



Prediction of Online Purchase Decisions: A Case of Nongshim Instant Noodles Consumers

Ellena Nurfazria Handayani*, Melani Quintania, Firsan Nova, and Siti Khoiru Risma

Fakultas Ekonomi, Universitas Darma Persada, Jakarta

*Email: ellena_0510@yahoo.com

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Abstract—This study is specifically aimed at predicting online purchasing decisions on the influence of the halal label and the lifestyle of instant noodle consumers of Nongshim products, either simultaneously or partially. This type of study is an explanation based on causal-and-effect with quantitative analysis. The source data consist of primary data enhanced. The sampling technique utilized was purposive sampling with a Rao calculation with a precision level is 0.05. The final sample was obtained from 97 respondents. Analysis method used the utilize of the multiple regression linear. The results inferred that only lifestyle is able to prediction towards online purchase decisions while the halal label is not able to predict. Furthermore, halal label and lifestyle are able prediction towards online purchase decisions simultaneously.

Keywords: consumers; lifestyle; nongshim instant noodles; online purchase decisions

I. INTRODUCTION

Humans have needs and wants in life. Both biological and psychological. Needs are basic things that must be met, namely air, water, clothing, food, and shelter. When needs are influenced by other things such as lust, family, environmental factors, and social factors, they become desires. Increasingly varied human needs create a symptom that marketers must create products that do not only rely on quality but must create other values as a basis for attracting consumer interest in buying products (Dwivedi, et al., 2021). In meeting food needs, of course, lifestyle can affect people in buying and consuming a product, the lifestyle of Indonesian people who are addicted to consuming instant noodles can trigger the development of instant noodle products circulating in the Indonesian market (The Jakarta Post, 2018). Consumer lifestyle factors can determine purchasing decisions.

Lifestyle is the daily behavior pattern of a group of people in society. Meanwhile, from an economic perspective, lifestyle is a person's behavior in spending his money and how to allocate his time. There are people who like to seek entertainment, there are those who travel with family, do dynamic activities, and there are also those who consume food to fulfill their physical and mental needs, and ultimately can influence one's consumption choices (UNICEF, UNDP, Prospera, and SMERU, 2021). The concept of lifestyle if used by marketers carefully will be able to help to understand consumer values that are constantly changing and how these values can influence consumer behavior. The lifestyle of the Indonesian people who are addicted to consuming instant noodles, can be seen from the second largest position in the world in consuming instant noodles (Wartaka & Sumardjono, 2020).

Table 1. Global Demand For Instant Noodles Tahun 2016-2020

No	Country/ Region	2016	2017	2018	2019	2020
1	China/ Hongkong	38,520	38,960	40,250	41,450	46,350
2	Indonesia	13,010	12,620	12,540	12,520	12,640
3	Vietnam	4,920	5,460	5,200	5,430	7,030
4	India	4,270	5,420	6,060	6,730	6,730
5	Japan	5,660	5,660	5,780	5,630	5,970
6	USA	4,20	4,130	4,520	4,630	5,050
7	Philippines	3,400	3,750	3,980	3,850	4,470
8	Republic of Korea	3,830	3,740	3,820	3,900	4,130
9	Thailand	3,360	3,390	3,460	3,570	3,710
10	Brazil	2,370	2,250	2,390	2,450	2,720

(Source: World Instant Noodles Association, 2021)

Tabel 1 display the second highest consumption of instant noodles, the number of noodle production in Indonesia, both local and foreign products because the majority of Indonesian people are Muslim, halal labeling is a series of requirements that must be met by business actors engaged in food and beverage processing products, this is one of the purchasing decisions.

Local and imported products usually have a halal label, which will affect the product's purchase. This triggers the increasing need for the supply of halal products in the Indonesian Muslim community. Consumer behavior in the case study in the Bogor city area for instant noodle brands is good or positive. Indomie has the substantial value of 30.58 compared to other brands depicting the attitudes of consumers who tend to make larger purchases of Indomie (Wartaka & Sumardjono, 2020). Hereinafter, the magnitude of the influence of purchasing halal products can be seen in a previous study about Cosmetic Purchase Decisions (Case Study on Safi Products) by (Fathurrahman & Anggesti, 2021) with the result that there is a significant influence of 48.4% on halal labels, lifestyle, and prices towards purchasing decisions on Safi products.

Sri Mulyani Indrawati in the Opening Ceremony of AICIF 2021, The 9th ASEAN

Universities International Conference on Islamic Finance, on November 17, 2021, stated that there is enormous potential in the economy in the halal industrial sector. The number of expenditures or consumption for halal food continues to increase. Throughout 2019, Muslim consumer consuming on halal pharmaceuticals and cosmetics, halal food and beverages, and, although Muslim-friendly tourism and halal lifestyles achieved a value of US\$2.02 trillion (The Minister of Finance of the Republic of Indonesia, 2021).

Nongshim as the number one noodle producer in Korea, is now enlivening the Indonesian market by using a name known as Nongshim Farmer's Heart which is certified halal by MUI (Shopee, 2021). In this case, the Indonesian people will be more selective in choosing the products to be consumed, be it food or drinks. Various kinds of food and beverages that enter the Indonesian market of course have a halal label is an important thing. As a producer of Korean food imported to Indonesia, you must understand and make products or foods that do not contain what is forbidden in Islam. As with Nongshim products that already have a halal label on the packaging, Muslim consumers can enjoy the noodles.



(Source: compas.co.id, 2022)

Figure 1. Noodle product

Image 1 displays, that Nongshim is the best-selling instant noodle product with the 5th (five) order in Shopee and Tokopedia, in this case, it shows that the number of consumers who buy Nongshim noodles.

Several problems from the phenomena identified include: (1) Instant noodles are a product that is popular or often consumed, it can be seen that Indonesia is one of the countries that consume the most instant noodles in the world. (2) Korean culture that is trending and by and large has an impact on the lifestyle of the Indonesian people with a distinctive Korean taste. (3) Nongshim is one of the best-selling instant noodles in e-commerce transactions. (4) There are still variants of Nongshim products that do not have a halal label.

A result study also conducted by Zhu et al. (2019) show that co-EM-LR model yields significant prediction performance advantages. In addition, Lestari, Sabur, & Maulidiah (2022) also revealed that price perception and ease of shopping affect online purchasing decisions, but product knowledge has no effect on online purchasing decisions.

Based on the background and the previous studies above, this research is specifically aimed at predicting online purchasing decisions on the affect of the halal label and the lifestyle of instant noodle consumers of Nongshim products, either simultaneously or partially. The benefits of this research can be used as material for evaluation and consideration of business actors for making online purchasing decisions to develop marketing strategies for Nongshim instant noodle products.

II) CONCEPT AND HYPOTHESIS

Marketing Management has a function in Activities that essentially seeks to identify what is needed by consumers, and how to fulfill it (Sarinah & Mardalena, 2017, hal. 8-9). Therefore, marketing certainly requires certain tools to fulfill its achievements to consumers. According to Philip Kotler and Kevin K. Keller, a good marketing tool contains the product, distribution, pricing, and promotion, integrated to generate a perception to influence the response of the target market. According to Robert Stanton (2007), everything that is real, which includes price, packaging, color, retailer and factory prestige, and services from manufacturers and retailers may be admitted by the buyer as any that might satisfy his wish (Musfar, 2020). The indicators used to

measure everything that producers can offer to be noticed, requested, sought, purchased, used, or consumed to fulfill the needs and desires of the consumers concerned are taste quality, variety of flavors, the attractiveness of packaging, practicality of packaging, speed of service and friendliness. services, all of which can influence consumer purchasing decisions (Kotler, Armstrong, & Opresnik, 2017).

The definition of label according to (Government Regulation, 1999) Number 69 of 1999 in article 1 paragraph 3 concerning labels and advertisements. Food label is any information assuming food in the materialize of writings, pictures, a combination of both, or is portion of food packaging, hereinafter referred to in this government regulation as a label. A label is either a simple tag attached to the product or an intricately designed graphic that is part of the package. The label may have to include a brand name or a lot of information (Kotler & Keller, 2016, hal. 477). A label is the part of a product that brings verbal information concerning the product or the seller. A label can be piece of the packaging or also a label (identifier) enclosed to the product (Bulan & Rizal, 2016). According to Robert Stanton (2007), labels are divided into the following classifications, namely: (1) brand label, which is the brand name given to the product or included on the packaging. (2) descriptive label, is a label that serves objective information concerning the use, consumption, manufacture, care, attention, and performance of a product. (3) grade label, which is a label that recognizes the product quality assessment (Rahmawati, 2016). Halal label indicators include: (1) Halal images and logos; representing the sense of a corporation, product, organization, country, region institution, and other things requires something short and easy to respond instead of a real name. (2) Writing that explains the halalness of the product; stating on the product packaging indicates that the product in question is halal. (3) Combination of images and writings that explain the halalness of the product. (4) Other forms included in the food explain the halalness of the product. The combination of images and text, a combination of the results of writing and the results of images that are used as a part of consumer behavior (Izzuddin, 2018).

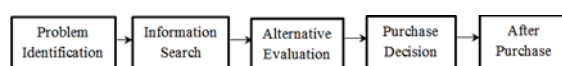
A lifestyle is a person pattern of life as asserted in interests, opinions, and activities. It represents the all person socializing with his or her environment (Kotler & Keller, 2016, hal. 187). Lifestyle as the broadest aspect of the

macro environment and contained in personal factors (personal) consumer behavior certainly has a strong influence on consumer buying behavior, which ultimately determines the decision someone's purchase (Habibi, 2014). The two aggregates reinforce to form the consumer's lifestyle and self-concept, which in turn drives their necessary and desires from internal and external influence (Shabrin, Khandaker, Abul Kashem, Hie, & Susila, 2017). Lifestyle is something that reflects a person's attitude both in terms of activities, interests and opinions in everyday life. Lifestyle is a consumer's lifestyle in the world which is reflected in activities, interests, and opinions in online shop. Lifestyle indicators according to Philip Kotler and Kevin K. Keller Kotler i.e., (1) Activity is a consumer's real action which is a characteristic in his daily life (2) Interest is a consumer's factor that influences purchasing decisions where consumers spend time and spend money on

things that are considered interesting. (3) Opinion is an answer both verbally and in writing given by someone in response to a stimulus (Sari, 2019).

Purchase decision is the buyer's decision about which brand to buy. This decision involves a choice between two or more alternatives. Complex decision-making processes often involve several decisions (Kotler, Armstrong, & Opresnik, 2017, hal. 180).

The dimensions of a purchasing decision are divided into 7 components, i.e., (1) Decisions about product type. (2) Decisions about product shape. (3) Decisions about brands. (4) Decisions about the seller. (5) Decisions products number of amount. (6) Decision about purchasing time. (7) Decision on payment method (Swastha & Irawan, 2008). Here are five buying decision processes:



Source: (Kotler & Keller, 2016, hal. 183)

Image 2. Purchase Decision Process

The buying cultivate initiates when the buyer acknowledges a matter or need. These needs can be passioned by stimuli of within or from outside the purchase. Consumers can obtain information by various sources, including: personal sources are: family, friends, neighbors, and conversances. Alternative evaluation, there is no single, convenient evaluation proceeds that can be utilized by all consumers or even by a single consumer in overall purchasing conditions. The purchase decision begins with the stage of evaluating various alternatives that can be seen from the attributes attached to the product. With these indications, consumers form choices. Nevertheless, there are two factors that affect when selecting, i.e., the person's positive or negative attitude towards a product. Post-purchase behavior consumers will impression some degree of satisfaction and will be attention to information that espouses their decisions.

The hypothesis is a representation of the alleged connection among two or more variables (Kerlinger, 1973). Hereinafter, stated that a temporary response to the calculation of research issues because it is just based on pertinent theories and has not been based on empirical data aggregation facts (Sugiyono, 2018, hal. 63). Expand of alternative hypothesis in this study stated as follows:

Halal label in prediction towards online purchase decisions

Results study from (Bulan & Rizal, 2016) as Interest in Sausage at Kuala Simpang Aceh Tamiang District yielded in findings on halal labels which have a significant effect with a high contribution of only 8.28 percent. Furthermore, findings from (Fathurrahman & Anggesti, 2021) as Interest in Safi cosmetics product in Muhammadiyah Yogyakarta University findings on halal labels which has a significant effect with a contribution of 27.5 percent. While, findings from Interest in Buying Culinary Food Pecel Garahan Jember resulted in proceeds on halal labels which did not have a significant effect with a contribution of only 2.6 percent (Izzuddin, 2018). This first alternative hypothesis (H_1) in this study, stated to predict online purchasing decisions on the influence of the halal label.

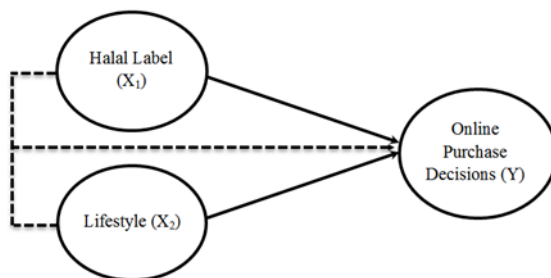
Lifestyle in prediction towards online purchase decisions

Results study from (Habibi, 2014) upon utilizing of lifestyle dimensions i.e., activities, interests and opinions in Smartphone Blackberry at Purwerejo yielded in findings on all of them which have a significant effect with a contribution among the 24 until 32 percent. Furthermore, findings from (Sari, 2019) as Interest in online booking tickets on the

traveloka.com site proceeds on lifestyle which has a significant effect with a contribution of 21.3 percent. Other results are also in research (Triadi, Rahayu, & Kusananto, 2021) on lifestyles that have a significant influence on cell phone purchase decisions. This second alternative hypothesis (H₂) in this study, stated to predict online purchasing decisions on the influence of the lifestyle.

Halal label and lifestyle in prediction towards online purchase decisions simultaneously

This third alternative hypothesis (H₃) in this study, stated to predict online purchasing decisions on the influence of the halal label and lifestyle in a model at the simultan. The research model proposed as follows:



Source: (Kotler & Keller, 2016, hal. 183)

Image 2. Research Model Proposed

Explanation:

- : Partially
- > : Simultaneously

III. METHOD

This type of study is a explanation based on causal-and-effect linkage and measurement of the influence relationship among variables as the basis for elaborating some of these variables (Supranto & Limakrisna, 2019). This research was conducted in Jakarta from December 2021 to February 2022 because the size of the population in this study, namely consumers of Nongshim products, it will not be known with certainty. The determination of the sample size is computed using the ensuing Rao’s calculate:

$$n = \frac{Z^2}{4 (Moe)^2}$$

Elucidation:

- n = sample size
- z = score at a certain level of significance (degree of confidence is determined 95%, then z = 1.96)

Moe = margin of error, maximum error rate is 10%

Using the above formula, the sample determination result is obtained, n = 96.04, rounded to 97. Other characteristics that can be sampled: (1) People who live in Jakarta. (2) Aged 17 to 35 years old. (3) People who have purchased Nongshim products at least 2 times in the last 3 months. (4) Purchased Nongshim noodles through Shopee. According to Maurits

Kaptein et al. (2010), the questionnaire can be used as an instrument that is measured by the 'Likert' measurement (Sani, Wiliani, & Husain, 2019). Analysis method used the utilize of the multiple regression linear. The data instrument accuract testing i.e., a validity examine that utilizes a product-moment, and the reliability test utilizes Cronbach's alpha coefficient. The classical assumption test is done to requirement BLUE (best, linear, unbiased, and estimator) prior to hypothesis testing. Regression equation with assess as $Y = a + bX_1 + b2X_2 + e$.

IV. RESULT AND DISCUSSION

Results of Demographic Distribution

Most respondents were women 73.20 percent and aged less than 25 years 84.54 percent. Respondents with an educational background at the high school level amounted to 74 people or 76.29 percent and at the undergraduate level only 20.62 percent. The majority of respondents have employment status, namely students and private employees, 51.55 percent and 30.93 percent. In contrast, the distribution of respondents is quite varied based on the domicile of the DKI Jakarta area.

Results of Validity of Research Instruments

The questionnaire is said to be valid if the questions can reveal something that will be quantified by the questionnaire (Sugiyono, 2018, hal. 45). The r table value is determined

by the r product moment, which is determining = 0.05 then n (sample) = 97 so that the two-sided table r value is 0.206. The level of validity of the indicator or questionnaire can

be specified, if r scoring > r table. Reliability test on the research instrument by calculating the Cronbach's Alpha value which requires a minimum of 0.60.

Table 1. Validity of Research Instruments

Variable	Item (Abb v)	R-Scoring	Test Result of Validity	Test Result of Reliability
Halal Label (X ₁)	X _{1.1}	0.755	valid	0.891 > 0,6, reliable
	X _{1.2}	0.785	valid	
	X _{1.3}	0.780	valid	
	X _{1.4}	0.725	valid	
	X _{1.5}	0.764	valid	
	X _{1.6}	0.762	valid	
	X _{1.7}	0.722	valid	
	X _{1.8}	0.745	valid	
Life-style (X ₂)	X _{2.1}	0.619	valid	0.810 > 0,6, reliable
	X _{2.2}	0.685	valid	
	X _{2.3}	0.617	valid	
	X _{2.4}	0.819	valid	
	X _{2.5}	0.785	valid	
	X _{2.6}	0.750	valid	
Online Purchase Decisions (Y)	Y.1	0.613	valid	0.904 > 0,6, reliable
	Y.2	0.575	valid	
	Y.3	0.657	valid	
	Y.4	0.684	valid	
	Y.5	0.703	valid	
	Y.6	0.677	valid	
	Y.7	0.707	valid	
	Y.8	0.750	valid	
	Y.9	0.689	valid	
	Y.10	0.739	valid	
	Y.11	0.691	valid	
	Y.12	0.758	valid	
	Y.13	0.591	valid	
	Y.14	0.586	valid	

(Author Elaborate from Programs, 2022)

The validity test results show that the calculated r scoring of each indicator of the Halal Label, Lifestyle, and Online Purchase Decision is higher than the r-table score. Hereinafter, the statement of each variable in the questionnaire is reliable because it has a cronbach's alpha value more than 0.6. It means that the items and variables have met the

assumption of the validity of the research instrument.

Results of Classical Assumption Test

The first classic assumption test is the data normality test utilizing the Kolmogorov-Smirnov technique.

Table 2. Normality Test Results: Kolmogorov-Smirnov (K/S)

Variable	K/S Scoring	Probability
Halal Label (X ₁)	1.352	0.052
Lifestyle (X ₂)	0.960	0.316
Online Purchase Decisions (Y)	0.764	0.604

(Author Elaborate from Programs, 2022)

The normality test results with the Kolmogorov-Smirnov technique resulted in a distribution of data for a probability score greater than 0.05 so that it met the assumption

of data normality.

The second classic assumption test is the heteroscedasticity by viewing the scatterplots.

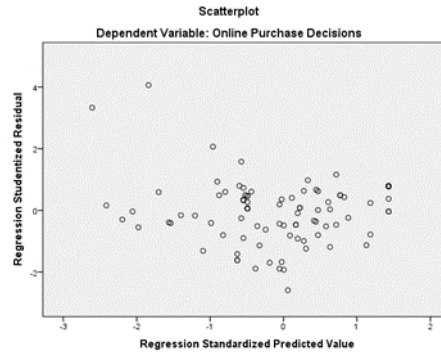


Image 4. Spread of Scatter Diagrams

The points spread in disarray and do not form a certain scheme and are dissemination above and below the number 0 (zero) on the Y axis, this implies that there is no

heteroscedasticity in the regression.

The third classic assumption test is multicollinearity by assessing the VIF and tolerance score.

Table 3. Multicollinearity Test Results: VIF and Tolerance Score

Variable	VIF	Tolerance
Halal Label (X ₁)	0.452	2.213
Lifestyle (X ₂)	0.452	2.213

(Author Elaborate from Programs, 2022)

multicollinearity test results have met the requirements that the VIF is greater than 0.1 and the tolerance score is less than 10 so it exempts the assumption of data multicollinearity.

Results of Hypothesis Test

Based on the results of data processing obtained partial test data as follows:

Table 4. Multicollinearity Test Results: VIF and Tolerance Score

Variable	Regression Coefficients	t-Stats	Probability
Constant	13.821	3.148	0.002
Halal Label (X ₁)	0.297	1.663	0.100
Lifestyle (X ₂)	1.349	5.917	0.000

The analysis results show that the score of t-stats < t-table (1.9847) with a significance score is 0.100 (higher than 0.05) – H₁ Rejected. It means inferred that the Halal Label does not have a positive and significant affect to predict online purchasing decisions.

The analysis results show that the score of t-stats < t-table (1.9847) with a significance score is 0.000 (lower than 0.05) – H₂ Accepted. It means inferred that the Lifestyle does have a positive and significant affect to predict online purchasing decisions.

Table 5. Determination and ANOVA Score

	Determination (R ²)	F-Stats	Probability
Scoring	0.552	57.931	0.000

(Author Elaborate from Programs, 2022)

The analysis yields show that the score of F-stats > F-table, with a significance score, is 0.000 (lower than 0.05) – H₃ Accepted. It means inferred that the Halal Label and Lifestyle do have a positive and significant affect to predict online purchasing decisions simultaneously. The determination yields show that the score is 0.552, which means inferred that the Online Purchase Decisions predicted by Halal Label and Lifestyle with 55,2 percent contribution, the residual is 44,8 percent influenced by another factor outside the proposed research model.

Halal Label in prediction towards Online Purchase Decisions

In the hypothesis yields (table 4), the halal label on regression coefficients proceeding 0.297 contributions with insignificant impress in the predictioning of online purchase decisions by positive signs, Rejected (H₁). The previous yield from (Bulan & Rizal, 2016); (Fathurrahman & Anggesti, 2021) proves the influence of halal labels on interest in sausages and interest in cosmetic products whose findings in this study resulted in contradictory statements. Meanwhile, in the study (Izzuddin, 2018) and this study, the results have the same results, namely that there is no significant effect on the halal label with a contribution of less than 30 percent. Halal labels used in this research to predict online purchasing decisions can be understood by consumers of *instant noodle Nongshim products* will not necessarily carry verbal information about the product or about sellers who represent parts of the product as a whole to decide for consumers.

Lifestyle in prediction towards Online Purchase Decisions

In the hypothesis yields (table 4), the lifestyle on regression coefficients proceeding 1.349 contributions with significant impress in the predictioning of online purchase decisions by positive signs, Accepted (H₂). The previous yield from (Habibi, 2014); (Triadi, Rahayu, & Kusnanto, 2021); (Fathurrahman & Anggesti, 2021) proves the influence of halal labels on interest in smartphone blackberry and cellphone and interest in online ticket booking whose findings in this study resulted inline statements. The lifestyle used in this research to predict online purchasing decisions can be understood by consumers of instant noodle products. Nongshim products determine attitudes towards the activity of consuming instant noodle products in their daily lives is born from personal factors (personal) consumer behavior that ultimately determines

a person's purchase decision.

Halal label and lifestyle in prediction towards online purchase decisions simultaneously

In the hypothesis yields (table 5), the halal label and lifestyle on ANOVA proceeded with significant impress in the prediction of online purchase decisions by less than 0.05 significant score, Accepted (H₃). Halal labels and lifestyles used in this research to predict online purchasing decisions can be understood by a contribution is 55,2 percent, which means both variables are strong in predicting online purchase decisions of instant noodle Nongshim products.

V. CONCLUSION

Upon the outcome of the research and discussion phase, the conclusions in this study are: (1) Halal label not able to prediction towards online purchase decisions and is not significant; (2) Lifestyle is able prediction towards online purchase decisions and significant; and also (3) Halal label and lifestyle in able prediction towards online purchase decisions and simultaneously significant. As for suggestions for improvement: For Nongshim products can attention to the Halal Label both in terms of product content, packaging, and other information that convinces consumers of the halalness of the product which can improve consumer purchasing decisions. The lifestyle must more attention to consumers in consuming instant noodle food so that consumers can make purchasing decisions. For further researchers, it is recommended to continue or develop this research by looking for another component that can make online purchasing decisions on other instant noodle brands.

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