

**FROM HEALTH TO HALAL: FACTORS SHAPING
CONSUMER DECISIONS FOR LEMONILO NOODLES****Putri Saparina¹, Julina*², Pivit Septiary Chandra³, Rana Hanifah Sajiwo⁴**^{1,2,3,4} Universitas Islam Negeri Sultan Syarif Kasim Riau*Email : julina@uin-suska.ac.id**ABSTRACT**

This research attempts to determine the influence of food safety, health consciousness, and halal labeling on decisions to purchase Lemonilo noodles Pekanbaru City. The sample size in this research 96 respondents, with a sampling technique using non-probability sampling with a purposive sampling method. The results of the research show food safety has a positive but not significant effect on purchase decision of Lemonilo noodles. Health consciousness and halal labelling have a positive and significant effect on purchasing decisions of Lemonilo noodles. Simultaneously, food safety, health consciousness, and halal labeling influence purchase decision of Lemonilo noodles. The magnitude of the influence of food safety, health consciousness, and halal labeling on the decision to purchase Lemonilo noodles is 69.7%, the remaining 30.3% is influenced by other variables not examined in this research.

Keywords: Food Safety, Halal Labeling, Health Consciousness, Purchase Decisions**INTRODUCTION**

The increasingly advanced era of globalization makes consumers rely on speed and practicality to get the products they want. This causes consumers to choose more fast food to meet their food needs (Widyasari, 2023). Fast food is food whose processing is fast, practical, and serving only takes a short time (Aswandi, 2021). This is maybe a solution for the people who do not have a lot of time or even have no time to cook. Mullyani et al (2020), found that people in urban areas prefer fast food to traditional food. This is a great opportunity for manufacturers to make instant products. One of the most popular fast food is instant noodles. Instant noodles, which many people like, are one of the foods consumed almost every day. According to the IPB University website, instant noodles are poor in nutrients such as vitamins, minerals and fiber. Various health problems will arise when consuming instant noodles too often because instant noodles are high in carbohydrates and low in protein. If someone consumes instant noodles too often or even as a daily food, it will trigger the disease. One of the instant noodles in Indonesia is Lemonilo noodles. This noodle is different from other instant noodles. Lemonilo noodles are one solution for people who like instant noodles which contain natural ingredients such as organic vegetables, without using colored dyes, without preservatives, without using MSG and with lower levels of gluten (Iffathulrjannah & Harti, 2021). Apart from this product being safe for health, this product still provides easy processing for consumers.

Mie Lemonilo is a start-up company based in West Jakarta which was officially founded with a healthy lifestyle concept and offers products with the best quality

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

(Mustikasari, 2023). Lemonilo products are a form of innovation with raw materials and toppings that are more natural, healthy and safe for consumption. The Lemonilo noodle variants consist of Fried Noodles, Chicken Onion Soup Noodles, Chicken Curry Soup Noodles, Korean Spicy Noodles, Specta Rendang Padang Noodles, and Konjak Noodles with Fried Noodle Flavor. Based on data from Foodreview.com, around 420,000 people in the world die every year due to consuming food contaminated with dangerous substances. Consumers will pay more for the food they buy with guaranteed quality and safety. Consumers must also have knowledge about the safety of food that is safe for consumption. Check whether the ingredients in food are safe or can cause toxicity if they contain dangerous chemicals (Iffathulrjannah & Harti, 2021). Sanjaya & Wisnubrata (2022) found that 59% of Indonesian people often read information about health and disease prevention. This shows the level of public health awareness in Indonesia. The public's awareness and concern for the health of the community helps them influence the impact of purchasing a product. Consumers also have various kinds of access to seek more information so that they can increase consumer awareness and concern regarding their health. Individuals with a high level of health awareness will consider buying products that are safe for their health (Widyasari, 2023). Krisnawati (2021) found that when consuming products, consumers also pay attention to the products they consume in terms of safety, health, quality, taste, packaging, product content and halal labeling. The halal label contains information related to the product in the form of a photo, writing or combination of the product, or other motifs located on the packaging section of the product. Based on the explanation above, the researchers were most interested in finding out whether there was an influence on food safety, health regulations, and halal labeling on the decision to purchase Lemonilo Noodles.

METHOD

This research was conducted in Tuah Madani District, Pekanbaru City, with a research period of 2 (two) months, starting from February-March 2024. Population is an object or sulbyelk that has certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn. In this research, the population is consumers of Lemonilo noodles from 2023-2024 in Tuah Madani District, Pekanbaru City. The samples from this research were several consumers of Lemonilo noodles in every sub-district in Tuah Madani District, Pekanbaru City from 2023-2024. The sub-districts in Tuah Madani District are West Sidomulyo Village, Sialang Munggu Village, Tuah Karya Village, Tuah Madani Village, and Air Putih Village. In this research, researchers took samples using techniques non probability sampling. Non probability sampling is a sampling technique that does not give the population the same chance or opportunity to be selected as a research sample (Sugiyono, 2018). In taking samples, researchers used techniques purposive sampling namely determining the sample with certain considerations (Sugiyono, 2018). The criteria in this research are Lemonilo noodle consumers from 2023-2024 who live in Tuah Madani District and are Muslim. The population on this research does not work known definitely, so the sample determination in this study will use the Cochran Formula where:

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

$$n = \frac{Z^2 pq}{e^2}$$

$$n = \frac{(1,96)^2 (0,5)(0,5)}{(0,1)^2}$$

$$n = 96,04$$

n = Number of samples required

Z = Level of confidence required in the sample, namely 95%

p = 50% chance of being correct

q = 50% chance of being wrong

and = Margin of Error or level to your maximum faulttolerable mlrir of 10%.

From the results of the sum, the total sample was 96 people.

RESULTS

Respondent Characteristics

This research aims to determine the effect food safety, health consciousness and halal labeling on decisions to purchase Lemonilo noodles in Buah Madani District, Pekanbaru City. The author collected data by giving questionnaires to 96 respondents. The characteristics of respondents in this research are gender, age, occupation, income, domicile, method of purchase, time of purchase, and frequency of purchase. The results of the research on respondent criteria can be seen in the following table:

Table 1. Respondent Criteria

No	Gender	Frequency	Presentase (%)
1	Man	19	19.8
2	Woman	77	80.2
	Amount	96	100%
No	Age	Frequency	Presentase (%)
1	15-20	9	9.4
2	21-25	83	86.5
3	26-30	4	4.2
4	31-35	0	0
5	>35	0	0
	Amount	96	100%
No	Work	Frequency	Presentase (%)
1	Student/Students	88	91.7
2	Employee	1	1.0
3	Businessman	4	4.2
4	PNS/ASN/P3K	1	1.0
5	Police/TNI	0	0
6	Housewife	1	1.0
7	Other	1	1.0
	Amount	96	100%
No	Income	Frequency	Presentase (%)
1	< 1.000.000	9	9.4

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

2	1.000.000 – 2.000.000	83	86.5
3	2.000.000 – 3.000.000	4	4.2
4	> 3.000.000	0	0
Amount		96	100%
No	Domicile	Frequency	Presentase (%)
1	West Sidomulyo Village	10	10.4
2	Sialang Munggu Village	5	5.2
3	Tuah Karya Village	22	22.9
4	Tuah Madani Village	47	49.0
5	Air Putih Village	12	12.5
Amount		96	100%
No	How to Purchase	Frequency	Presentase (%)
1	Online (Shopee, Lazada, etc.)	11	11.5
2	Offline (Nearby Supermarket/Warung)	85	88.5
Amount		96	100%
No	Purchase Time	Frequency	Presentase (%)
1	< 1 Month	27	28.1
2	1-2 Months	17	17.7
3	2-3 months	13	13.5
4	> 3 Months - last 1 year	39	40.6
Amount		96	100%
No	Purchase Frequency	Frequency	Presentase (%)
1	1 time	81	84.4
2	2 times	9	9.4
3	>3 Times	6	6.3
Amount		96	100%

Source: Processed Data 2024

Validity Test

Validity testing is testing research questions or statements with the aim of seeing the extent to which respondents understand the questions or statements asked by the researcher. In Table 2 it can be seen that r_{count} on variables food safety (X_1), health consciousness (X_2), halal labeling (X_3), and the purchase decision (Y) is greater than the value of r_{table} namely 0.2006, it can be declared valid as a measuring tool for the variable studied.

Table 2. Validity Test Results

Variable	Statement	r_{count}	r_{table}	Is.
Food Safety (X_1)	FS1	0,739	0,2006	Valid
	FS2	0,825	0,2006	Valid
	FS3	0,851	0,2006	Valid
	FS4	0,865	0,2006	Valid
	FS5	0,724	0,2006	Valid

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

	FS6	0,858	0,2006	Valid	
	HC1	0,738	0,2006	Valid	
	HC2	0,842	0,2006	Valid	
Health Consciousness (X ₂)	HC3	0,86	0,2006	Valid	
	HC4	0,749	0,2006	Valid	
	HC5	0,843	0,2006	Valid	
	HC6	0,818	0,2006	Valid	
	HC7	0,786	0,2006	Valid	
	HC8	0,738	0,2006	Valid	
	Halal Labeling (X ₃)	LH1	0,795	0,2006	Valid
		LH2	0,709	0,2006	Valid
LH3		0,789	0,2006	Valid	
LH4		0,825	0,2006	Valid	
LH5		0,85	0,2006	Valid	
LH6		0,88	0,2006	Valid	
LH7		0,888	0,2006	Valid	
LH8		0,863	0,2006	Valid	
Purchase Decision (Y)	KP1	0,793	0,2006	Valid	
	KP2	0,79	0,2006	Valid	
	KP3	0,751	0,2006	Valid	
	KP4	0,833	0,2006	Valid	
	KP5	0,869	0,2006	Valid	
	KP6	0,816	0,2006	Valid	
	KP7	0,761	0,2006	Valid	
	KP8	0,877	0,2006	Valid	

Source: Processed Data 2024

Reliability Test

Reliability testing is a test of the consistency of response responses. Reliability is expressed in the form of numbers, usually as a coefficient, the higher the coefficient, the higher the reliability or consistency of response responses (Sahir, 2022). Data is said to be reliable if the coefficient value Cronbach Alpha > 0.6. Meanwhile, if it is the other way around then the cellphone data is not reliable.

Table 3. Reliability Test Results

Variable	Cronbac's Alpha	Resolution Value	Information
Food Safety (X ₁)	0,893	0,6	Reliable
Health Consciousness (X ₂)	0,915	0,6	Reliable
Halal Labeling (X ₃)	0,931	0,6	Reliable
Purchase Decision (Y)	0,924	0,6	Reliable

Source: Processed Data 2024

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

Based on Table 3, the values are known Cronbac's Alpha variable food safety (X_1), health consciousness (X_2), halal labeling (X_3), and the purchasing decision (Y) is greater than the determined value, namely 0.60. So it can be concluded that all respondents' answers are consistent in answering the statements that measure the research variables in the questionnaire. So the questionnaire statement can be said to be reliable.

Classic Assumption Test

Normality Test

The normality test aims to test whether the independent variable and dependent variable are normally distributed or not (Sahir, 2022). To find out whether data is said to be normal, you can find out through testing Kolmogorov-Smirnov, if the probability value (sig) > 0.05 then the data is normally distributed.

Table 4. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		96
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	299.047.728
Most Extreme Differences	Absolute	.073
	Positive	.048
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Source: Processed Data 2024

Based on Table 4, it shows that the asymp.sig (2-tailed) p-value is greater than 0.05, namely $0.200 > 0.05$. So it can be concluded that the data used in this research is normally distributed.

Multicollinearity Test

The multicollinearity test is designed to see whether or not there is a high correlation between the independent variables. To detect multicollinearity, the Variance Inflation Factor (VIF) and Tolerance (TOL) methods are used (Sahir, 2022). If the VIF value is < 10 , it means that there is no multicollinearity. If the VIF value is > 10 then there is multicollinearity in the data.

Table 5. Multicollinearity Test Results
Coefficients^a

Model	Unstandardized		Standardized		T	Say.	Collinearity	
	Coefficients		Coefficients				Statistics	
	B	Std.	Beta				Toll.	VIF

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

		Error					
1	(Constant)	-0,144	2,281		-0,063	0,95	
	Food Safety	0,024	0,122	0,017	0,196	0,845	0,418 2,393
	Health Consciousness	0,574	0,093	0,565	6,169	0	0,379 2,637
	Halal Labeling	0,377	0,072	0,363	5,218	0	0,658 1,519

a. Dependent Variable: Purchase Decision

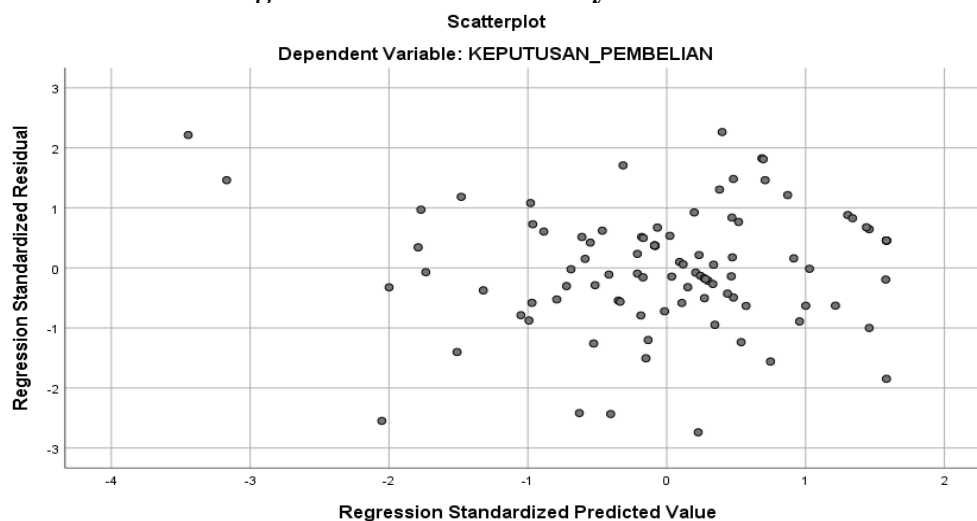
Source: Processed Data 2024

Based on Table 5.16, it can be seen that the tolerance value of food safety is $0.418 > 0.10$ and $VIF\ 2.393 < 10$. For variables health consciousness the tolerance value is $0.379 > 0.10$ and $VIF\ 2.637 < 10$. And the tolerance value for the halal labeling variable is $0.658 > 0.10$ and $VIF\ 1.519 < 10$. So it can be concluded that the three independent variables in this study have a tolerance value greater than 0.1 and the VIF value is smaller than 10, which means that the regression model does not have multicollinearity.

Heteroscedasticity Test

The aim of the Heteroscedasticity Test is to see whether there are differences in variants from the results of one observation to another group of observations (Sahir, 2022). The heteroscedasticity test can be seen by plotting graphs between the predicted value of the dependent variable and its residuals and seeing whether there are certain patterns on the scatter plot graph. Apart from that, the heteroscedasticity test can also be seen from the Spearman Rank correlation coefficient value, if the probability value (sig) is > 0.05 then heteroscedasticity does not occur. Based on Figure 3, it can be seen that the plot spreads randomly, so it can be concluded that in this study there were no symptoms of heteroscedasticity or data that had non-homogeneous variants.

Figure 2. Heteroscedasticity Test Results



Source: Processed Data 2024

Data Analysis
Multiple Linear Regression Test
Table 6. Multiple Linear Regression Test Results
 Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Say.
		B	Std. Error	Beta		
1	(Constant)	-.144	2.281		-.063	.950
	Food Safety	.024	.122	.017	.196	.845
	Health Consciousness	.574	.093	.565	6.159	.000
	Halal Labeling	.377	.072	.363	5.218	.000

a. Dependent Variable: Purchase Decision

Source: Processed Data 2024

Based on the simple linear regression results table above, the regression equation can be seen as follows:

$$Y = -0.144 + 0.024X_1 + 0.574X_2 + 0.377X_3 + \text{and}$$

From the results of the linear regression equation above, it can be interpreted as follows:

1. The value of constant (a) is -0.144. It means when food safety, health consciousness, and the halal labeling is equal to zero (0), then the decision to purchase Lemonilo Noodles is -0.144.
2. Coefficient value food safety of 0.024, meaning if the food safety increase of 1 unit, then the decision to purchase Lemonilo Noodles will increase by 0.024. This shows that food safety contributed positively but not significantly. Judging from the beta contribution value food safety has the smallest value among the other variables.
3. Coefficient value health consciousness of 0.574, meaning if health consciousness increase of 1 unit, then the decision to purchase Lemonilo Noodles will increase by 0.574.
4. Halal labeling coefficient value of 0.377, meaning that if the the halal labeling variable increase of 1 unit, then the decision to purchase Lemonilo Noodles will increase by 0.377.

Hypothesis Testing
Partial Test (t Test)

Based on Table 6, it can be concluded that in the food safety variable, the calculated t value is (0.196) < t table (1.986) and the significance value is 0.845 > 0.05, which means that food safety has a positive but not significant influence on the decision to purchase Lemonilo Noodles. The next finding in health consciousness variable, the calculated t value is (6.159) > t table (1.986) and the significance value is 0.000 < 0.05, meaning that health consciousness has a positive and significant influence on purchase decision of Lemonilo Noodles. The last variable in this study is halal labeling. Halal labeling produces

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

a calculated t value (5.218) > t table (1.986) and a significance value of 0.000 < 0.05, meaning that halal labeling has a positive and significant influence on the decision to purchase Lemonilo Noodles.

Simultaneous Test (F Test)

Table 7. F Test Results (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Say.
1	Regression	2047.378	3	682.459	73.903	.000 ^b
	Residual	849.581	92	9.235		
	Total	2896.958	95			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Food Safety, Health Consciousness, Halal Labeling

Source: Processed Data 2024

From Table 7 it is known that the calculated F value is 73.903 with a significance value of 0.000. This means that simultaneously food safety, health consciousness and halal labeling have a significant influence on the decision to purchase Lemonilo Noodles.

Coefficient of Determination Test (R²)

Table 8. Coefficient of Determination Test Results (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.841 ^a	.707	.697	3.039

a. Predictors: (Constant), Food Safety, Health Consciousness, Halal Labeling

Source: Processed Data 2024

Based on Table 8, it is known that the adjusted R Square value is 0.697 or 69.7%. So it can be concluded that 69.7% of the variation in purchasing decision variables is explained by food safety, health consciousness and halal labeling while the remaining 30.3% is influenced by other variables not examined in this research.

DISCUSSION

The Influence Of Food Safety On Purchasing Decisions

Based on Table 6, it can be concluded that in the food safety variable, the calculated t value is (0.196) < t table (1.986) and the significance value is 0.845 > 0.05, which means that food safety has a positive but not significant influence on the decision to purchase Lemonilo Noodles. Iffathurjannah & Harti (2021) explained that food safety is a consumer's effort when they want to buy food with the hope that the condition and quality of the product is safe for consumption without any food that could harm the body. Consumers will not make a purchase if the product they want to consume is unsafe,

harmful and even dangerous to their health. However, in contrast to their research, this study found food safety has a positive influence but not significant on purchasing decisions. These results are in line with research conducted by Khairani (2018) which found that food safety has a positive but not significant effect on purchasing decisions. The existence of instant noodles as a favorite substitute food turns out to have a negative impact on the people who consume them. Instant noodles have a bad influence on health. Instant noodles contain high levels of carbohydrates and saturated fat. Instant noodles are not equipped with other ingredients such as fiber, protein or vitamins. Various health complaints will arise when consuming instant noodles too often. Because instant noodles contain high carbohydrates and lack protein content. If someone consumes instant noodles too often or even as a daily food, it will trigger disease. However, with so many potential dangers from consuming instant noodles, the cheap price and decent taste make instant noodles become a favorite among students even though it often referred to as unhealthy food, as recently voiced by YLKI (Indonesian Consumers Institute Foundation) (Tohari & Irawan, 2016).

The Influence Of Health Consciousness On Purchasing Decisions

The next finding in health consciousness variable, the calculated t value is (6.159) > t table (1.986) and the significance value is 0.000 < 0.05, meaning that health consciousness has a positive and significant influence on purchase decision of Lemonilo Noodles. These results are in line with research conducted by Komar (2022) and Puspitasari et al (2021) who found that health consciousness has a positive and significant influence on consumer purchasing decisions. This shows that the higher the level of health consciousness a person has, the better they will be at maintaining their health by adopting a healthy lifestyle and consuming products that can maintain their health. Someone who is health conscious will consciously consume products that can maintain their health. So conclusions can be drawn health consciousness is one of the factors that can influence consumers' purchasing decisions for Lemonilo Noodles.

The Influence Of Halal Labeling On Purchasing Decisions

The last variable in this study is halal labeling. Halal labeling produces a calculated t value (5.218) > t table (1.986) and a significance value of 0.000 < 0.05, meaning that halal labeling has a positive and significant influence on the decision to purchase Lemonilo Noodles. Information about halal on products sold, especially in Indonesia, has a very important meaning and is intended to protect the Muslim community so that they can avoid consuming food that is not halal (haram). The halal label in Indonesia is under the supervision of the Indonesian Ulema Council or MUI. This also indicates that having a halal label on the product packaging can convince people more in buying the product. The results of this research are in accordance with research by Nurnaningtias & Aswad (2022) and Davidson et al (2021) that halal labeling influences purchasing decisions. So it can be concluded that if the halal label, nutritional content and composition table are increased, purchasing decisions will also increase, but if the halal label does not contain nutritional content and composition tables, purchasing decisions will decrease.

CONCLUSION

Based on the results of the research conducted, the following conclusions can be drawn: Food safety (food safety) has a positive but not significant effect on purchasing decisions for Lemonilo Noodles in Tuah Madani District, Pekanbaru City. This means that the higher the level of safety of Lemonilo noodles, the higher the consumer's motivation in deciding to buy Lemonilo noodles. The insignificant influence could be caused by consumers still doubting that the safety level of Lemonilo noodles can really reduce the risk of disease. Health consciousness (health awareness) has a positive and significant effect on purchasing decisions for Lemonilo Noodles in Tuah Madani District, Pekanbaru City. This means that when consumers care about and value health, consumers feel happy eating Lemonilo noodles because they come from natural vegetable fiber so they are good for body health. This shows that the higher the level of health awareness or health consciousness a person has, the better they will be at maintaining their health by adopting a healthy lifestyle and consuming products that can maintain their health. Halal labeling has a positive and significant effect on purchasing decisions for Lemonilo Noodles in Tuah Madani District, Pekanbaru City. This means that if the halal label, nutritional content and composition table are increased, purchasing decisions will also increase, but if the halal label does not contain nutritional content and composition tables, purchasing decisions will decrease. Based on the calculation of the Coefficient of Determination (R^2) it is known that the adjusted R Square value is 0.697. This shows that Food safety, health consciousness, and the overall halal labeling has an influence of 69.7% on purchasing decisions for Lemonilo Noodles in Tuah Madani District, Pekanbaru City. Meanwhile, the remaining 30.3% was influenced by other variables not examined in this research.

REFERENCES

- Aisyah, S. (2022). Pengaruh Persepsi Harga, Keamanan Pangan dan Kesadaran Kesehatan Terhadap Keputusan Pembelian Pangan Organik Studi Kasus Pada Generasi Milenial di DKI Jakarta (Bachelor's thesis, Fakultas Sains dan Teknologi UIN Syarif Hidayatullah Jakarta).
- Aswandi, W. (2020). Pengaruh Keamanan Pangan dan Kesadaran Kesehatan Terhadap Keputusan Pembelian Melalui Labelisasi Halal (Studi Pada Konsumen Restoran Gunung Salju Banda Aceh) (Doctoral dissertation, UIN Ar-Raniry).
- Foodreview. (2019). Kondisi Keamanan Pangan Di Indonesia. Diakses pada 29 November 2023 dari <https://www.foodreview.co.id/blog-15669562-kondisi-keamanan-pangan-di-indonesia.html>.
- Iffathurjannah, M. I., & Harti, H. (2021). Pengaruh keamanan makanan, harga dan rasa terhadap keputusan pembelian. *AKUNTABEL: Jurnal Ekonomi dan Keuangan*, 18(2), 235-246.
- IPB University. (2019). Mie Instan Tak Bisa Gantikan Nasi. Diakses pada 15 November 2023 dari <https://selafast.ipb.ac.id/mi-istan-tak-bisa-gantikan-nasi/>.
- Ismunandar, I., Muhajirin, M., & Haryanti, I. (2021). Pengaruh Labelisasi Halal dan Kualitas Produk Terhadap Keputusan Pembelian Produk UMKM di Kota Bima. *Jurnal Inovasi Penelitian*, 2(1), 161-166.

Proceeding 2nd Medan International Economics and Business

Volume 2, Issue 1, 2024

“Human Resource Transformation and Collaborative Innovation to Build Independent and Competitive Business in the Digital Era”

- Khairani, K. (2018). Pengaruh Citra Merek dan Keamanan Pangan Terhadap Keputusan Pembelian Produk Mie Samyang Pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Sumatera Utara Medan. *Jurnal internasional tentang studi bahasa, penelitian dan pendidikan*, 2 (2), 266-280.
- Komar, K. (2023). Pengaruh kesadaran kesehatan, Pengetahuan Produk, dan Kepercayaan Merek Terhadap Keputusan Pembelian (Disertasi Doktor, Universitas Putra Bangsa).
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (12th ed.). Erlangga.
- Krisnawati, S. (2021). Pengaruh Labelisasi Halal, Gaya Hidup Dan Harga Terhadap Keputusan Pembelian Mie Samyang (Studi Kasus Pada Mahasiswa Universitas Muhammadiyah Riau) (Disertasi Doktoral, Universitas Islam Riau).
- Meirisa, S.T. (2022). Cara Meningkatkan Kesadaran Kesehatan. Diakses pada 10 Januari 2024 dari <https://lib.ui.ac.id/m/detail.jsp?Id=9999920519656&lokasi=lokal>.
- Michaelidou, N., & Hassan, LM (2008). Peran Kesadaran Kesehatan, Kepedulian Keamanan Pangan dan Identitas Etnis Terhadap Sikap dan Niat Terhadap Pangan Organik. *Jurnal internasional studi konsumen*, 32 (2), 163-170.
- Mulyani, PA., Sudiartini, NWA., & Sariyani, NLP. (2020). Perilaku Masyarakat Kota Denpasar Dalam Mengonsumsi Makanan Cepat Saji (Fast Food) JUIMA : *Jurnal Ilmu Manajemen*. 10 (2).
- Nurlaela, Pettenreng, H.A.M., & Hamid, Abd. (2021). *Produk Halal : Perspektif Hukum Perlindungan Konsumen*. Pusaka Almailda, Sulawesi Selatan.
- Nurnaningtias, M., & Aswad, M. (2022). Pengaruh Labelisasi Halal dan Brand Ambassador Terhadap Keputusan Pembelian Mie Instan Pada Generasi Z di Kabupaten Tulungagung. *AmaNU: Jurnal Manajemen dan Ekonomi*, 5(1), 29-43.
- Puspitasari, C. A., Yulianti, L. N., & Afendi, F. (2021). Pengaruh Green Marketing, Kesadaran Lingkungan dan Kesehatan Terhadap Keputusan Pembelian Produk Pangan Organik Melalui Sikap. *Jurnal Aplikasi Bisnis Dan Manajemen (JABM)*, 7(3), 713-713.
- Rufaida. (2021). Cemaran Pangan Segar Asal Tumbuhan (PSAT). Diakses pada 10 Januari 2024 dari <https://pertanian.jogjakota.go.id/detail/index/15054#:~:text=Cemaran%20Biologi%2F%20mikrobiologi,dan%20brkembang%20dalam%20bahan%20pangan>.
- Sahir, S.H. (2022). *Metodologi Penelitian*. KBM Indonesia, Medan.
- Sanjaya, Y.C.A., & Wisnubrata. (2022). 49 Persen Orang Indonesia Prioritaskan Kesehatan Ketimbang Pekerjaan. Diakses pada 16 September 2023 dari <https://lifestyle.kompas.com/read/2022/08/02/135445920/49-persen-orang-indonesia-prioritaskan-kesehatan-ketimbang-pekerjaan?page>.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta, Bandung.
- Suryani, T. (2008). *Perilaku Konsumen : Implikasi Pada Strategi Pemasaran*. Graha Ilmu, Yogyakarta.
- Widyasari, F., & Imam, K. (2023). Pengaruh Health Consciousness, Brand Ambassador, dan Karakteristik Produk Terhadap Keputusan Pembelian Mie Lemonilo (Studi Pada K-Popers di Surakarta) (Doctoral dissertation, UIN Surakarta).
- Yulianti, R., Muhlshoh, A., Hasanah, L.N., Rosnah, Lusiana, S.A., & Sutrisno, E. (2022). *Keamanan dan Ketahanan Pangan*. PT. Global Eksekutif Teknologi, Sumatera Barat.