Analysis of Decisions for Purchasing Imported Products in Mie Samyang through Halal Labels and Prices (Empirical Study in Indomaret Customers in the City of Bogor)

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Abstract:- This study aims to determine the effect of halal labels and prices partially or jointly on the purchase decision of imported Samyang Noodle products to Indomaret customers in Bogor City.

The research method used in this study is quantitative associative. Collecting method by observing, documentation, literature study, and questionnaire. The analytical method used: validity test, reliability test, assumption assumption test, simple linear regression test, multiple linear regression test, correlation test, determination test, and hypothesis test (t test and f test). the data is then processed using the Social Science Statistic Program (SPSS) version 21.00.

The results of this study indicate that there is a very weak but significant partial positive influence between halal labels on customer purchasing decisions. There is a positive effect that is quite strong and partially significant between the price of the customer's purchase decision. There was a positive and significant influence jointly between the halal label and the price of the Samyang noodle purchase decision on Indomaret customers in Bogor City, with a contribution value of 27.3% and the remaining 72.7% influenced by other variables.

Keywords:- *Halal Labels, Prices, and Purchase Decisions.*

I.   INTRODUCTION

The era of free trade, especially the era of MEA entering Indonesia resulted in the free and out of both labor and goods and services competing with domestic products. On the other hand, labor, goods and services from Indonesia that meet the country's standards abroad are competing to reach the market so aggressively.

The competition that occurs especially in goods and services in Indonesia is very interesting to study. What's more Indonesia has a population that is so dense and cultural diversity that is very attractive for domestic and foreign investors to invest in Indonesia. Many imported goods compete with local products. One of the industries whose products are still in demand by the people of Indonesia in particular is the instant noodle industry. Interesting phenomenon about the level of demand for instant noodles in the world as in the table below:

No	Country	2012	2013	2014	2015	2016	Total
1	China	44,000	46,220	44,400	40,430	38,520	213,570
2	Indonesia	14,750	14,900	13,430	13,200	13,010	69,290
3	Japan	5,410	5,520	5,500	5,540	5,660	27,630
4	Viet Nam	5,060	5,200	5,000	4,800	4,920	24,980
5	India	4,360	4,980	5,340	3,260	4,270	22,210
6	USA	4,340	4,350	4,280	4,210	4,100	21,280
7	Korea	3,520	3,630	3,590	3,650	3,830	18,220
8	Philippines	3,020	3,150	3,320	3,480	3,410	16,380
9	Thailand	2,960	3,020	3,070	3,070	3,360	15,480
10	Brazil	2,310	2,370	2,370	2,370	2,300	11,720
Total Demands		89,730	93,340	90,300	84,010	83,380	

Table 1:- World Instant Noodles Demand
Sumber :World Instant Noodles Association (2017*)*

Information from table 1 above, it can be seen that Indonesia is the second country with the highest level of consumption of instant noodles in the world according to WINA (World Instant Noodles Association) which is summarized in instant noodles.org with an average of 13,000 packets per capita consumed. WINA also mentioned

this because instant noodles in Indonesia are quite popular for consumption at breakfast and as a dinner menu by the public.

The high level of demand for instant noodles in Indonesia which includes local instant noodle products and outdoor (imported) instant noodles, including in the city of Bogor. Below we can see data on the level of sales of local intsan noodles with outdoor instant noodles with Samyang Noodle samples below:

No.	Year	Mie Samyang		Mie Sedap		Indomie	
		Qty	Omset	Qty	Omset	Qty	Omset
1	2015	494	Rp. 8.973.250	2.849	Rp. 6.267.800	33.313	Rp. 76.619.900
2	2016	593	Rp. 10.650.300	2.993	Rp. 6.584.600	34.944	Rp. 80.371.200
3	2017	659	Rp. 11.513.750	3.099	Rp. 6.619.800	34.607	Rp. 79.596.100

Table 2:- Sales Data of Indomaret Instant Noodle Outlet Products in Bogor City
*Sumber :*PT. IndomarcoPrismatama (2018)

Information from table 2 above shows that the sales turnover of Mie Samyang at the Indomaret outlet in Bogor City continues to experience a significant increase every year. Unlike the case with local instant noodle products with a more stable sales turnover or even decreased, this makes researchers more interested in doing more research to determine consumer decisions in buying Mie Samyang products that are now increasingly popular in Indonesia and can even be said to rival the popularity of the product local instant noodles.

The above phenomenon shows that consumer purchasing decisions on Samyang Noodles are higher compared to local noodle products. This is if we refer to the theoretical review that one of the factors that influence consumer purchasing decisions is a cultural factor in which there is a subculture, namely groups of people who share a value system based on life experiences and general situations. subcultures include nationalities, religions, racial groups, and geographical areas (Kotler, 2013).

Based on the theoretical review above, we can reflect on the field, that the majority of Indonesia's population is Muslim, sub-cultural factors automatically become one of the factors that influence the decision to purchase Samyang noodles. Until the end of 2017 the halal label on Samyang noodles has not been written on the noodle wrapper package. So it is thought to be one of the factors that influence the purchasing decisions of consumers of Samyang noodles.

On the other hand the average Indonesian population, especially people in the city of Bogor economically low income. So that the price of Samyang noodles is expected to influence consumer purchasing decisions on the product. However, there is one interesting thing about the behavior of the Indonesian people, especially the people of Bogor City, that the popularity of this type of instant noodles is due to the Korean Wave that is sweeping Indonesia, and also because of the unique challenges on social media for eating the Samyang Challenge. Besides that Indonesian tongue that likes spicy foods also supports the development of Samyang Noodle trends, this type of instant noodles from Korea is indeed different from the spicy instant noodles commonly found in Indonesia, these instant noodles do have a super spicy flavor with jumbo portions and sheet noodles that are thicker and bigger. This fried noodle variant is also known as fire noodles. The prices of these Samyang Noodles can be seen in table 3 below:

No	Name of Product	Price (in Rupiah)
1	Samyang Hot Chicken Ramen	Rp. 20.500
2	Indomie Goreng	Rp. 2.300
3	Mie Goreng Sedap	Rp. 2.180

Table 3:- Prices of Instant Noodle Products at Indomaret Outlets in Bogor City

Information from table 3 above shows that the prices of imported Mie Samyang products have a much higher selling price compared to instant noodle products in Indonesia. However, this high selling price apparently did not affect the consumption of the Samyang noodle product, this is evident from the sales turnover of Mie Samyang in the Indomaret outlet in the Bogor City area that has increased every year. However, if seen from the level of income per capita the people of Bogor City are still small, and the noodle product is in a perfectly competitive market.

Based on the background description above, the writer is interested in conducting more in-depth research with the title "Analysis of Purchasing Decisions of Imported Samyang Noodle Products Through Halal and Price Labels, Empirical Study of Indomaret Customers in Bogor-Indonesia City".

➤ *Formulation Problems*
Based on the above background explanation, to prevent confusion in the discussion, it is necessary to formulate the problem as follows:

1. Is there a partial influence between the halal label on the purchase decision of Samyang noodles on Bogor City Indomaret customers?

2. Is there a partial influence between the price of the Samyang noodle purchase decision on Indomaret customers in Bogor?

3. Is there a joint influence between halal and price labels on the decision to purchase Samyang noodles on Bogor City Indomaret customers?

➤ *Objective of Research*

This study is to be focused and focused, the authors set the objectives of this study as follows:

1. To find out the partial effect between halal labels on the purchase decision of Samyang noodles on Bogor City Indomaret customers?

2. To determine the partial effect of price on the decision to purchase Samyang noodles on Indomaret customers in Bogor?

3. To find out the joint effect of halal and price labels on the decision to purchase Samyang noodles on Bogor City Indomaret customers?

II. A REVIEW OF THEORY, FRAMEWORK FOR THINKING AND HYPOTHESIS

➤ *Halal Label*

Labels have a close relationship with marketing. According to Laksana (2008: 83) Label is part of an item in the form of information about the product. Labels are another feature of the product that need attention. On the other hand Stanton (2003) explains that a label is a part of a product that carries verbal information about the product or about the seller. The label can be part of a package, or it is a loose label attached to the product. Naturally, there is a very close relationship between packaging, labels and brands.

Halal comes from Arabic which means to release or not be bound. Etymologically halal means things that can be done freely or not bound by things that prohibit it. Whereas what is meant by halal food according to the Indonesian Ulema Council Fatwa Association (HFMUI) Ministry of Religion (2003) is food that is allowed to eat according to Islamic teachings. While halal certificate is a written fatwa from the Indonesian Ulema Council (MUI) which states the halalness of a product according to Islamic Sharia. This certificate is a requirement if you want to get the halal label.

Halal label certificate is a written fatwa of the Indonesian Ulema Council (MUI) given to companies that submit product halal testing (Basyaruddin, 2015). So the halal label is a halal statement of a product that has passed the halal criteria test.

➤ *Price*

Price according to Kotler and Keller (2013) is an element of marketing mix that is flexible in nature which can change at any time according to time and place. Price is not only the numbers printed on a package, but prices have many forms and carry out many functions. Price is one element of the marketing mix that generates revenue, another element generates costs. Price is the easiest element

in a marketing program to adjust, product features, channels and even communication require a lot of time.

The opinion above is made clear by Tjiptono (2008) price is the only element of the marketing mix that provides income or income for the company. Meanwhile, according to Kotler and Armstrong (2008), price is the amount of money billed for a product or service or the amount of value exchanged by customers to get the benefits of owning or using a product or service.

➤ *Purchasing decision*

Purchasing decisions according to Kotler and Keller (2013) "are the stages carried out by consumers before making a purchase decision on a product. Consumers will decide the product to be purchased based on their perception of the product related to the ability of the product to meet their needs ". Whereas Peter and Olson (2009) stated that "purchasing decision is an integration process that combines knowledge to evaluate two or more alternative behaviors and choose one of them".

➤ *Framework of Thinking*

According to Sugiyono (2013), explaining that thinking well will theoretically explain the linkages between variables to be studied. So theoretically it is necessary to explain the relationship between independent and dependent variables. If there are moderator and intervening variables in the study, it also needs to be explained, why those variables are involved in the research. The linkages between these variables are then formulated into a research paradigm. Therefore, in every preparation of the research paradigm it must be based on a framework of thinking. The thinking framework in this study is as follows:

➤ *The Influence of Halal Labels on Purchasing Decisions*

The results of previous research conducted by Imamuddin (2017) with the title Effect of Halal Labeling and Religiosity on the decision to purchase Instant Noodles of IAIN Bukittinggi T.A. Students 2016/2017. The results showed that the halal label had a positive and significant effect with a contribution of 18.2% to the purchase decision of instant noodles.

The results of the above study were strengthened by Nugraha, Mawardi and Bafadhal (2017) with the title "The Effect of Halal Labeling on Consumer Purchase Interests (Survey on Muslim Students of Mie Samyang Logoed Halal Korean Muslim Federation Logo in Malang City)". The results show that the halal labeling variable significantly influences consumer buying interest by 13.3%.

The same thing can also be seen from the results of Tarigan's research (2016) with the title Lifestyle Influences, Halal Labels and Prices on Purchasing Decisions of Wardah Cosmetics in Management Studies Students, Faculty of Economics, University of Medan Area Medan, the results show that partially halal labels have positive and significant effects towards the purchase decision.

➢ *Influence of Price on Purchasing Decisions*

Referring to the results of an earlier study conducted by Sari, Leksono and Kurniawan (2017) with the title Effect of Price, Product Quality and Brand Image on Purchasing Decisions on Sedaap Noodle Products (Case Study of Management Studies Students at the Faculty of Economics, Nusantara University PGRI Kediri). The results show that the price variable has a positive and significant effect on purchasing decisions for Sedaap Noodles.

The results of the above study were confirmed by Utami and Hastuti (2015) with the title Factors Affecting the Purchase of Instant Noodles in Students. The results show that the price has a positive and significant influence on the decision to purchase Instant Noodles.

Associated with the results of price research and purchasing decisions, also conducted by Tarigan (2016) with the title Effect of Lifestyle, Halal Labels and Prices on Purchasing Decisions on Wardah Cosmetics in Management Studies Program Students of the Faculty of Economics, University of Medan Area Medan, the results show that partially the price gives positive and significant influence on purchasing decisions.

➢ *Effect of Halal Labels and Prices on Purchasing Decisions*

The research results of Alfian and Marpaung (2017) with the title of the analysis of the influence of halal labels, brands and prices on purchasing decisions in the city of Medan. The results in this study indicate that about 65.1% of the halal, brand and price variables affect Muslim consumer purchasing decisions in Medan, while 34.9% are explained by other factors.

Associated with the results of the study of halal labels, prices and purchasing decisions, also conducted by Tarigan (2016) with the title Influence of Lifestyle, Halal Labels and Prices on Wardah Cosmetics Purchasing Decisions on Students of the Management Study Program, Faculty of Economics, University of Medan Area Medan, the results show that Simultaneous halal and price labels have a positive and significant influence on purchasing decisions.

Based on the results of previous studies above that form the framework of thinking in this study, the paradigm model in this study can be presented by the author as shown below:
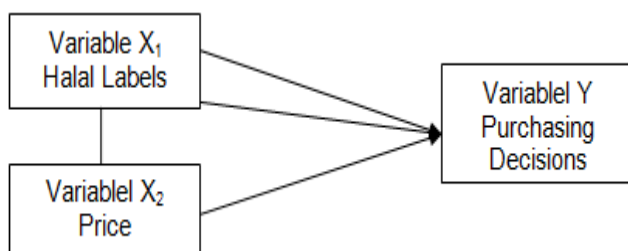
➢ *Research Hypothesis*

According to Umar (2010), the hypothesis can be interpreted as a temporary conclusion to the research problem until proven through the data collected. Hypothesis is a conclusion but the conclusion is not final, it still needs to be proven through research. Based on the assumptions stated in the framework of thinking above, the hypothesis in this study are as follows:

Ho1 : $\rho = 0$ Halal label does not significantly influence the purchasing decision of imported Samyang noodle products.

Ha1 : $\rho \neq 0$ Halal label significantly influence the purchasing decision of imported Samyang noodle products.

Ho2 : $\rho = 0$ The price does not significantly influence the purchasing decision of imported Samyang noodle products.

Ha2 : $\rho \neq 0$ The price significantly influence the purchasing decision of imported Samyang noodle products

Ho3 : $\rho = 0$ Halal and price labels do not significantly influence the purchasing decision of imported Samyang noodle products.

Ha3 : $\rho \neq 0$ Halal and price labels significantly influence the purchasing decision of imported Samyang noodle products.

III.   MATERIALS AND METHODS

The object of this research is indomaret visitors located in Bogor city area (Indomaret hybrid de parung, Indomaret highway construction, Indomaret sindur mountain, Indomaret ciseeng raya, and Indomaret parung raya). The population of this study was all consumers of Indomaret outlets in Bogor region as many as 659 consumers viewed from the total customer visits in 2017 that have become consumers of Mie Samyang products at Indomaret outlets in the Bogor area. The sample in this study consumers of Mie Samyang products were 100 respondents. Data collection methods in this research were observation, questionnaire study and literature study. The data analysis methods are validity test, reliability test, classic assumption test, simple linear regression, multiple regression test, product moment correlation test, determination test, and hypothesis test (t test and f test).

Fig 1:- Model Reseach Paradigm

IV. RESULT AND DISCUSSION

❖ *Data Feasibility Test Results*

➢ *Halal Label Variable Validity Test Results*

Statement Number	r count	r table	Note
1	0,948	0,196	Valid
2	0,850	0,196	Valid
3	0,930	0,196	Valid
4	0,927	0,196	Valid
5	0,969	0,196	Valid
6	0,957	0,196	Valid
7	0,717	0,196	Valid
8	0,854	0,196	Valid

Table 4:- Halal Label Variable Validity Test Results

Information from the above table, that statements number 1 to number 8 on the questionnaire have a value of r count> r table, then all the statement instruments are declared valid and can be used as a measuring tool to measure the halal label variable.

➢ *Price Variable Validity Test Results*

Statement number	r count	r table	Note
1	0,459	0,196	Valid
2	0,480	0,196	Valid
3	0,550	0,196	Valid
4	0,420	0,196	Valid
5	0,685	0,196	Valid
6	0,625	0,196	Valid
7	0,705	0,196	Valid
8	0,622	0,196	Valid

Table 5:- Price Variable Validity Test Results

Information from the above table, that statements number 1 to number 8 on the questionnaire have a value of r count> r table, then all the statement instruments are declared valid and can be used as a measuring tool to measure price variables.

➢ *Test Results of Variable Validity of Purchasing Decisions*

Statement number	r count	r table	Note
1	0,775	0,196	Valid
2	0,315	0,196	Valid
3	0,727	0,196	Valid
4	0,614	0,196	Valid
5	0,913	0,196	Valid
6	0,846	0,196	Valid
7	0,848	0,196	Valid
8	0,553	0,196	Valid

Table 6:- Test Results of Variable Validity of Purchasing Decisions

Information from the table above, that statements number 1 through number 8 on the Purchase Decision variable questionnaire have a value of r count> r table, then all of the statement instruments are declared valid and can be used as a measuring tool to measure the purchase decision variable.

➢ *Hasil Uji Reliabilitas*

Statement number	r count	r table	Note	Note
1	Halal Label	0,800	0,6	Reliable
2	Price	0,724	0,6	Reliable
3	Purchasing Decisions	0,772	0,6	Reliable

Table 7:- Hasil Uji Reliabilitas Label Halal, Harga dan Keputusan Pembelian

Information from the above table, that the statement of the halal label variable variable, price and purchase decision has a calculated value> rcritical, so it is declared reliable and can be used as a measurement tool to measure the halal label variable, price, and purchase decision.

➤ *Normality Test Results*

Uji Kolmogorov-Smirnov	Unstandarize Residual
Value of kolmogorov-Smirnov	1,145
Sig	0,145

Table 8:- Kolmogorov-Smirnov Normality Test Results

In the table above shows that the residual data obtained follows the normal distribution, based on the results of the output shows the Klomorov-Smirnov value is significant at 0.145> 0.05 thus, the residual data are normally distributed and the regression model has fulfilled the normality assumption.

➤ *Heteroscedasticity Test Results*

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.364	1.725		2.531	.013
	Label Halal	.026	.034	.079	.766	.446
	Harga	. 050	.074	.070	.674	.502

a. Dependent Variable: abs_res

Table 9:- Heteroscedasticity Test Results

Based on the heterokedasticity test results in table 1.9 using the Glesjer method, significant values of 0.446 and 0.502>> 0.05 were obtained so that it can be concluded that there was no heteroscedasticity problem.

➤ *Autocorrelation Test Results*

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.522[a]	.273	.258	4.947	1.906

a. Predictors: (Constant), Halal Label, Price
b. Dependent Variable: Purchasing Decision

Table 10:- Autocorrelation Test Results

From the results of the Durbin-Watson test for the residual regression equation, the count was 1.906. The value of the researcher compares with the significance table value of 5%, the number of samples 100 (n) and the number of independent variables 2 (K = 2), then the value of 1,715 is

obtained. DW value of 1.906 is greater than the upper limit (du) which is 1.715 and less than (4-du) 4-1.715 = 2.382, it can be concluded that there is no autocorrelation.

➤ *Multicollinearity Test Results*

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Label Halal	.960	1.041
	Harga	.960	1.041

a. Dependent Variable: Purchasing Decision

Table 11:- Multicollinearity Test Results

Based on the multicollinearity test results above, it is known that the Tolerance value of all independent variables is greater than 0.10 and the Variance inflation factor (VIF) value of all the independent variables is smaller than 10.0 so

it can be concluded that there is no multicollinearity between the independent variables in the regression model.

➤ *Results of Statistical Data Analysis of Inference*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	27.575	1.604		17.195	.000
	Label Halal	.044	.063	.070	.692	.491

a. Dependent Variable: Purchasing Decision

Table 12:- Results of Statistical Data Analysis of Inference

From the results of the regression test table above it is known that:

$$Y = a + bX$$
$$Y = 27,575 + 0,044X$$

The constant value of 27.575 is a constant value which states that the halal label (X1) = 0, the value of the purchase decision (Y) is 27.575. And the value of the halal label coefficient on purchasing decisions is 0.044. This states that the variable X1 has a positive effect on purchasing decisions. This shows that every 1 times increase, the variable X1 will push the level of variable Y by 0.044 positively or directly proportional to the level of purchasing decisions.

➢ *Price Variable Simple Linear Regression Test Results*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11.266	2.766		4.074	.000
	Harga	.679	.121	.493	5.616	.000

a.　　Dependent Variable: Purchasing Decision

Table 13:- Price Variable Simple Linear Regression Test Results

From the results of the regression test table above it is known that:

$$Y = a + bX$$
$$Y = 11,266 + 0,679 \ X$$

Based on the data table above, the constant value of 11.266 is a constant value which states that the price (X2) = 0, the value of the purchase decision (Y) is 11.266. And the price coefficient of the purchase decision is 0.679. This states that the variable X2 has a positive effect on the Y variable of 0.679. This shows that every time there is an increase of 1, the variable X2 will push the level of variable Y by 0.679 positively or directly proportional to the level of purchasing decisions.

➢ *Multiple Linear Regression Test Results*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.786	2.831		4.516	.000
	Label Halal	.110	.056	.175	1.981	.050
	Harga	.727	.122	.528	5.980	.000

a. Dependent Variable: Y

Table 14:- Multiple Linear Regression Test Results

Based on the data table of the Multiple Linear Regression Test above, it can be concluded that the value of t arithmetic = 1.981 with probability = 0.050 <0.5, meaning that there is a positive and significant effect. Whereas for the price variable the value of t arithmetic = 5.980 with probability = 0.00 <0.05 means there is a positive and significant effect. Therefore, it can be concluded that there is a positive and significant influence between the halal label and the price together on the purchase decision.

➢ *Product Moment Correlation Test Results*

Correlations

		Halal Label	Price	Purchasing Decision
Halal Label	Pearson Correlation	1	.199*	.070
	Sig. (2-tailed)		.047	.491
	N	100	100	100
Price	Pearson Correlation	.199*	1	.493**
	Sig. (2-tailed)	.047		.000
	N	100	100	100
Purchasing Decision	Pearson Correlation	.070	.493**	1
	Sig. (2-tailed)	.491	.000	
	N	100	100	100

*. Correlation is significant at the 0.05 level (2-tailed).

Table 15:- Product Moment Correlation Test Results

Based on the data table above, the correlation between halal labels (Variable X1) with purchasing decisions (Variable Y) results in a figure of 0.070. This figure shows the very weak correlation between halal labels on purchasing decisions. While the correlation between price (Variable X2) with purchasing decisions (Variable Y) results in a figure of 0.491. This figure emphasizes that the correlation between price and purchasing decisions is quite strong.

➤ *Determination Test Results*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.522a	.273	.258	4.947

a. Predictors: (Constant), X2, X1

Table 16:- Determination Test Results

Based on the output summary data, the Determination coefficient (R Square) value is 0.273, the value is the result of the square of the correlation coefficient or R, 0.522 x 0.522 = 0.273. The magnitude of the coefficient of determination (R suare) 0.273 is equal to 27.3%. This figure implies that the influence of halal and price labels on purchasing decisions together is 27.3% while the remaining 72.7% is influenced by other variables not examined.

➤ *Hypothesis Test Results (partial t test)*

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.786	2.831		4.516	.000
	Halal Label	.110	.056	.175	1.981	.050
	Price	.727	.122	.528	5.980	.000

a. Dependent Variable: Purchasing Decision

Table 17:- Hypothesis Test Results (partial t test)

The coeficients table data above can be seen that the partial hypothesis testing is shown by the t value as follows:
a. T value obtained from the calculation of 1.981 with a significant value of 0.050 greater than the error level of 5% and t table of 1.660 in this case t arithmetic> t table that is 1.981> 1.660 it shows that the Halal Label variable (X1) provides a positive and significant influence on the variable Purchasing Decision (Y).
b. The t value obtained from the calculation of 5,980 with a significant value of 0,000 is smaller than the error level of 5% and t table of 1,660 in terms of t arithmetic> t table that is 5,980> 1,660 shows that the Price variable (X2) has a positive and significant effect on the Purchase Decision variable (Y).

Based on the test results above it can be concluded that t arithmetic (1.981)> t table (0.166) which means that H0 is rejected and Ha is accepted, then the halal label (X1) has a positive and significant influence on purchasing decisions (Y) of imported Samyang noodle products. While t arithmetic (5,980)> ttable (0,166) which means that H0 is rejected and Ha is accepted, then the price (X2) has a positive and significant influence on purchasing decisions (Y) of imported Mie Samyang products to Indomaret customers in Bogor City.

➤ *Hypothesis Test Results (Test F) together*

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	890.964	2	445.482	18.203	.000ᵇ
	Residual	2373.876	97	24.473		
	Total	3264.840	99			

a. Dependent Variable: Purchasing Decision
b. Predictors: (Constant), Price, Halal Label

Table 18:- Hypothesis Test Results (Test F) together

The table data above obtained by F count is 18.203 after that we compare it with the F table value of 3.09. F test can be done by comparing F arithmetic with F table, if F arithmetic> F table (Ho is rejected Ha accepted). Based on the decision, the conclusion is that F arithmetic (18,203)> F table (3.09) then the halal label and price together have a positive and significant effect on the purchasing decision of imported Mie Samyang products to Indomaret customers in Bogor City.

V. CONCLUSION

1. There is a very weak but partially significant positive effect between the halal label on the purchasing decision of Mie Samyang on the Bogor City Indomaret customers.
2. There is a fairly strong and partially significant positive influence between the price on the purchasing decision of Mie Samyang on Bogor City Indomaret customers.
3. There is a positive and significant influence jointly between halal and price labels on the purchasing decision of Mie Samyang to Bogor City Indomaret customers.

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