

The Influence of Brand Image, Brand Awareness, and Labeling Halal Against the Decision to Purchase Sarimi Instant Noodle Products at Alfamidi Jeruk Raya, South Jakarta

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Abstract:

This study aims to analyze the effect of brand image, brand awareness, and halal labeling on purchasing decisions for Sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. The population in this study were customers who bought Sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. The sample used in the study was 96 people. Collecting data in this study using a questionnaire. This study uses multiple linear regression analysis techniques to test the independent variables on the dependent variable. The results of this study found that brand image and brand awareness had a positive and significant effect on purchasing decisions, however, halal labeling had a positive but not significant effect on purchasing decisions for Sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta.

Keywords: Brand Image, Brand Awareness, Halal Labeling, Sarimi Instant Noodles

INTRODUCTION

As time goes by, competition in the business world is increasing. This can be seen from the many manufacturers who make products with the same types and benefits. In this competition, manufacturers are required to be able to compete competitively so that the products they offer are not less competitive in the market. Manufacturers need to make product introduction strategies so that their products are known by the public and are able to encourage consumers to make purchases.

Before making a purchase, consumers will go through an alternative evaluation process to consider purchasing decisions by comparing one product with another (Safitri et al., 2022). With these considerations, companies innovate the products they create and introduce products with a good image. Many products are created by companies in the food sector, one of which is PT Indofood Sukses Makmur Tbk which produces instant noodles.

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Instant noodles can be said to be a substitute for staple foods favored by the people of Indonesia because they are packaged practically, economically, and have varied flavors (Ilmi et al., 2020). Based on Instantnoodles data, the total consumption of instant noodles in Indonesia is estimated to reach 12.64 billion packs in 2020. This figure increased from the previous year, which was 12.52 billion packs. In addition, in 2021 it increased to 13.27 billion packs. The following will show the total consumption of instant noodles in Indonesia.

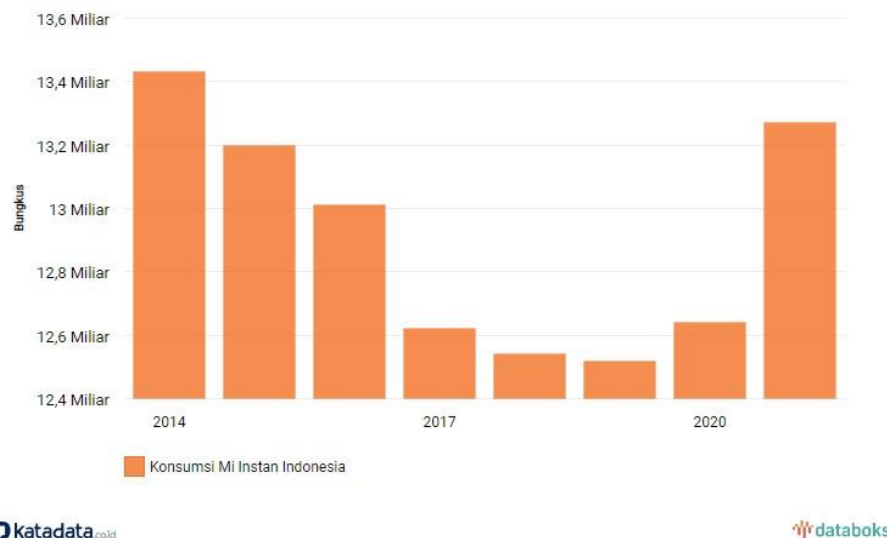


Figure 1. Instant noodle consumption in Indonesia

(Source: <https://databoks.katadata.co.id/>)

With the increasing interest in instant noodles in Indonesia, there is intense competition in instant noodle product category manufacturers. Instant noodle products in Indonesia are ottogi budae jjigae, ottogi jin ramen, sarimi noodles, and so on. Sarimi instant noodle products already have halal labeling while other instant noodles in the market do not yet have halal labeling.

Sarimi is one of the instant noodle brands in Indonesia produced by Indofood CBP Sukses Makmur which was launched in 1982. Just like other instant noodle products, sarimi is sold with various types of products and flavors according to consumer needs. With so many instant noodle brands in Indonesia, the reality is that sarimi instant noodles have not been able to become a top brand, this can be seen in the table below:

Table 1. Top Brand Awards 2019-2021

No	2019		2020		2021	
	Brand	%	Brand	%	Brand	%
1	Indomie	71,7	Indomie	70,5	Indomie	72,9
2	Sedaap Noodles	17,6	Sedaap Noodles	16,0	Sedaap Noodles	15,2

3	Sarimi	3,3	Sarimi	3,8	Sarimi	3,1
4	Supermi	3,7	Supermi	2,3	Supermi	2,7

Source : *Topbrand-award.com*

From the table data above, it shows that sarimi instant noodle products experienced an increase in sales in 2019 – 2020 with a percentage of 3.3% to 3.8%. However, in 2021, sales of sarimi instant noodle products decreased by 3.1%. Sarimi noodles as an instant noodle product sold by Alfamidi Jeruk Raya also experienced a decrease in market share. The following will display sales data of sarimi noodles at Alfamidi Jeruk Raya, South Jakarta.

Table 2. Sales Data of Sarimi Alfamidi Jeruk Raya Noodles in 2021

Era	Quantity Per Pcs
TRW I	169
TRW II	307
TRW III	224
TRW IV	148
SUM	848

Source : Alfamidi Jeruk Raya, 2021

Based on the sales data above, it can be concluded that in the first quarter sarimi products sold as many as 169 pcs, in the second quarter sarimi products increased by 307 pcs, in the third quarter sarimi products decreased by 224 pcs, and in the fourth quarter sarimi products decreased again by 148 pcs. Sales of sarimi noodles at Alfamart Jeruk Raya fluctuate tending to decrease. This can illustrate the existence of purchasing decision problems. The problems in purchasing decisions can be influenced by Brand Image (X1), Brand Awareness (X2), and Halal Labeling (X3).

A purchase decision is basically a series of initial processes that a potential buyer goes through before making a purchase. In this process the buyer will produce an alternative decision between buying or not (Dewi & Indiani, 2022). Potential buyers can choose the right steps before making a purchase decision through indicators based on personal factors, recommendations from others, type of need, and brand switching (Prihani & Manurung, 2021).

Brand image can influence purchasing decisions (Afifah et al., 2022). Brand image or brand image is a picture of an idea or impression formed from a consumer. Brand image is a consumer's perception or belief in a product that has been recorded in the minds of consumers (Kotler & Keller,

2008). With a good image, a brand can attract consumers to make purchasing decisions (Safitri et al., 2022).

Brand awareness can influence purchasing decisions (Dewi & Indiani, 2022) (Hadiyat & Rubiyanti, 2021). Brand awareness is the capacity of consumers to remember or re-recognize the brand purchased and its relationship with a particular product (Prihani & Manurung, 2021). If consumers well remember or recognize the brand used, then consumers will continue to make purchasing decisions on the brand (Rachmawati & Andjarwati, 2020).

Halal labeling can influence purchasing decisions (Sholiha et al., 2022). As one of the Muslim-majority countries, halal is very important in the world of marketing, because currently consumers pay attention to the halal label listed on the products marketed (Susanti et al., 2018). Halal labeling is an assessment of products that meet halal standards in accordance with Islamic teachings. Products that have a halal label mean that they have passed the halal refining process carried out by MUI (Sa'diyah & Rafikasari, 2022). With the existence of products that have halal labels, consumers can trust and make purchasing decisions on these products.

Alfamidi Jeruk Raya is a supermarket located in Jagakarsa, South Jakarta. This supermarket is near the highway and operates for 24 hours, so many customers come there to make transactions. Alfamidi Jeruk Raya has a fairly large building and complete products. One of the products sold in this supermarket is sarimi noodles and other brands of instant noodle products. Based on the background above, researchers are interested in conducting research entitled "The Influence of Brand Image, Brand Awareness, and Halal Labeling on the Purchase Decision of Sarimi Instant Noodle Products at Alfamidi Jeruk Raya"

RESEARCH METHODS

This study used primary data sources obtained from respondents. The data was obtained by distributing questionnaires that were carried out randomly to customers who bought sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. The object of research in this study is purchasing decisions at Alfamidi Jeruk Raya South Jakarta which are influenced by brand image, brand awareness, and halal labeling. This study used primary data sources obtained from respondents. The data was obtained by distributing questionnaires that were carried out randomly to customers who bought sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. The population in this study is customers who buy sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. In this study, the general approach used is the *nonprobability sampling method* with a type of *purposive sampling*, namely sampling techniques based on certain properties or characteristics.

The criteria to be studied are customers who purchase and consume sarimi instant noodle products at least 1x at Alfamidi Jeruk Raya, South Jakarta, sample distribution through questionnaires to customers who purchase sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. In this study, which was a sample of 96 consumers from consumers of sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. In this study to calculate the number of samples determined by statistical calculations using the sampling formula:

$$n = Z^2 P (1-P)$$

D2

Information:

n = number of samples

Z = standard value = 1.96

P = maximum estimate = 50% = 0.5

d = error tolerance limit 10% = 0.10

Using the Lemeshow formula above, a sample of 96 respondents was obtained as representatives of the population. Researchers distributed questionnaires to respondents from December 2022 to January 2023 with a sample of 96 respondents. The criteria for respondents are customers who have bought and consumed sarimi instant noodles at least 1x. The data that has been collected is then analyzed statistically.

RESULTS AND DISCUSSION

Research Instrument Test

1. Test validity

The validity test serves to determine the validity of the questionnaire in collecting data. This validity test uses *a bivariate person correlation formula* with the SPSS application tool. A questionnaire item is said to be valid if R counts > R table at a significant value of 5%. Value DF= N-2 Then the value of DF is 202=18. The results of the data validity test are in the following table.

Table 3. Questionnaire Validity Test Results

Variable	Indicators	R Calculate	R Table 5%	Information
Brand Image	X1. P1	0,793	0,444	VALID
	X1. P2	0,619	0,444	VALID
	X1. P3	0,564	0,444	VALID
Awareness Brand	X2. P1	0,809	0,444	VALID
	X2. P2	0,675	0,444	VALID
	X2. P3	0,750	0,444	VALID
Labeling	X3. P1	0,744	0,444	VALID
	X3. P2	0,868	0,444	VALID
Halal	X3. P3	0,707	0,444	VALID

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	X3. P4	0,804	0,444	VALID
Decision Purchase	Y.P1	0,715	0,444	VALID
	Y.P2	0,765	0,444	VALID
	Y.P3	0,815	0,444	VALID
	Y.P4	0,877	0,444	VALID

Source : processed by researchers, 2023

Based on the data above, R calculate > R table at a signification value of 5%. Therefore, it can be concluded that all variables in this questionnaire are valid, so they can be used as research instruments.

2. Reliability Test

Reliability tests are performed using the *alpha formula*. Significant tests were carried out at the level of $\alpha = 0.05$ or 5%. An instrument can be said to be reliable if *the alpha value* is greater than the *Cronbach alpha value* of 0.6.

Table 4. Reliability Test Results

Variable	Alpha value	Cronbach's alpha value	Information
X1	0,806	0,6	Reliable
X2	0,673	0,6	Reliable
X3	0,940	0,6	Reliable
Y	0,897	0,6	Reliable

Source : processed by researchers, 2023

Based on the results of the reliability test above, it can be concluded that the questionnaire in this study is reliable or consistent, so it can be used as a research instrument.

Classical Assumption Test

1. Normality Test

The normality test was performed using *KolmogrovSmirnov's One Sample* test of each variable using a significant value of 0.05.

The basis for decision making, namely:

- a) If the *2-tailed sig* > 0.05 then the data is normally distributed
- b) If the *2-tailed sig* < 0.05 then the data is not normally distributed.

Table 5. Normality Test Results

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.40010370
	Absolute	.079
Most Extreme Differences	Positive	.079
	Negative	-.075
Test Statistics		.079
Asymp. Sig. (2-tailed)		.165c

Based on the results of the normality test above, it is known that the significance value is 0.165 which means that the significance value is greater than 0.05. This means that the residual value is normally distributed.

2. Multicollinearity Test

Guidelines to determine whether or not there is multicollinearity of regression models in this study, namely:

- a) If the tolerance value > 0.1 VIF value < 10, then there is no multicollinearity between independent variables in the regression model.
- b) If the tolerance value < 0.1 VIF value > 10, then there is multicollinearity between independent variables in the regression model.

Table 6. Multicollinearity Test Results

Variable	VIF value	Tolerance Value
Brand image (X1)	1,372	0,729
Brand awareness (X2)	1,249	0,801
Halal labeling (X3)	1,258	0,795

Source : processed by researchers, 2023

Based on the results of the multicollinearity test above, it is known that the VIF value in each variable is less than 10 and the tolerance value is more than 0.1. This means that there are no symptoms of multicollinearity between independent variables in the regression model.

3. Heteroscedasticity Test

Guidelines for making decisions in testing heteroscedasticity using the Glejser test, namely:

- a) Heteroscedasticity does not occur, if $t \text{ count} < t \text{ table}$ and significance value > 0.5
- b) Heteroscedasticity occurs, if $t \text{ count} > t \text{ table}$ and significance value < 0.5 .

Table 7. Heteroscedasticity Test Results

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	1.334	1.250		1.067	.289
1	T.X1	.065	.092	.084	.702	.485
	T.X2	-.134	.075	-.205	-1.792	.076
	T.X3	.067	.076	.102	.892	.375

Source : processed by researchers, 2023

Based on the results of the Heteroscedasticity test above, it is known that the brand image variable (X1) has a significance value of $0.458 > 0.05$. The brand awareness variable (X2) has a significance value of $0.76 > 0.05$. And the halal labeling variable (X3) has a significance value of $0.375 > 0.05$. From these three variables it can be concluded that there are no symptoms of heteroscedasticity, because the significance value is greater than 0.05.

Multiple Linear Regression

Table 8. Multiple Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	-.570	1.989		-.287	.775
	T.X1	.448	.147	.279	3.045	.003
1	T.X2	.570	.119	.419	4.803	.000
	T.X3	.186	.120	.136	1.550	.125

Source : processed by researchers, 2023

Based on the above results, the regression equation is as follows:

$$Y = 0.279X_1 + 0.419X_2 + 0.136X_3$$

Based on the formula mentioned above, it can be explained as follows:

- a. The value of the brand image regression coefficient (X1) is 0.279 with a positive sign which means that the higher the brand image obtained by consumers, the more purchasing decisions will increase.
- b. The brand awareness regression coefficient (X2) value of 0.419 with a positive sign means that the more attractive the brand awareness offered, the more the purchase decision process will improve.
- c. The value of the halal labeling regression coefficient (X3) of 0.136 with a positive sign but not significant which means that the more trust in halal labeling, the more the consumer purchase decision process will increase.

Test Coefficient of Determination (R2)

Table 7. Model Determination Test Results (R2)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.662 ^a	.439	.420	2.439	1.687

Source : processed by researchers, 2023

Based on the table above, it is known that the value of the coefficient of determination is 0.420 or equal to 42%. This number means that the variables of brand image (X1), brand awareness (X2), and halal labeling (X3) simultaneously affect the variable of purchasing decision (Y) by 42%. While the rest (100% - 42% = 58%) are influenced by variables that are not studied.

Hypothesis testing (T test)

As a basis for decision making, researchers use the following testing criteria:

- a. If the value of t is calculated > t of the table and the significance level is < a (0.05), then H₀ is rejected and H_a is accepted. This means that there is a significant influence between the independent variable and the dependent variable.
- b. If the value of t is calculated < t of the table and the significance level is > a (0.05), then H₀ is accepted and H_a is rejected. This means that it has no significant effect between the independent variable and the dependent variablen.

Table 9. T Test

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Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-.570	1.989		-.287	.775
1					
T.X1	.448	.147	.279	3.045	.003
T.X2	.570	.119	.419	4.803	.000
T.X3	.186	.120	.136	1.550	.125

As a basis for decision making, researchers use the following testing criteria:

- a. If the value of t is calculated $> t$ of the table and the significance level is $< \alpha$ (0.05), then H_0 is rejected and H_a is accepted. This means that there is a significant influence between the independent variable and the dependent variable.
- b. If the value of t is calculated $< t$ of the table and the significance level is $> \alpha$ (0.05), then H_0 is accepted and H_a is rejected. This means that it has no significant effect between the independent variable and the dependent variablen.

Discussion

The Influence of Brand Image on the Purchase Decision of Sarimi Instant Noodle Products at Alfamidi Jeruk Raya, South Jakarta

The results showed that brand image had a significant influence on the purchase decision of sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. This is evidenced by the results of the t test which has a calculated t value of 3,045 $> t$ table 1,986 and a significant value of 0.003 < 0.05 which shows H_0 rejected and H_a accepted which means there is an influence between brand image variables (X1) on purchasing decisions (Y). This means that the higher the brand image owned, the purchase decision will increase. This result is supported by the results of the description analysis which shows that the respondent's perception with my statement feels that sarimi instant noodles are able to provide satisfaction when consuming it is included in the very good category with an average score of 4.14. These results show that Alfamidi Jeruk Raya consumers feel that the brand image of sarimi instant noodles can be felt and is able to provide satisfaction when consuming it.

Brand image is said to be a determining factor for consumers in making a decision to buy a product. According to Kotler and Keller (2019), brand image is an impression embedded in the minds of consumers of a product that is associated with consumer behavior. In general, sarimi instant noodles have been able to display the brand name, brand benefits, and resulting impressions that can influence purchasing decisions. In this case, sarimi instant noodles have given a well-produced impression such as making innovations by combining 2 pieces of noodles into 1

package at a relatively cheap price so that consumers feel satisfied after consuming it. This is what forms the brand image in the minds of consumers so that it becomes a purchase decision (Sahrudin & Nadeak, 2022). The results of this research are in line with previous research by (Sahrudin & Nadeak, 2022), (Afifah et al., 2022), (Bancin, 2021), (Chabibi et al., 2018) and (Dewi & Indiani, 2022) which states that brand image has a positive and significant influence on purchasing decisions.

The Influence of Brand Awareness on the Purchase Decision of Sarimi Instant Noodle Products at Alfamidi Jeruk Raya, South Jakarta

The results showed that brand awareness had a significant effect on the purchase decision of sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta. This is evidenced by the results of the t test which has a calculated t value of $4,803 > t_{table} 1,986$ and a significant value of $0.000 < 0.05$ which shows H_0 rejected and H_a accepted which means there is an influence between brand awareness variables (X2) on purchasing decisions (Y). This means that the higher the brand awareness, the higher the purchase decision. This result is supported by the results of the description analysis which shows that respondents' perceptions with my statement remember the sarimi noodle brand when seeing other brands of instant noodles included in the good category with the highest average score of 3.59. This indicates that consumers of Alfamidi Jeruk Raya South Jakarta feel that the brand awareness offered by sarimi instant noodles can be accepted and felt by consumers.

According to (Kotler & Keller, 2008) Brand awareness is the skill to get to know the brand in a product category in detail to make a purchase decision. In this case, brand awareness can be seen from recall, recognition, and consumption that can influence purchasing decisions. Saremi's instant noodle products have tried to provide a good recall such as having and introducing a logo and tag line that is easy to remember so that it can be a purchase decision (Kusuma & Marta', 2016). The results of this research are in line with previous research, namely by (Rachmawati & Andjarwati, 2020), (Apriliya, 2018), (Astuti et al., 2021), (Edwina, 2020) and (Hadiyat & Rubiyanti, 2021) which states that brand awareness has a positive and significant effect on purchasing decisions.

The Effect of Halal Labeling on the Purchase Decision of Sarimi Instant Noodle Products at Alfamidi Jeruk Raya, South Jakarta

The results showed that halal labeling did not significantly affect the purchase decision of sarimi instant noodle products. This is evidenced from the results of the t test, namely the halal labeling variable (X3) has a calculated t value of $1.550 < t_{table} 1,986$ and a sig value of $0.125 > 0.05$, then H_0 is accepted and H_a is rejected meaning that there is no influence between the halal labeling variable (X3) on purchasing decisions (Y) so, halal labeling does not determine purchasing decisions,

Halal labeling does not affect purchasing decisions because even if a product does not have halal labeling, it turns out that respondents will still buy the product. This is because halal labeling does not affect consumer purchasing decisions (Dendy et al., 2020). Although sarimi instant noodles have halal labeling, it is not a determining factor in purchasing decisions. The purchasing decision factor for sarimi instant noodles turned out to be influenced by other factors, but not halal labeling. It can be concluded that sarimi instant noodle customers at Alfamidi Jeruk Raya South Jakarta do not see halal labeling as a determining factor in purchasing decisions. This possibility is

suspected because the majority of research respondents have different backgrounds, resulting in halal labeling contained in sarimi instant noodles does not affect purchasing decisions.

The results of this research are supported by previous research, namely by (Dendy et al., 2020) which states that halal labeling does not affect purchasing decisions and previous research by (Izzuddin, 2018) which states halal labels have no effect on purchasing decisions. This means that even if a product does not have halal labeling, respondents will still buy the product, this is because halal labeling does not affect purchasing decisions. But the results of this study are contrary to research conducted by (Moon et al., 2018), (Sholiha et al., 2022), (Fajrina, 2020), (Izzuddin, 2018), (Nurhasia et al., 2015) and (Sa'diyah & Rafikasari, 2022) which states that halal labeling has a positive and significant effect on purchasing decisions. From the results of the study, it is explained that with halal labeling on a product, there will be an increase in purchasing decisions.

CONCLUSION

Based on the results of research and discussion on the influence of brand image, brand awareness, and halal labeling on the purchase decision of sarimi instant noodle products at Alfamidi Jeruk Raya South Jakarta, it can be concluded as follows: 1) Brand image has a significant influence on the purchase decision of sarimi instant noodle products at Alfamidi Jeruk Raya South Jakarta. This means that the higher the brand image of a product, the higher the consumer's purchase decision to buy the product. 2) Brand awareness has a significant influence on the purchase decision of Alfamidi Jeruk Raya sarimi instant noodle products, South Jakarta. This means that the higher the brand awareness of sarimi instant noodle products, it will be able to influence consumers to make purchasing decisions. 3) Halal labeling does not significantly affect the purchase decision of sarimi instant noodle products. This means that halal labeling is not a determining factor in purchasing sarimi instant noodle products at Alfamidi Jeruk Raya, South Jakarta.

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