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The Effect of Halal Labels, Product Prices and Brand Ambassadors on Purchase Decisions for Samyang Noodle Products Among Gen Z

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ABSTRACT

The fast-food industry in Indonesia continues to expand, alongside the growing popularity of South Korean instant noodles such as Samyang. Beyond taste, the product's strong K-Food image reflects how purchasing decisions among young consumers are shaped not only by functional needs but also by lifestyle trends, cultural influences, and targeted marketing strategies. This study examines the influence of halal labeling, price, and brand ambassadors on the purchasing decisions of Samyang noodles among Generation Z consumers. A quantitative associative approach was employed to test the relationships between these variables and consumer behavior. The sample consisted of Gen Z individuals who had previously purchased Samyang noodles, and data were analyzed using multiple linear regression with SPSS version 27. The research findings show that simultaneously and partially, halal labels, product prices and brand ambassadors have a simultaneous and significant influence on purchasing decisions. The halal label strengthens consumer trust and perceived product suitability, price shapes perceptions of value and affordability, and brand ambassadors enhance product appeal through familiarity and aspirational influence. Simultaneously, these factors form a complementary set of considerations that guide Gen Z consumers in choosing Samyang products. Overall, the study highlights the importance of combining religious assurance, economic evaluation, and promotional appeal in influencing contemporary youth purchasing behavior.

Kata Kunci: Label Halal, Harga Produk, Brand Ambassador, Keputusan Pembelian

ABSTRAK

Industri makanan cepat saji di Indonesia terus berkembang, seiring dengan meningkatnya popularitas mi instan Korea Selatan seperti Samyang. Selain rasa, citra K-Food yang kuat dari produk ini mencerminkan bagaimana keputusan pembelian di kalangan konsumen muda dibentuk tidak hanya oleh kebutuhan fungsional tetapi juga oleh tren gaya hidup, pengaruh budaya, dan strategi pemasaran yang ditargetkan. Studi ini meneliti pengaruh label halal, harga, dan duta merek terhadap keputusan pembelian mi Samyang di kalangan konsumen Generasi Z. Pendekatan asosiatif kuantitatif

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digunakan untuk menguji hubungan antara variabel-variabel ini dan perilaku konsumen. Sampel terdiri dari individu Gen Z yang sebelumnya telah membeli mi Samyang, dan data dianalisis menggunakan regresi linier berganda dengan SPSS versi 27. Temuan penelitian menunjukkan bahwa secara simultan dan parsial label halal, harga produk dan brand ambassador berpengaruh secara simultan dan signifikan terhadap keputusan pembelian. Label halal memperkuat kepercayaan konsumen dan persepsi kesesuaian produk, harga membentuk persepsi nilai dan keterjangkauan, dan duta merek meningkatkan daya tarik produk melalui keakraban dan pengaruh aspiratif. Secara bersamaan, faktor-faktor ini membentuk serangkaian pertimbangan komplementer yang membimbing konsumen Gen Z dalam memilih produk Samyang. Secara keseluruhan, studi ini menyoroti pentingnya menggabungkan keyakinan religius, evaluasi ekonomi, dan daya tarik promosi dalam memengaruhi perilaku pembelian kaum muda kontemporer.

INTRODUCTION

In recent years, the fastfood industry in Indonesia has shown significant growth, in line with the increasing consumption of instant foods across all levels of society. One product that has seen a significant increase in popularity is South Korean instant noodles, particularly Samyang noodles, known for their spicy flavor and strong image as part of the K-Food culture. This popularity is particularly evident among the younger generation, or Generation Z, who tend to be open to global trends and highly exposed to social media and cross-cultural digital content (Farida, 2022; Rosyidi Syaiko & Octavian, 2023). This phenomenon indicates that purchasing decisions for instant food products are no longer driven solely by functional needs, but also by lifestyle influences, popular culture trends, and marketing strategies relevant to the characteristics of young consumers.

However, the entry of imported food products into the Indonesian market has also raised greater concern for the halal aspects of products. Indonesia, as a predominantly Muslim country, places the halal label as a primary consideration in purchasing decisions. Halal certification serves as a guarantee that a product meets halal standards in accordance with Islamic teachings. It also serves as a means of communication between producers and consumers regarding the safety and legitimacy of the product they consume (Farullah, 2024) (Hikmah & Fahrullah, 2024). For Generation Z, the halal label is not only viewed as a religious symbol but also as an indicator of trust and a sense of security in consuming products, especially imported products from non-Muslim countries (Awan, & Siddiquei, 2015). In the context of Samyang Noodles, the presence and perception of the halal label are strategic aspects that have the potential to influence young consumers' purchasing decisions.

In addition to halal certification, price is also an important variable in the purchasing decision-making process. Price can be understood as the amount of value consumers must sacrifice to obtain the benefits of a product (Jannah, 2023). Generation Z is known as a relatively price-sensitive consumer group due to limited purchasing power and a tendency to compare various


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alternatives before purchasing. Therefore, perceptions of the reasonableness and affordability of Samyang Noodles are potential factors that influence interest and purchasing decisions amidst increasingly fierce competition in the instant noodle market (Pangastuti et al., 2019).

In addition to halal labeling and pricing, marketing strategies through the use of brand ambassadors also play a crucial role in shaping consumer perceptions and behavior. Brand ambassadors are used by companies as a means to build emotional communication, increase brand appeal, and strengthen the product's image in the eyes of consumers (Nurnaningtias & Aswad, 2022). Samyang Foods has been known to change brand ambassadors several times to adapt its global marketing strategy. From the appointment of Changsub (BTOB) in 2016, Han So-hee as global brand ambassador in 2023, to ENHYPEN in 2025 for their latest brand line, these moves demonstrate the company's strategic efforts to reach young consumers with public figures who possess high levels of popularity and credibility among Generation Z. The credibility, attractiveness, and fit of the brand ambassador with the product's character are believed to influence consumer attitudes and purchasing decisions (Farida, 2022; Purnama, 2020).

Nonetheless, actual data indicates that consumer purchasing behavior is frequently erratic and dynamic, especially among Generation Z. Modifications to the design of the halal label that were thought to be less obvious sparked public discussion and revealed different consumer levels of halal understanding.(Hasyim, 2022; Pribadi & Fitriana, 2022). This phenomena implies that a halal label by itself does not always correspond to a consumer's desire for a product, particularly among younger consumers who are exposed to a wider range of information sources and lifestyle influences. Different priority patterns in purchase decisions are also revealed by preliminary findings from a brief poll of Generation Z university students who are active on Instagram and TikTok.

Some respondents reported buying Samyang noodles without paying close attention to halal certification, while others indicated stronger influence from brand ambassadors and social media exposure than from price factors. These findings highlight a divergence between normative expectations where halal labeling and price are assumed to be dominant factors and actual consumer behavior shaped by digital culture and celebrity endorsement. Despite numerous studies examining halal labels and price effects, limited research integrates religious assurance, economic evaluation, and promotional influence simultaneously within the behavioral context of digitally connected Gen Z consumers. This gap underlines the novelty of the present study in exploring how these factors interact and compete in shaping purchasing decisions for imported food products.

Based on this description, this study is crucial to more deeply examine the influence of the halal label, price, and brand ambassadors on Mie Samyang purchasing decisions among Generation Z. This study is expected to provide theoretical contributions to the development of consumer behavior studies, particularly for imported food products, and provide practical implications for businesses in designing more effective marketing strategies that align with the characteristics of young consumers in Indonesia. Thus, there is a research gap regarding how halal labels, product prices, and brand ambassadors partially or simultaneously influence the purchasing decisions of


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Samyang Noodles among Generation Z. Therefore, this study was conducted to analyze the influence of Halal Labels, Product Prices, and Brand Ambassadors on the Purchasing Decisions of Samyang Noodles among Generation Z.

LITERATURE REVIEW

Theory of Planned Behavior (TPB)

This research uses the Theory of Planned Behavior (TPB) approach. This theory was first (Ajzen, 2020) developed by Icek Ajzen in 1991. The original TPB identified attitudes as self-influenced factors influencing purchasing behavior. In the meantime, subjective norms are external influences from other people that affect how they buy things. Perceived behavioral control measures a person's beliefs about how simple or complex an action is, particularly when buying halal food. In this case, the expanded TPB approach includes descriptive norms and religion as an extension of the psychological approach. Religius menunjukkan apakah peningkatan pemahaman agama akan meningkatkan kesadaran akan konsumsi halal. In this study, the TPB is used to explain how halal labels, product prices, and brand ambassadors can shape consumers' purchase intentions and decisions. For example, the presence of a halal label can create positive attitudes toward a product because it is perceived as aligning with religious values. Brand ambassadors popular among Gen Z can influence their subjective norms. Furthermore, product price can also influence consumers' perceptions of whether purchasing the product is easy or burdensome. These three factors are interrelated in shaping consumer purchasing decisions.

Theory of Celebrity endorsement

Celebrity endorsement is a marketing strategy in which a widely known public figure is used to influence consumer attitudes and behavior toward a product. The classic meaning transfer model theory proposed by McCracken (1989) explains that celebrities not only bring popularity but also bring their inherent cultural values to the product being promoted (Farabi, 2025). These values are then passed on to consumers when they recognize and associate the celebrity's positive traits, such as trustworthiness, attractiveness, and influence, with the brand. Consequently, a successful endorsement can create a positive consumer perception of the brand and influence their purchasing choices.

Recent research also confirms that celebrity endorsements have a significant influence on purchase intentions and purchasing decisions, especially when the celebrity's traits, such as trustworthiness and physical attractiveness, are perceived by consumers as strong. Recent studies have revealed that celebrity trustworthiness is a key indicator in determining consumer purchase intentions, as this trust is supported by consumers' confidence in the product being endorsed. In the context of young consumers or Gen Z, celebrity endorsements through social media platforms have been shown to significantly increase purchase intention. (Rahmanisah, Hafifah & Fadli, 2022). Research on young consumers in Indonesia shows that celebrity endorsements and endorsements on digital channels can increase product interest and purchasing decisions among the younger generation (Zahriati, Sovia & Auliya, 2024). Therefore, celebrity endorsements serve not only as a


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means of introducing a product but also as a mechanism for transferring positive values from the celebrity to the brand and subsequently to consumers, which directly influences consumer purchase intentions and decisions.

Purchasing Decisions

Purchasing decisions are a mental and behavioral process that consumers undergo, encompassing need recognition, information search, alternative evaluation, and purchase decisions and post-purchase evaluation (Kotler & Keller, 2016). These decisions are influenced by both external and internal elements, including motivations, attitudes, and perceptions such as price, promotions, product quality, and social influences. Among Generation Z, purchasing decisions tend to be influenced by digital information, social media, and values such as halal certification and brand trust, particularly for imported food products like Mie Samyang, which have raised halal-related issues in Indonesia (Farida, 2022; Pribadi & & Fitriana, 2022). Consumer purchasing behavior is influenced by four main factors: cultural, social, personal, and psychological. Cultural factors shape consumption values and norms, including preferences for halal products in Muslim communities. Social factors include the influence of family, reference groups, and public figures on social media who act as influencers or brand ambassadors. Personal factors include age, lifestyle, and economic conditions, while psychological factors relate to motivation, perception, and attitudes that shape purchase intentions before a transaction is made (Kevin Lane, Kotler, n.d.).

In the purchasing decision process, consumers play several roles: initiator, influencer, decider, buyer, and user. These roles indicate that purchasing decisions are often the result of interactions between multiple parties, particularly in the context of digital marketing, which involves the opinions and recommendations of others (Kanuk, L. L, Schiffman, 2019). Purchasing decisions can be measured through several indicators, including product confidence, repurchase habits, emotional impulses during purchase, post-purchase satisfaction, and willingness to recommend the product to others (Kanuk, L. L, Schiffman, 2016; Kevin Lane, Kotler, n.d.).

Halal Labeling Concept

Labeling is a product element that contains information about the product or its sale, whether in the form of text, images, or a combination of both. Stanton and William explain that labels serve as a means of information and provide legal protection for consumers. In Indonesia, labeling is regulated by Government Regulation Number 69 of 1999, which requires producers to provide accurate and clear information on food product packaging. Labels play a crucial role in influencing consumer perceptions and purchasing decisions (Labolo, & Arsyi, 2023). shows that halal labels have a positive and significant influence on Muslim consumers' purchasing decisions because they serve as indicators of product authenticity, safety, and quality. For Generation Z, labels are viewed not only as static information but also as symbols of value that build trust and product image.

Halal comes from the Arabic word halla, meaning permissible, while its opposite is haram. In Islam, halal is always associated with the concept of thayyib, meaning good, clean, and beneficial, as explained in Surah Al-Baqarah verse 168 and Surah Al-Baqarah verse 169. Al-Maidah verse 88.


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The Indonesian Ulema Council (MUI) defines halal as anything free from haram elements, whether in the ingredients, production process, storage, distribution, or presentation. Law Number 33 of 2014 concerning Halal Product Assurance governs the legal definition of halal in Indonesia and mandates that items go through a certification procedure run by the Halal Product Assurance Agency (BPJPH). Thus, halal reflects not only religious values but also aspects of quality, health, and consumer protection (Utami & Hasan, 2023).

The halal label is an official mark indicating that a product has met halal requirements as certified by authorized institutions, such as the MUI and BPJPH. This label serves as a guarantee of trust for Muslim consumers and serves as a means of communication between producers and consumers regarding their commitment to halal principles. In addition to religious and legal value, the halal label also has economic value because it can serve as a tool for product differentiation and increase competitiveness in the market, especially in countries with a Muslim majority population (Awan, & Siddiquei, 2015) assert that the halal label can increase consumer trust and expand producers' market share. The halal label indicators in (Agustin, 2024).

1. Knowledge of Halal Labels
   The extent to which consumers understand the meaning, function, and authority of the halal logo displayed on a product.
2. Attention to Halal Labels
   Customers focus on whether a product has a halal label.
3. Consideration of the halal label when purchasing
   Customers base their purchase selections on the halal label.
4. Trust in the halal label
   Consumers believe that the halal label is valid and official.

The halal label is an official sign that a product has been certified as compliant with Sharia law by an authorized institution. This label serves as a guarantee of trust for Muslim consumers, as well as a differentiation tool and marketing strategy. Indicators of a halal label include consumer awareness of the label, attention to its presence, consideration of the label in purchasing decisions, and trust in the authenticity of the halal label.

Price Product

Price is the monetary value consumers must pay to obtain a product or service and its accompanying benefits. As a key element in the marketing mix, price plays a crucial role in shaping perceived value and becomes a rational consideration in consumer purchasing decisions (Kevin Lane, Kotler, n.d.). In addition to functioning as a medium of exchange, price is often perceived as an indicator of quality, thus influencing consumer evaluation of a product. For Generation Z, who generally have limited purchasing power, affordability and reasonable prices are important factors that significantly influence purchasing decisions (Jannah, 2023). Pricing aims to determine a product's position in the market, build brand image, and ensure company profitability. A pricing strategy that aligns with consumer perceptions can increase sales volume, attract new customers, and maintain customer loyalty. In a competitive market, price flexibility through competitive


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pricing strategies or promotions is also used to increase competitiveness and consumer purchasing interest, particularly among the younger generation (Pangastuti et al., 2019). Price indicators in this study (Gunawan, 2021).

1. Price-to-Benefit Relevance
   The price offered by a manufacturer for a product must be commensurate with the benefits gained from the product.
2. Price Affordability
   Consumers are able to purchase and obtain a product at the price offered by a company.
3. Price-to-Quality Relevance
   The price offered for a product must be commensurate with the product's quality.

Brand Ambassador

A name, symbol, design, or set of components used to distinguish and identify something is called a brand. a product from competitors, while also representing a promise of value, benefits, and experiences to consumers (Kotler & Keller, 2016). Brands shape images and perceptions in the minds of consumers and have symbolic value related to emotions, trust, and loyalty. For Generation Z, brands serve not only as product identifiers but also as a means of expressing identity and lifestyle, thus influencing purchasing decisions even at relatively higher prices (Kanuk, 2010). A brand ambassador is an individual or public figure appointed by a company to represent and promote the brand through their credibility, appeal, and social influence. Brand ambassadors act as a liaison between the company and consumers, building brand awareness, strengthening brand image, and influencing attitudes and purchasing decisions, particularly among young consumers who are highly active on social media (Nurnaningtias & Aswad, 2022). In the context of digital marketing, brand ambassador engagement on social media platforms also contributes to building brand equity and long-term consumer loyalty (Farida, 2022). Indicators of brand ambassadorship in this study (Pratiwi & Silitonga 2024):

1. Brand Ambassador Credibility
   The level of consumer trust in the reputation, integrity, and expertise of the public figure representing the product.
2. Brand Ambassador Attractiveness
   Includes appearance, popularity, and lifestyle suitability to target consumers.
3. Brand Ambassador Suitability to the Product

RESEARCH METHOD

In types of research and approaches (3.1), In order to address certain research questions and hypotheses, this quantitative study focuses on processing numerical data that has been statistically examined. study that uses numbers and analyzes them using statistics to address certain study questions or hypotheses is known as quantitative research. Data are obtained by measuring one or more research variables through distributing questionnaires to respondents (Drs. H.Rifa'i Abubakar, 2023). In order to examine the correlational and causative relationships between several


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variables, this study used an associative technique. This strategy was used since the study intends to describe the phenomenon as well as scientifically investigate the relationship and impact of the halal label, product price, and brand ambassadors on Generation Z's decisions to buy Samyang Noodles (Sugiyono, 2019). The collected quantitative data were then analyzed using statistical techniques, specifically regression analysis, to test the hypothesis and draw measurable conclusions.

Time and Location

This research was conducted from August to December 2025, with data collection conducted through questionnaires. The research locations included several strategic points in Bengkulu City that represent Generation Z consumption behavior, namely minimarkets (Indomaret and Alfamart), the Hypermart shopping center at Bencoolen Mall, and the educational environment of the University of Bengkulu. The selection of these locations was based on the high frequency of Generation Z visits and the availability of Samyang Noodles products, allowing the researcher to reach respondents who fit the research criteria in a representative manner.

Population and Sample

The population in this study was Generation Z domiciled in Bengkulu City with an age range of 17–26 years. However, the research population was limited to individuals who had purchased or consumed Samyang Noodles products, thus being specific and relevant to the research objectives. The research sample was determined using a non-probability sampling technique with a purposive sampling method based on the criteria of being 17–26 years old, Muslim, and having consumed or knowing about Samyang Noodles products. Bengkulu City has a population of 516,291, so the required sample size is:

$$n = \frac{N}{1 + Ne^2}$$

$$n = \frac{516.291}{1 + 516.291\ (0{,}10)^2}$$

$$n = \frac{516.291}{1 + 561.291\ (0{,}01)}$$

$$n = \frac{516.291}{1 + 5.162{,}91}$$

$$n = \frac{516.291}{5.163{,}91}$$

$$n = 99{,}98$$

$$n = 100$$

With a 10% error rate, the sample size was calculated using the Slovin formula, yielding a sample size of 100 respondents.



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Techniques of Data Collection

A five-point Likert-scale questionnaire created based on the variables of halal labels, product prices, brand ambassadors, and purchasing decisions was distributed to respondents as the primary data source for the study. In addition, the researcher also used secondary data as supporting sources such as official reports from the Central Statistics Agency (BPS), documents, and relevant previous research results. Data collection techniques were carried out through observation to obtain an initial picture of respondent behavior, the distribution of questionnaires as the main data collection instrument, and documentation to strengthen and complement the research information. In quantitative research, variables are objects of observation whose values can be measured and analyzed to explain the cause-and-effect relationships between phenomena (Syahroni, 2022). This study involved independent variables consisting of halal labels, product prices, and brand ambassadors, as well as a dependent variable, namely purchasing decisions. A five-point Likert scale, ranging from strongly disagree (1) to strongly agree (5), was used to measure each characteristic. Operationally, halal labels were measured using indicators of consumer knowledge, attention, consideration, and trust in halal labels. Product pricing variables are measured based on the appropriateness of price to benefits and quality, affordability, and the availability of promotions or discounts. Brand ambassadorship is measured using indicators of credibility, attractiveness, and product suitability. Meanwhile, purchasing decisions are measured through consumer trust, buying habits, emotional drives, post-purchase behavior, and willingness to recommend the product.

Techniques of Data Analysis

The data analysis technique in this study employed a quantitative approach, encompassing descriptive statistics and inferential analysis. Descriptive statistics were used to present an overview of the characteristics of the respondents' data without generalizing. Prior to hypothesis testing, data quality testing consisted of checks for validity and reliability to make sure the research tool was appropriate for use. Reliability was determined by a Cronbach's Alpha value > 0.60, and validity was determined by a computed r value > r table. Classical assumption tests were then carried out, such as a heteroscedasticity test to make sure there was no inequality in residual variances, a multicollinearity test with a tolerance value > 0.10 and a VIF < 10, and a normality test using a Normal P–P Plot. Multiple linear regression analysis was used for hypothesis testing in order to ascertain how brand ambassadors, product pricing, and halal labeling affected consumers' decisions to buy. The model's capacity to explain differences in purchasing decisions was assessed using the coefficient of determination (R^2 and Adjusted R^2), the t-test to test the effect of variables partially, and the F-test to test the effect of variables concurrently. This study is limited to a quantitative, cross-sectional approach using questionnaire-based data collected from Generation Z consumers in Bengkulu who have purchased or are familiar with Samyang instant noodles. This methodology focuses on examining the influence of halal labeling, product price, and brand ambassadors on purchasing decisions, and therefore does not include other potential factors such as taste preferences, cultural influences, promotional strategies, or psychological motivations. Because the data was gathered all at once, it is difficult to track changes in customer behavior over time.

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Furthermore, the use of purposive sampling and self-reported responses may reduce the generalizability of the findings and introduce subjective bias. Consequently, the results must be interpreted within the defined study population and context.

RESULT AND DISCUSSION

Data Quality Test

Results of Research Instrument Validity Test

Validity testing is used to measure the level of validity of a questionnaire with the help of SPSS version 27. A questionnaire is declared valid if r count > r table. The results of the validity test from this study are as follows.

Table 1. Results of Research Instrument Validity Test

No	Variable	Kuesioner	r count	r table	Status
1	Halal Label (X1)	X1.1	0.775	0.196	Valid
		X1.2	0.875	0.196	Valid
		X1.3	0.887	0.196	Valid
2	Product Price (X2)	X2.1	0.901	0.196	Valid
		X2.2	0.692	0.196	Valid
		X2.3	0.887	0.196	Valid
3	Brand Ambassador (X3)	X3.1	0.917	0.196	Valid
		X3.2	0.926	0.196	Valid
		X3.3	0.891	0.196	Valid
4	Purchase Decision (Y)	Y1	0.822	0.196	Valid
		Y2	0.823	0.196	Valid
		Y3	0.808	0.196	Valid
		Y4	0.604	0.196	Valid
		Y5	0.664	0.196	Valid
		Y5	0.718	0.196	Valid

Source: Data Processed by SPSS 27 (2025)

The data on all variable items are deemed legitimate since, according to the validity test results in Table 1, every statement item in the four variables has a computed r value of > 0.196. Research can be done using this questionnaire tool. This questionnaire instrument can be used to conduct research.

Results of the Reliability Test of Research Instruments

The reliability test uses the Cronbach Alpha formula with the help of SPSS version 27. If the value obtained is > 0.60, the consistency can be said to be reliable or acceptable. The following table shows the results of the reliability test.

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Table 2. Results of The Reliability Test of Research Instruments

No	Variable	Cronbach Alpa	Limit Value	Status
1	Halal Label (X1)	0.795	0.60	Reliabel
2	Product Price (X2)	0.778	0.60	Reliabel
3	Brand Ambassador (X3)	0.892	0.60	Reliabel
4	Purchase Decision (Y)	0.803	0.60	Reliabel

Source: Data Processed by SPSS 27 (2025)

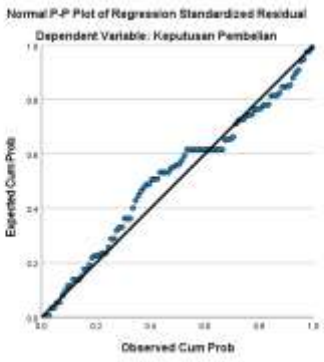
Based on table 2's findings. It can be concluded that all of these instruments are reliable because their Cronbach Alpha values are above 0.60. The reliability test of the Halal Label variable (X1) yields a Cronbach Alpha value of 0.795, the Product Price variable (X2) yields a Cronbach Alpha value of 0.778, the Brand Ambassador variable (X3) yields a Cronbach Alpha value of 0.892, and the Purchase Decision variable (Y) yields a Cronbach Alpha value of 0.803.

Classical Assumption Test

Normality Test Results

Finding out if the residual data in a regression model is regularly distributed is the goal of the normality test. To properly understand the findings of a linear regression analysis, the residual normality assumption must be satisfied. The Normal P-P Plot of Regression Standardized Residuals was used in this work to perform the normalcy test visually.

Figure 1. Normality Test Results



Source: Data Processed by SPSS 27 (2025)

The residual points are dispersed and follow the direction of the diagonal line without any notable deviations, according to the findings of the normality test using the Normal P–P Plot of Regression Standardized Residuals. This suggests that the residuals follow a normal distribution. As a result, the regression model's normality assumption has been satisfied, making it appropriate for additional investigation

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Multicollinearity Test

Multicollinearity Test is a method used to detect the presence or absence of multicollinearity by looking at the magnitude of the variance inflation factor (VIF). If the VIF is below or < 10 and the tolerance value is above > 0.1, then multicollinearity does not occur.

Table 3. Multicollinearity Test

	Unstandardized Coefficients		Standardized Coefficients			Collinearity statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	2.918	2.435		1.198	.234		
Label Halal	.990	.188	.418	5.253	<,001	.784	1.276
Harga Produk	.425	.183	.234	2.317	.023	.487	2.055
Brand Ambassador	.338	.137	.237	2.471	.015	.538	1.858

Source: Data Processed by SPSS 27 (2025)

The Halal Label variable has a tolerance value of 0.784 and a VIF of 1.276, the Product Price variable has a tolerance value of 0.487 and a VIF of 2.055, and the Brand Ambassador variable includes a tolerance value of 0.538 and a VIF of 1.858, according to the multicollinearity test results. It is possible to conclude that the regression model does not exhibit multicollinearity because all independent variables have a VIF value below 10 and a tolerance value above 0.10. Therefore, multiple linear regression analysis can be used with all independent variables.

Heteroscedasticity Test

The purpose of the heteroskedastisitas uji is to determine whether the residuals in the regression model have identical or different variables. The regression model is considered good if there is no heteroskedastisitas or if the residual variance is constant (homoskedastis). A scatterplot between the regression standardised predicted value and regression standardised residual is used for the analysis.

Table 4. Heteroscedasticity Test

	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	6.080	1.483		4.100	<,001
Label Halal	-.092	.115	-.086	-.805	.423
Harga Produk	-.084	.112	-.103	-.752	.454
Brand Ambassador	-.152	.083	-.238	-1.831	.070

Source: Data Processed by SPSS 27 (2025)

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The results of the heteroscedasticity test using the Glejser method indicate that the significance value of the Halal Label variable is 0.423, Product Price is 0.454, and Brand Ambassador is 0.070. Since every significance value is higher than 0.05, it can be said that the regression model shows no signs of heteroscedasticity. Thus, the residual variance is homogeneous and the regression model is declared to meet the heteroscedasticity assumption.

Hypothesis Testing

Multiple Linear Regression Test Results

The linear berganda regression is a statistical analysis technique used to determine the effects of two or more independent variables on one dependent variable. This method helps explain a few large variables in a way that is both parsial and simultaneously affects terikat variables. The results are obtained by regression analysis that includes all independent variables and their coefficients.

Y = a +b1. X1 + b2 X2+ b3. X3
= 2,918 + 0,990 X1+ 0,425 X2 + 0,338 X

Table 5. Multiple Linear Regression Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.918	2.435		1.198	.234
Label Halal	.990	.188	.418	5.253	<,001
Harga Produk	.425	.183	.234	2.317	.023
Brand Ambassador	.338	.137	.237	2.471	.015

Source: Data Processed by SPSS 27 (2025)

The results of the multiple linear regression analysis show a constant value of 2.918 indicating that without the influence of Halal Label, Product Price, and Brand Ambassador, consumers still have a basic tendency to make purchases. The Halal Label variable has the largest regression coefficient (β = 0.990; Sig < 0.001), making it the most dominant factor that has a positive and significant influence on Purchasing Decisions. The Product Price variable (β = 0.425; Sig = 0.023) and Brand Ambassador (β = 0.338; Sig = 0.015) also have a positive and significant influence. Thus, the three independent variables are partially proven to influence Purchasing Decisions, with the Halal Label as the most determining factor.

T test

If the sign value < 0.05 or the calculated t value > t table, then there is an influence of variable X on variable y (and vice versa)

T table = t (a/2 : n-k-1)
= t (0.025 : 100-3-1
= t (0,025 : 96)
= 1.984

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Table 6. T test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.918	2.435		1.198	.234
Label Halal	.990	.188	.418	5.253	<,001
Harga Produk	.425	.183	.234	2.317	.023
Brand Ambassador	.338	.137	.237	2.471	.015

Source: Data Processed by SPSS 27 (2025)

With a significance level of less than 0.001, the Halal Label variable (X1) displays a t-count value of 5.253, which is higher than the t-table of 1.984, according to the findings of the partial test (t-test). These findings suggest that purchasing decisions are significantly and favorably impacted by the Halal label. Additionally, the Product Price variable (X2) has a t-count value of 2.317, which is also higher than the t-table of 1.984 with a significance value of 0.023 <0.05. Based on these findings, it can be said that Product Price significantly and favorably influences purchasing decisions. At a significance level of 0.015 <0.05, the Brand Ambassador variable (X3) has a t-count value of 2.471, which is higher than the t-table of 1.984, which indicates a positive and significant effect on Purchasing Decisions. Thus, it can be concluded that all independent variables in this study partially have a significant effect on Purchasing Decisions.

F Test

If the sign value is <0.05 or the calculated F value is > F table, then there is an influence of variable X on Y (and vice versa).

F table = F (k; n-k)
= F (3: 100-3)
= F (3: 97)
= 2.70

Table 7. F Test

ANOVA[a]					
Model	**Sum of Squares**	**df**	**Mean Square**	**F**	**Sig.**
Regression	755.574	3	251.858	35.071	<,000[b]
Residual	689.416	96	7.181		
Total	1444.990	99			

Source: Data Processed by SPSS 27 (2025)

The results of the F test (simultaneous) based on the ANOVA table show that at a significance level of 0.05, the computed F value of 35.071 is higher than the F-table value of 2.70. Furthermore, the obtained significance value is less than 0.05 (<0.001), so the regression model is declared significant. Thus, it can be concluded that simultaneously the variables Halal Label, Product Price, and Brand Ambassador have a significant influence on Purchasing Decisions. This

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indicates that the three independent variables together are able to explain variations in Purchasing Decisions significantly.

Test of the Coefficient of Determination (R^2)

The coefficient of determination (R^2) test was conducted to determine the extent to which the Halal Label, Product Price, and Brand Ambassador variables were able to explain the variation in the Purchasing Decision variable. The analysis results showed an R^2 value of 0.523.

Table 8. Test of the Coefficient of Determination (R^2)

Model	R	R Square	Adjusted r square	Std. error of the estimate
1	.723[a]	.523	.508	2.67982

Source: Data Processed by SPSS 27 (2025)

The results of the coefficient of determination test show that the R Square value is 0.523, which means that the variables Brand Ambassador, Halal Label, and Product Price are able to explain 52.3% of the variation in Purchasing Decisions. Meanwhile, characteristics not included in the research model account for 47.7% of the variation in purchase decisions. The regression model still has a 50.8% explanatory power after accounting for the number of variables and samples, according to the Adjusted R Square value of 0.508, so it can be said that the model has quite good predictive power and is suitable for use.

The Impact of the Halal Label on Decisions to Buy Samyang Noodles

According to research, the most significant element influencing Generation Z consumers' decisions to buy Samyang products in Bengkulu City is the halal label. The prevalence of the halal label suggests that Muslim customers' inclination to be picky when selecting food items is a contributing factor, in addition to the fact that religious principles are perceived as obligatory criteria. The halal label acts as a symbol of assurance that ensures product quality, the manufacturing process, and the finished product, according to the idea of halal consumer behavior. Particularly for imported products like Samyang, which come from nations with a majority of non-Muslims, this labeling lowers consumer perceptions of risk and uncertainty. Consequently, the "halal" label functions as a risk-reduction tool during the decision-making process in addition to being a symbolic identifier.

Kevin Lane and Kotler (n.d.) theory of consumer behavior states that trust is an important factor in weighing options before making a purchase. Because the product has been verified by an authoritative body, the halal label increases consumer confidence. Owing to ongoing criticism and the abundance of digital information, the product's existence and governmental certification offer credibility, boosting customer confidence. This is corroborated by a number of other research that indicate a strong correlation between customer preferences, especially for food products, and halal awareness. Despite being viewed as progressive and modern in today's world, Generation Z nevertheless incorporates religious principles into their purchase patterns. This suggests that globalization is not necessarily a good thing, as it hinders religious growth by forcing people to live


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more in line with modern lifestyles. Therefore, the significant influence of halal labels stems not only from religious obligations but also from building trust, reducing perceived risk, and legitimizing product quality in the eyes of young Muslim consumers.

The Influence of Product Price on Samyang Noodle Purchasing Decisions

The study's findings indicate that while price is still a significant consideration for Generation Z when choosing to buy Samyang noodles, it is not the primary one. This implies that young consumers are more concerned with the balance between price and perceived benefits than they are with just finding a good deal. The theory of perceived value (Kotler, P., & Armstrong, 2012) states that consumers' views of perceived value have an impact on their purchase decisions. This perception includes weighing the monetary savings against the perceived functional, emotional, and social benefits. Products such as Samyang are assessed according to consumer satisfaction with popular products on social media, flavor, consumption experience, and the perception of the K-Food trend. As long as the price is thought to be reasonable given the quality and experience, consumers still think these things are worthwhile.

Furthermore, because Generation Z consumers are known for being cost-conscious but trend-following, price acts as a logical evaluation tool for them because they are more likely to take value into account than just look for the best deal. As a result, consumers believe that Samyang products offer an experience that is worth the price, which influences their decision to buy. This study implies that a pricing strategy that is reasonable and consistent with perceived quality is essential as price is a measure of customer value and tolerance limits in following consumption trends.

The Influence of Brand Ambassador on Samyang Noodle Purchasing Decisions

According to studies, one of the things that motivates Generation Z to buy Samyang noodles is brand ambassadors. Public personalities' function as ambassadors and bearers of the product's symbolic meaning is the source of this impact. The Celebrity Endorsement (McCracken) idea states that a brand ambassador's efficacy is determined by how well they are able to translate the celebrity's values, way of life, and personality into the brand they represent. Products linked to celebrities also acquire extra psychological worth when consumers idolize them or have an emotional connection to them. Due to their exposure to popular culture, especially K-Pop and Korean trends, and their upbringing in a digital world, Generation Z uses public people as social reference points to determine their purchase choices.

According to the idea of brand personality, brand ambassadors also contribute to the development of a more lively and pertinent brand character for the younger consumer group. Products are today evaluated not just on the basis of their flavor but also on the basis of the brand ambassador's inventive, modern, and worldwide image. Interest and buying decisions are motivated by this emotional engagement. Therefore, the influence of brand ambassadors is caused by mechanisms of identification, emotional intimacy, and the creation of brand images that fit Gen Z's lifestyle.



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CONCLUSION

This study shows that trust, economic value, and social influence influence Generation Z's decision to purchase Samyang noodles. The halal label is crucial because it guarantees the product's halal status, provides a sense of security, and alleviates doubts about imported goods. For young Muslim customers, halal certification is a religious obligation and a basis for trust in the product's quality and suitability. Generation Z also considers product price because they tend to assess whether the cost is commensurate with the benefits obtained, such as taste quality, consumption experience, and trend value. As long as the price is perceived as being appropriate, purchase intention remains high. Meanwhile, brand ambassadors serve to enhance brand appeal and encourage consumers to purchase through emotional connection and image congruence with young people's lifestyles. In general, trust assurance, value considerations, and social influence complement each other in shaping purchasing decisions. This study only covered Generation Z in one region and has limitations in generalizing the results. Furthermore, the variables studied did not cover all variables that might influence purchasing decisions, such as taste preferences, peer influence, and frequency of social media exposure. Subjective bias remains because the data obtained relies on respondents' perceptions.

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