeling, price and promotion have a positive and significant impact on purchasing decisions for Samyang noodles in Greater Jakarta. It can be concluded that these three variables can be used as factors that influence purchasing decisions for Samyang noodles In Greater Jakarta.

It is suggested to the parties involved in this study for considering these things. One, Moslem consumers are expected to always pay attention to every food product they want to consume, and be aware of the importance

of the benefits of halal food and choose food that has a halal label on the product to be purchased. Two, companies should still include halal labels on all products and add halal labels for products that have not yet received halal labels. Then carry out promotions through mass media more intensively, so that people who have just heard of Samyang noodle products from Korea do not speculate that there is no guarantee of halalness on the packaging of Samyang noodles. For further researchers, it is expected to conduct more in-depth research on the effect of halal labeling, price, and promotion on purchasing decisions by Moslem consumers, namely by increasing the number of respondents and researching to different locations. As well as adding more diverse variables so that the results of the research are different and more relevant to the conditions of society, so that they can become study material for academics.

## References

- Ali, M. (2016). Konsep Makanan Halal dalam Tinjauan Syariah dan Tanggung Jawab Produk Atas Produsen Industri Halal. *AHKAM : Jurnal Ilmu Syariah*, 16(2), 291–306.
- Fadlullah, A. K., Soetjipto, B. E., & Rahayu, W. P. (2021). The Effect Of Halal Label, Halal Awareness, Food Ingredients, Advertising And Purchase Interest On The Decision To Buy “Samyang Noodles.” *South East Asia Journal of Contemporary Business*, 24(2), 107–113.
- Fetritzen, & Aziz, N. (2019). Analisis Pengaruh Kualitas Produk, Harga, Promosi Terhadap Keputusan Pembelian Air Minum Dalam Kemasan (AMDK) Merek Aicos Produksi PT. Bumi Sarimas Indonesia.
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23. Semarang: Badan Penerbit Universitas Diponegoro.
- Habibah, A. (2020). Analisis Labelisasi Halal, Harga dan Rasa Terhadap Keputusan Pembelian Konsumen Pada Produk Mie. *Jurnal QIEMA (Qomaruddin Islamic Economy Magazine)*, 6(1), 59–84.
- Habsari, W. (2020). Pengaruh label halal terhadap keputusan pembelian konsumen muslim pada produk mie samyang di kota banjarmasin.
- Harahap, N. Z. (2018). Pengaruh Kualitas Produk, Harga, Dan Promosi Terhadap Keputusan Pembelian Mie Instan Merek Sedaap Pada Mahasiswa Asrama Putri Universitas Sumatera Utara. Universitas Sumatera Utara.
- Hasan, K. S. (2014). Kepastian Hukum Sertifikasi Dan Labelisasi Halal Produk Pangan. *Jurnal Dinamika Hukum*, 14(2), 227–238.
- Hervina, R. D., Kaban, R. F., & Pasaribu, P. N. (2021). Pengaruh kesadaran halaldan harga terhadap keputusan pembelian gofood di era pandemi Covid-19. *Jurnal INOVATOR Magister Manajemen Pascasarjana UIKA*, 10(2), 133–140.
- Iswati, S. (2019). Strategi Korea Selatan dalam promosi korean halal food di Indonesia. *EJournal Ilmu Hubungan Internasional*, 7(1), 451–466.
- Kotler, P., & Armstrong, G. (2018). *Principle of marketing* (Global Edi; L. Albelli, Ed.).
- Maftuhin, A. U. (2019). Persepsi label halal dan harga dalam keputusan pembelian konsumen produk mie samyang. Universitas Muhammadiyah Malang.
- Manun, R. (2019). Pengaruh strategi diferensiasi, citra merek, persepsi harga, dan promosi terhadap keputusan pembelian pada produk mie samyang. *Ekonomi Dan Bisnis*.
- Mr.Koki Ando. (1997). World Instant Noodles Association (WINA). Retrieved from World Instant Noodles Association website: <https://instantnoodles.org/en/index.html>
- Muhammad, A. arie. (2018). Pengaruh Lebelisasi Halal, Harga, Promosi, dan Rasa Terhadap Keputusan Pembelian Konsumen Pada Produk Mie Samyang di UIN Jakarta. 1–142.
- Nugraha, R., Mawardi, M. K., & Bafadhal, A. S. (2017). Pengaruh labelisasi halal terhadap minat beli konsumen ( Survei Pada Mahasiswa Muslim Konsumen Mie Samyang Berlogo Halal Korean Muslim Federation Di Kota Malang ). *Jurnal Administrasi Bisnis (JAB)*, 50(5), 113–120.
- Purnamasari, Y. (2020). Pengaruh harga, promosi, brand image dan labelisasi hlal terhadap keputusan pembelian produk mie samyang. Institut Agama Islam Negeri Tulungagung.
- Puspita, S. (2017). Penjualan samyang halal merosot 30 persen. *Kompas.Com*.
- Ravica, N., Erlyta, L., & Sarbini, A. (2018). Strategi Majelis Ulama Indonesia dalam Upaya Penerbitan Sertifikat Halal. *Jurnal Manajemen Dakwah*, 3(4), 251–270.
- Samardi, S. (2012). *Spiritualitas bisnis mencari ridho illahi*. CV Aswaja Pressindo, 90.
- Setyanti, C. A. (2016). Dalam sehari, 9.210 bungkus mi Samyang terjual di Indonesia. Retrieved October 15, 2016, from CNN Indonesia website: <https://www.cnnindonesia.com/gaya-hidup/20161015060604-262-165660/dalam-sehari-9210-bungkus-mi-samyang-terjual-di-indonesia>
- Subhanzizou. (2020). Keseimbangan Knowledge, Skill, Attitude Generasi Milenial. Retrieved December 24, 2021, from viva.co.id website: <https://www.viva.co.id/vstory/lainnya-vstory/1334275-keseimbangan-knowledge-skill-attitude-generasi-milenial>
- Sugiyono. (2011). *Metodelogi Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sunoyo, D. (2012). *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen* (1st ed.). CAPS (Center for Academic Publishing Service).

- Syukriya, A. J., & Faridah, H. D. (2019). Kajian Ilmiah dan Teknologi Sebab Larangan Suatu Makanan Dalam Syariat Islam. *Journal of Halal Product and Research*, 2(1), 44–50.
- Top Brand Award. (n.d.). Retrieved from <https://www.topbrand-award.com>
- Usman, H., Sobari, N., & Sulthani, emil azman. (2020). *Islamic Marketing : sebuah pengantar* (1st ed.; Monalisa, Ed.). Depok: PT RAJAGRAFINDO PERSADA.
- Utami, I. W., & Hastuti, I. (2015). Faktor-faktor Yang Mempengaruhi Pembelian Mi Instan Pada Mahasiswa. *Gema*, 27(49), 1491–1496.
- Varian Rasa dan Harga Mie Samyang. (2020). Retrieved July 23, 2022, from BP Guide website: [www.bp-guide.id](http://www.bp-guide.id)
- Wajdi, F. (2019). Jaminan Produk Halal di Indonesia. Retrieved from <https://www.farid-wajdi.com/detailpost/urgensi-jaminan-produk-halal>