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**INFLUENCE OF HALAL LABELING, RELIGIOSITY, TASTE, AND PRICE  
AGAINST THE PURCHASE DECISION OF KOREAN INSTANT NOODLE  
PRODUCTS IN ISLAMIC BUSINESS PERSPECTIVE (STUDY ON MUSLIM  
COMMUNITY IN BANDAR LAMPUNG)**

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**Abstract**

The popularity of Korean instant noodles among Indonesian muslims is increasing, but this raises concerns regarding the halal status of these imported products. Some products do not yet have official halal labels from Indonesian institutions, raising doubts and influencing consumer behavior. This study aims to analyze the influence of halal labeling, religiosity, taste, and price on purchasing decisions for Korean instant noodles from an Islamic business perspective. The halal label is understood as a guarantee of product compliance with sharia, religiosity reflects an individual's obedience in choosing halal products, taste is related to taste preferences, and price reflects consumers' purchasing power and perceived value. The study used a quantitative approach with data collection techniques through an online questionnaire to 100 muslim respondents in Bandar Lampung, using a purposive sampling technique with the criterion of having purchased Korean instant noodle products. The sample calculation used the Slovin formula with a 0.1 error rate. Data were analyzed using SmartPLS 4. The results show that the halal label, religiosity, taste, and price have a positive and significant effect on purchasing decisions. These findings contribute to business actors in designing marketing strategies that are in accordance with Islamic business principles and the characteristics of muslim consumers.

**Keywords:** Halal Labeling; Religiosity, Taste; Price; Purchasing Decision; Islamic Business



## INTRODUCTION.

Indonesia is the country with the fourth-largest population in the world, the majority of whom are Muslims (Aula & Anwar, 2024). In addition to rice, instant noodles are a favorite staple food of the community because they are practical, easy to serve, and economical so that they can be reached by all layers (Alfiah & Muflikha, 2022). According to the World Instant Noodles Association (WINA), the consumption of instant noodles in Indonesia continues to increase, making it the country with the second highest use of instant noodles globally, reaching 14.54 billion packs per year (Sarasi *et al.*, 2023).

The size of the instant noodle market in Indonesia attracted the attention of foreign manufacturers, including from Korea, who managed to penetrate the Indonesian market through popular instant noodle products. K-Pop culture helped boost the popularity of Korean instant noodles among young people (Agusta & Magdalena, 2023). The popularity of K-Pop has driven increased consumption of Korean instant noodles like Samyang, Arirang, and Nongshim, which are readily available in modern retail outlets. However, some are not yet halal-certified, raising concerns among Muslim consumers.

The halal label is essential as a guarantee of product compliance with Islamic law. In Indonesia, the Indonesian Ulema Council (MUI), through its LPPOM MUI (Indonesian Ulema Council), also issues halal fatwas, but it does not have the authority to require all products to carry the halal label (Al-Mawarid & Rohmah, 2023). As a follow-up, the government issued Law No. 33 of 2014 concerning Halal Product Guarantee and established BPJPH, which since 2019 has been authorized to issue halal certificates in collaboration with the Indonesian Ulema Council (MUI) and related institutions (Chasanah & Muzammil, 2025).

The concept of halal is not only seen in terms of ingredients, but also cleanliness, quality, and health benefits. QS. Al-Baqarah [2]:168 emphasizes the importance of consuming halal and thayyib food, as well as the prohibition of doing things that are haram. The rise of imported Korean instant noodles has raised issues regarding the clarity of halal labels. MUI-certified products differ from those with the KMF label, potentially confusing and compromising the well-being of Muslim consumers (Alfiah & Muflikha, 2022).

This situation is also a concern in Indonesia, especially in the city of Bandar Lampung which has a total muslim population of 1,004,598 people. This makes Bandar Lampung a potential market for halal products, but there are still imported instant noodles without MUI certification, such as several Nongshim variants, thus raising consumer doubts.



In 2024, a 7 Days store in Bandar Lampung sold instant noodles containing pork and provided a cooking area on the premises. This sparked public concern regarding the clarity of halal labels and potential equipment contamination, and was widely discussed on social media. This case highlights the importance of product and service facility oversight in Muslim-majority areas.



Figure 1.

Comments on TikTok

This situation indicates that some consumers are still less than thorough in checking halal labels. Yet, education is crucial for consumers to understand international halal labels (Aula & Anwar, 2024). Studies conducted by Sarasi *et al* (2023) as well as Fitri Isdiana & Susiana (2020) support the condition that halal labels have a positive impact on purchasing decisions. However, not the same on the findings Uliya *et al* (2023) dan Siddiq (2021) stating Halal Labelization has no positive impact and is not significant.

Religiosity influences purchasing decisions, but not all Muslim consumers are consistent, even though halal should be a priority (Nugroho & Anwar, 2020). Hal ini dipelrkuat oleh pelnellitian Rustandi & Marlina (2022) serta Jamalia (2023), which states that religiusitas can have a positive and significant effect telrhada purchase decisions. Instead, the findings of Nur *et al* (2024) dan Naution (2022) show that religiosity does not affect purchasing decisions.

Besides religiosity, taste also influences purchasing decisions. Consumers choose products based on their taste preferences, so manufacturers need to tailor flavors to ensure greater acceptance (Riyanto, 2024). Previous research by Dewi (2024) suggested that tastes have a positive and significant influence on purchasing decisions, and Anbela (2022) states that tastes have a significant impact on purchasing decisions. However, different results were found by Tjakunu (2023), which states that taste does not affect purchasing decisions.



Price also influences purchasing decisions because it determines affordability. Korean instant noodles are generally more expensive than local products, so not all consumers can afford them. Hasan (2024) affirms that prices need to be adjusted to the purchasing power of consumers so that sales remain stable. Previous studies have shown mixed results, for example Gunarsih *et al* (2021) and Restu Ningsih *et al* (2022) found that the price of a positive and significant effect on purchasing decisions, temporary Ishak *et al* (2024) price has no impact on purchasing decisions.

According to research gap telah explained above, variables such as halal labeling, religiosity, taste, and price still show mixed and inconsistent results regarding their influence on purchasing decisions according to previous studies. In addition, there are still few studies that simultaneously examine the influence of these four variables on Korean instant noodle products from the perspective of Islamic business, especially among the muslim community in Bandar Lampung.

The novelty of this study lies in its use of an Islamic business perspective to analyze the influence of halal labels, religiosity, taste, and price on purchasing decisions for Korean instant noodles. The study was conducted in Bandar Lampung, where the majority of the population is Muslim, making the religious aspect more dominant than previous research in Jakarta.

Based on the above information, the study focused on identifying: 1.) The effect of halal labelization on purchasing decisions, 2.) The influence of religiosity on purchasing decisions, 3.) The influence of taste on purchasing decisions,, 4.) The effect of price on purchasing decisions, and 5.) To know halal labelization, religiosity, tastes, prices, and purchasing decisions in Islamic business perspective. The study provides businesses and the Muslim community with an understanding and reflection on the importance of halal labels, religiosity, taste, and price in influencing Korean instant noodle purchasing decisions, focusing on Islamic business perspectives.

## **LITERATURE REVIEW**

### **Halal Labeling**

Halal labeling is crucial as proof that a product complies with Islamic law and provides a sense of security for Muslim consumers. Furthermore, halal certification also increases competitiveness, especially in the international market (Ibrahim, 2022).



## Religiosity

Religiosity is an important aspect of this research, describing the extent to which a person believes and practices religious teachings. The level of religiosity can influence consumer decisions in choosing halal products; the higher the religiosity of a person, the greater the attention to halal products (Aritama *et al.*, 2023).

## Tastes

Taste describes consumer interest in a product and forms the basis of preferences that influence purchasing decisions (Radel *et al.*, 2020).

## Price

Price is the cost incurred to obtain a product and greatly influences purchasing decisions because consumers assess the benefits compared to the money received (Sangkek *et al.*, 2024).

## Purchase Decision

Purchasing decisions are part of consumer behavior in selecting and using products to meet their needs. In Islamic business, these decisions must be fair, prudent, and beneficial and blessed (Fatih Fuadi *et al.*, 2024).

## Hypothesis

### The Effect of Halal Labeling on Purchasing Decisions

The halal label protects Muslim consumers from haram products and is a psychological factor that fosters a sense of security and confidence, thereby increasing purchasing decisions. In research, Sarasi *et al* (2023) showed a positive and significant relationship between halal labeling and purchasing decisions. Similar results were also found in studies by Fitri Isdiana & Susiana (2020), which states that halal labeling has a positive effect on purchasing decisions. Based on the findings, the following hypotheses can be put forward:

H1: Halal labeling has a positive and significant effect on purchasing decisions.

### The Influence of Religiosity on Purchasing Decisions

In consumer behavior theory, religiosity is a psychological factor. The more religiosity a person has, the more likely they are to choose products aligned with their religious values. In accordance with research conducted by Jamalia (2023) and Rustandi & Marlina (2022) menyatakan results that religiosity has a positive effect on the decision to purchase food products labeled halal. Based on the results of these statements, the following hypotheses can be made:

H2: religiosity has a positive and significant effect on purchasing decisions



### **The Influence of Taste on Purchasing Decisions**

In consumer behavior theory, taste is a personal factor influenced by an individual's age and characteristics. If it aligns with preferences, purchasing decisions increase; conversely, if it doesn't, they decrease. In line with research by Dewi (2024) and Anbela (2022), the results of this study indicate that consumer tastes have a positive and significant effect on purchasing decisions. Based on the results of these statements, the following hypotheses can be made:

H3: tastes have a positive and significant effect on purchasing decisions, the effect of price on purchasing decisions

### **The Influence of Price on Purchasing Decisions**

According to consumer behavior theory, price is a personal factor related to economic conditions and purchasing power. If the price is perceived as commensurate with the benefits, consumers are encouraged to buy; conversely, purchases are discouraged if it is perceived as too high. This is reinforced by research Gunarsih *et al* (2021) and Relstu Ningsih *et al* (2022) state that prices have a positive and significant influence on purchasing decisions. Based on these findings, the hypothesis in this study can be formulated as follows:

H4: Price has a positive and significant effect on the purchase decision.

## **RESEARCH METHOD**

This study uses a quantitative approach with the Analysis tool SmartPLS 4. The population is the muslim community in Bandar Lampung in 2024 was as many as 1,004,598 people (93.6%). Samples were taken from 100 respondents with purposive sampling, criteria never buy Korean instant noodles, and calculated using the Slovin formula with an error rate of 0.1. Research location in Bandar Lampung. Data were collected through online questionnaires using Google Forms that were distributed to respondents. The instruments are tested for validity and reliability. Hypothesis testing is done by the T-test and analysis of the coefficient of determination (R<sup>2</sup>).

## **RESULTS AND DISCUSSION**

### **Validity Test**

Validity test is a process to test the validity of research instruments. The degree of validity indicates to what extent the collected data corresponds to the measured variable; the higher the validity, the smaller the deviations (Fuadi *et al.*, 2024). In this study, the validity test was conducted using SmartPLS 4 to



ensure that each question truly represents the variables studied. The results can be seen in the following table.

**Table 2.**  
**Validity Test**

Variable	Item	R count	Description
Halal Labeling (X1)	X1.1	0,766	Valid
	X1.2	0,758	Valid
	X1.3	0,764	Valid
	X1.4	0,769	Valid
	X1.5	0,761	Valid
	X1.6	0,761	Valid
	X1.7	0,772	Valid
	X1.8	0,709	Valid
	X1.9	0,762	Valid
	X1.10	0,770	Valid
	X1.11	0,812	Valid
Religion (X2)	X2.1	0,765	Valid
	X2.2	0,796	Valid
	X2.3	0,767	Valid
	X2.4	0,765	Valid
	X2.5	0,771	Valid
	X2.6	0,810	Valid
	X2.7	0,808	Valid
	X2.8	0,781	Valid
	X2.9	0,735	Valid
	X2.10	0,767	Valid
	X2.11	0,788	Valid
	X2.12	0,797	Valid
	X2.13	0,791	Valid
	X2.14	0,772	Valid
Tastes (X3)	X3.1	0,782	Valid
	X3.2	0,744	Valid
	X3.3	0,816	Valid
	X3.4	0,756	Valid
	X3.5	0,783	Valid
	X3.6	0,729	Valid



	X3.7	0,725	Valid
	X3.8	0,721	Valid
	X3.9	0,758	Valid
	X3.10	0,723	Valid
	X3.11	0,802	Valid
	X3.12	0,700	Valid
Price (X4)	X4.1	0,731	Valid
	X4.2	0,787	Valid
	X4.3	0,754	Valid
	X4.4	0,790	Valid
	X4.5	0,765	Valid
	X4.6	0,833	Valid
	X4.7	0,794	Valid
Purchase Decision (Y)	X4.8	0,814	Valid
	Y1	0,760	Valid
	Y2	0,756	Valid
	Y3	0,779	Valid
	Y4	0,707	Valid
	Y5	0,759	Valid
	Y6	0,758	Valid
	Y7	0,764	Valid
	Y8	0,764	Valid
	Y9	0,755	Valid
	Y10	0,747	Valid
	Y11	0,753	Valid
Y12	0,721	Valid	

Source: data processed by researchers, SmartPls 4 output (2025)

Based on the data shown in Table 2 above, it can be seen that all the question items in this study have met the validity criteria. This can be seen from the value of outer loadings that are already above the minimum limit, which is more than 0.60. The following shows the results of the questionnaire validity test obtained through the help of SmartPLS 4 software.

**Reliability Test**

Reliability testing assesses the consistency of the questionnaire as a research instrument. A variable is considered reliable if the Cronbach’s Alpha value is > 0.70.



Table 3. Reliability Test

Variable	Cronbach Alpha	Composite Reliability (rho_a)	Composite Reliability (rho_c)	Average Variance Extracted (AVE)	Description
Halal Labeling	0.929	0.932	0.939	0.584	Reliable
Religiosity	0.950	0.955	0.956	0.608	Reliable
Tastes	0.932	0.958	0.940	0.569	Reliable
Price	0.911	0.919	0.927	0.615	Reliable
Purchase Decision	0.930	0.931	0.940	0.566	Reliable

Source: data processed by researchers, SmartPls 4 output (2025)

Based on the data in Table 3, all Cronbach's Alpha values for each construct are above 0.70, so the variables of halal labeling, religiosity, taste, price, and purchase decision can be considered reliable in this study. In addition, the Ave value shows a strong correlation between the constituent indicators of each construct because the value is greater than 0.5.

Hypothesis Test

Hypothesis testing aims to determine the effect of the independent variable on the dependent variable. In SmartPLS 4, testing is performed using the bootstrapping method, and the effect is determined by the T-statistic value in the Total Effects output.

Table 4. Total Effects

	Item	Original Sampel (O)	Sample Mean (M)	Standard Deviation (STDEV)
H1	Halal Labeling = > Purchase Decision	0.433	0.419	0.058
H2	Religiosity = > Purchase Decision	0.457	0.449	0.050
H3	Taste = > Purchase Decision	0.407	0.402	0.064
H4	Price = > Purchase Decision	0.468	0.452	0.057

Source: data processed by researchers, SmartPLS 4 output (2025)



The hypothesis test above shows the following results:

1. Halal labeling variable has an original sample value of 0.433, which means that halal labels have a positive influence on purchasing decisions.
2. The religiosity variable has an original sample value of 0.457, meaning that a person's level of religiosity can positively influence their decision to buy a product.
3. The taste variable has an original sample value of 0.407, which shows that consumer tastes have a positive effect on the decision to buy.
4. The price variable has an original sample value of 0.468, meaning that the price offered also has a positive influence on the purchase decision.

**T-test (partial)**

T test is used to determine the extent to which the influence of each independent variable individually to the dependent variable. The following are the results of the t-test obtained from data processing using the SmartPLS 4 program:

**Table 5.**  
**T Test**

Variable	T-Statistic	T-Tabel	P-Value
Halal Labeling	7.404	1,96	0.000
Religiosity	9.148	1,96	0.000
Tastes	6.403	1,96	0.000
Price	8.255	1,96	0.000

Source: data processed by researchers, SmartPLS 4 output (2025)

The above t-test shows the following results:

1. Halal labelization variable has a t-statistic value of  $7.404 > 1.96$  and a p-value of  $0.000 < 0.05$ . This means that there is a significant influence of halal labeling on purchasing decisions. Thus, H1 is accepted.
2. Religiosity variable has t-statistic value  $9,148 > 1,96$  and p-value  $0,000 < 0,05$ . This means that there is a significant influence of religiosity on purchasing decisions. Thus, H2 is accepted.
3. The taste variable has a T-statistic value of  $6.403 > 1.96$  and a p-value of  $0.000 < 0.05$ . This means that there is a significant influence of taste on purchasing decisions. Thus, H3 is accepted.
4. The price variable has a T-statistic value of  $8.255 > 1.96$  and a p-value of  $0.000 < 0.05$ . That is, there is a significant influence of price on purchasing decisions. Thus, H4 is accepted.



**Coefficient Of Determination (R2)**

The coefficient of determination test (R2) aims to determine the extent to which the independent variable is able to explain the dependent variable. The results of testing the coefficient of determination in this study can be seen in the following table:

**Table 6.**  
**Coefficient of Determination (R2)**

Item	R Square	Adjusted R Square
Purchase Decision	0.792	0.783

Source: data processed by researchers, SmartPLS 4 output (2025).

In Table 6, the value of the coefficient of determination (R Square) of 0.792 means that the independent variable can explain the effect on the dependent variable by 79.2%. In addition, the Adjusted R Square value of 0.783 indicates that about 78.3% of the variation in the purchase decision of Korean instant noodles in Bandar Lampung can be explained by the independent variable, while the remaining 21.7% is influenced by other factors not discussed in this study.

**The effect of halal labeling on purchasing decisions of Korean instant noodle products**

Based on the results, the original sample value of 0.433, significant p-value of  $0.000 < 0.05$ , and a T-statistic value of 7.404 with T-table of (1.96). Therefore, it can be concluded that halal labeling has a positive and significant effect on the purchase decision of Korean instant noodles in Bandar Lampung. The halal Label is not just a symbol, but a guarantee that the product is processed according to Islamic Shari'a from raw materials to distribution. For muslim consumers, the existence of halal labels gives a sense of security, confidence, and legal certainty, especially if issued by official institutions such as MUI or BPJPH. This makes halal labeling an important factor influencing purchasing decisions. Based on this, it can be concluded that the first hypothesis (H1) is accepted, because halal labeling is proven to affect the purchase decision of Korean instant noodle products. This finding is in accordance with the results of previous research by Prastya & Suryadi (2020) and Alfiah & Muflikha (2022) which also states that halal labels have a positive and significant effect on consumer purchase decisions.

**The influence of religiosity on the purchase decision of Korean instant noodle products**

Based on the results of the study, the original sample value of 0.457, significant p-value of  $0.000 < 0.05$ , and T-statistical value of 9.148 with T-table of



(1.96). These results show that the higher the religiosity, the greater the consideration of religious teachings in the decision to buy Korean instant noodles. Religious muslim consumers are not only influenced by taste or trends, but ensure products are halal, safe, useful, and purchased out of necessity. Buying decisions become a form of personal responsibility; if Korean instant noodle products are dubious or contrary to Islam, they tend to refuse, whereas if they are in accordance with the Shari'a, they will feel calm and confident. It can be concluded that the second hypothesis (H2) is accepted, namely, religiosity has an effect on the purchase decision of Korean instant noodle products. These results are also in line with research by Wulandari (2020) and Puspitasari & Rokhman (2024), which states that religiosity has a positive and significant effect on purchasing decisions.

#### **The influence of taste on the purchase decision of Korean instant noodle products**

Based on the results, the original sample value of 0.407, a significant p-value of  $0.000 < 0.05$ , and a T-statistical value of 6.403 with a T-table of (1.96). This means, tastes have a positive and significant effect on the purchase decision of Korean instant noodles in Bandar Lampung. That is, if the taste of the product corresponds to what the consumer likes, interest in buying will increase. The more suitable the flavors offered to the tastes of consumers, the more likely they are to buy. If, on the other hand, the taste does not match, for example, it is too spicy, interest in buying tends to decrease. And the results of the third hypothesis (H3) is accepted, that tastes influence the purchasing decision of Korean instant noodle products. Research shows 50% of respondents are buyers aged 17-25 years, the majority of students and college students who follow the trend of Korean culture and have an open taste for strong flavors and attractive packaging. In line with research conducted by Paly (2023) and Rukaiyah (2023), which states that consumer tastes have a positive and significant influence on purchasing decisions.

#### **The effect of price on the purchase decision of Korean instant noodle products**

Based on the results of the study, the original sample value of 0.468, significant p-value of  $0.000 < 0.05$ , and a T-statistical value of 8.255 with T-table of (1.96). This means that the price has a positive and significant effect on the purchase decision of Korean instant noodles in Bandar Lampung. Affordable prices within the ability of consumers increase purchasing opportunities, especially for those with limited income. Although considered expensive, some consumers, especially young fans of Korean culture, still buy because of the value



of taste, packaging, or trends. Thus, it can be concluded that the fourth hypothesis (H4) is accepted, because it is proven that the price affects the purchase decision of Korean instant noodles. These results are in line with research Pujiwati *et al* (2023), which states that price has a positive and significant influence on purchasing decisions.

### **How halal labelling, religiosity, taste, and Price affect purchasing decisions in an Islamic Business Perspective**

In Islamic Business, halal labelization is the responsibility of the manufacturer to ensure the product is Shari'a compliant from raw material to distribution. Halal labels give a sense of security and trust, as purchasing decisions not only consider price and quality, but also God's blessing and pleasure. The word of God in the Gospels. Al-Baqarah verse 168:

مُبِينٌ عَدُوٌّ لَكُمْ إِنَّهُ الشَّيْطَانُ خُطُوهُ تَتَّبِعُوا وَلَا طَيِّبًا حَلَالًا الْأَرْضِ فِي مِمَّا كَلُوا النَّاسُ يَأْتِيهَا

He said, "O people! Eat of what is lawful and good on Earth, and do not follow the footsteps of Satan. Indeed, Satan is a clear enemy to you " (QS. Al-Baqarah: 168).

Religiosity is the degree of faith and adherence to religious teachings that affect the choice of products. In Islamic business, consumers with high religiosity will choose according to sharia principles, not just price or trend, so the decision is wiser. As Allah says in the Qur'AN. Al-Baqarah verse 208 :

مُبِينٌ عَدُوٌّ لَكُمْ إِنَّهُ الشَّيْطَانُ خُطُوهُ تَتَّبِعُوا وَلَا كَافَّةً السَّلَامِ فِي ادْخُلُوا آمَنُوا الَّذِينَ يَأْتِيهَا

"O you who have believed, enter into Islam in its entirety, and do not follow in the footsteps of Satan.S. Al-Baqarah: 208).

In Islamic Business, taste may be the basis in choosing a product, as long as it does not contradict the Shari'a. However, Islam teaches that taste should not be the only reason for buying a product. Consumers still have to consider whether the product is halal, useful, and not excessive. This is as narrated from the Companions of Abu Hurairah RA, that the Prophet Muhammad said::

تَرَكَ كَرِهَهُ وَإِنْ أَكَلَهُ اسْتَنْهَاهُ إِنْ قَطُّ طَعَامًا وَسَلَّمْ عَلَيْهِ اللَّهُ صَلَّى النَّبِيُّ عَابَ مَا

It means: "the Prophet sallallaahu 'alaihi wa sallam never reproached food though. When he ate, he ate. When he does not like it, he leaves it (not to eat it)" (HR. Bukhari No. 5409 and Muslim No. 2064).

In Islamic Business, price becomes an important factor in purchasing decisions. Pricing must be fair, in accordance with Shari'a, and free from fraud, manipulation, gharar, and usury. Consumers are encouraged to choose products based on quality, benefits, and economic capabilities, not merely because of low prices, and avoid waste. As Allah (SWT) says in the Qur'an. An-Nisa ' verse 29 :



أَنْفُسَكُمْ تَقْتُلُوا وَلَا مِنْكُمْ تَرَاضٍ عَنْ تِجَارَةٍ تَكُونُ أَنْ إِلَّا بِالْبَاطِلِ بَيْنَكُمْ أَمْوَالِكُمْ تَأْكُلُوا لَا أَمْنُوا الَّذِينَ يَأْتِيهَا  
رَحِيمًا بِكُمْ كَانَ اللَّهُ إِنَّ

It means: " O you who believe, do not devour your neighbor's property in a way that is false (untrue), except in the form of trade on the basis of mutual agreement between you. Do not kill yourself. Indeed, Allah is most merciful to you"(QS. 'An-nisa: 29).

Purchasing decisions in Islamic business are a moral responsibility to choose products that are halal, beneficial, and Shari'a-compliant. In addition to needs and desires, religious values also influence the consumption behavior of a muslim. As Allah (SWT) says in the Qur'an. Al-Hujurat verse 6:

لُدْمِينَ فَعَلْتُمْ مَا عَلَى فَتَصْبِحُوا بِجَهَالَةٍ ُ قَوْمًا تُصِيبُوا أَنْ فَتَبَيَّنُوا بِنَبَأٍ فَاسِقٌ جَاءَكُمْ إِنَّ أَمْنُوا الَّذِينَ يَأْتِيهَا

"O you who believe! If a wicked person comes to you with some news, then search for the truth, lest you harm a people because of ignorance, and you will regret what you have done." (Surah al-Baqara). Al-Hujurat : 6).

## CONCLUSION

This study demonstrates that halal labeling, religiosity, taste, and price have a positive and significant influence on purchasing decisions for Korean instant noodles in Bandar Lampung. The halal label increases consumers' sense of security, religiosity fosters comfort with Islamic values, taste influences preferences, and price influences affordability. From an Islamic business perspective, purchasing decisions are not only about economic aspects but also about moral and spiritual responsibilities.

Based on the existing conclusions and limitations, the study provides some suggestions. For companies or manufacturers of Korean instant noodles, it is advisable to always take care of halal certificates and include clear halal labels on the packaging to increase consumer confidence. Companies also need to adjust consumer tastes and set competitive prices, but still comparable to the quality so that it can be reached by all consumers. For muslim consumers, it is expected to be more careful and wise in choosing products by ensuring the official halal logo of the MUI on the packaging. For the general consumer, the results of this study can be a reference in understanding the influence of various factors on purchasing decisions. Finally, for subsequent researchers, it is advisable to add other variables that may have an effect so that the results of the study become more complete.



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