

The Effect of Halal Labels, Online Customer Reviews, Brand Image and Brand Trust on Instant Noodle Purchase Decisions

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ABSTRACT

This study aims to determine the effect of halal labels, online customer reviews, brand image, and brand trust on purchasing decisions for Lemonilo brand instant noodles among students of Muhammadiyah University of Purwokerto. The approach applied in this study is a quantitative method through the application of purposive sampling technique by adding 28% of 100 respondents to a total of 128 respondents. The data collection process was through a questionnaire distributed via Google Form. The data were analyzed through multiple linear regression using SPSS version 21. The findings of this study describe that the halal label has a positive and significant effect on purchasing decisions, online customer reviews have a positive and significant effect on purchasing decisions, brand image has a positive and significant effect on purchasing decisions, and brand trust has no positive and significant effect on purchasing decisions.

INTRODUCTION

Indonesia is one country where rice is a staple food. However, Indonesians have begun consuming instant foods and often seek alternative options. Nowadays, instant foods, sometimes known as junk food, are readily available. Although fast food, including instant noodles, has been around since the 1990s, its popularity has not reached its current level. People of all ages, including children, adolescents, and adults, consume instant foods. The popularity of instant foods, including cereals, instant noodles, instant porridge, and other packaged foods, can be attributed to their affordability, accessibility, convenience, and deliciousness (Aini, 2024). Instant noodles are a type of fast food that contains the same amount of carbohydrates as this staple food.

The advancement of technology has impacted business development, particularly in the food sector. Instant noodles, made from wheat flour and high in carbohydrates, have become a popular choice among consumers. This is because they are quick to prepare and easy to serve. This instant process is preferred by consumers, as it satisfies their carbohydrate needs from fast food and promotes satiety. Indonesia ranks second after China in terms of the number of servings per year in 2024, according to the data below. China 42,210,000, Indonesia 14,540,000, India 8,680,000, Vietnam 8,130,000, and Japan 5,840,000. This indicates that Indonesians are very fond of fast food, especially instant noodles. It's undeniable that instant noodles are a quick substitute for rice (compas.co.id, 2024).

Instant noodles are indeed very convenient but low in nutrition, because they are high in carbohydrates and sodium, and low in protein, fiber, and vitamins. According to the Ministry of Health, 70% of instant noodles contain more than 1,000 mg of sodium per serving, increasing the risk of hypertension. Their saturated fat content can also increase bad cholesterol and the risk of heart disease, which is the leading cause of death in Indonesia with a prevalence of 12.9%. Excessive consumption of instant noodles can also cause blood sugar spikes due to their processed carbohydrate content, which triggers excess insulin production. If this continues, insulin resistance and an increased risk of type 2 diabetes can occur. The Ministry of Health recorded an increase in the prevalence of diabetes in Indonesia from 8.5% in 2018 to 10.7% in 2021 (indonesiana.id, 2025).

Unlike other brands, Lemonilo instant noodles with a serving size of 77 grams, energy is 300 kcal or equivalent to 13.95% of the Daily Intake (RDI). The total fat in one serving is 6 grams (8.96% RDI), while the sugar content is 5 grams. Total carbohydrates reach 53 grams or 16.31% of the RDI, while 8 grams of protein fulfills approximately 13.33% of the daily requirement. The sodium content is quite high, namely 940 mg, which is equivalent to 62.67% of the daily requirement, so it is necessary to pay attention to regular consumption to not exceed the daily salt intake limit. However, Lemonilo noodles have the advantage of being made without preservatives, synthetic colors, and artificial flavor enhancers. These noodles also use natural ingredients such as green spinach as a coloring, making it a healthier choice than conventional instant noodles (nilaigizi.com, 2020).

Among the top 10 instant noodle brands in Indonesia, Lemonilo ranks third, up 3.8% from the previous year. These statistics indicate that consumers increasingly value natural, high-quality, and healthy products. Lemonilo has successfully secured its position in the highly competitive e-commerce market by implementing efficient marketing methods and a dedication to product quality (databoks.katadata.co.id, 2022). Based on the data presented, Lemonilo offers an alternative for instant noodle fans, ensuring they can continue consuming it with the assurance of using natural ingredients. This research is expected to help students at Muhammadiyah University of Purwokerto make informed decisions about their noodle consumption, hoping to improve their health. Therefore, the author was motivated to research the purchasing decisions of Lemonilo brand instant noodles among students.

Students' choice to purchase Lemonilo instant noodles is not without reason. They feel they have little time to cook, so they prefer to make their own, as this is a good option for their limited pocket money. According to Kotler & Keller (2021), the wide variety of flavors offers attractive options and allows students to enjoy variety without having to spend a lot of money. These factors collectively encourage students to choose Lemonilo as a primary option for meeting their daily consumption needs.

According to Law No. 33 of 2014 concerning Halal Product Assurance, halal labels serve as markers of a product's halal status. Referring to the elaboration of Government Regulation No. 69 of 1999 concerning Halal Labels and Food Advertisements, halal labels are food-related data that is listed on food, inserted, affixed, or included in food packaging in the form of images, text, a combination of both, or other formats (Rahayu & Handayani, 2023). Previous research has shown that halal labels have a significant and positive impact on consumer purchasing decisions (Bayu et al., 2020; Damayanti et al., 2025; Septin et al., 2023). However, studies conducted by (Rahayu & Handayani, 2023; Rosyada, 2022; Sitompul, 2021) found findings that differ from previous studies, namely that halal labels do not have a significant impact on purchasing decisions. The importance of halal labels is very important, especially for Muslims in making purchasing decisions, but online customer reviews are also very influential for consumers in making purchases.

Online Customer Reviews significantly influence consumers in making product choices. According to Mulyati & Gesitera (2020), online customer reviews (OCR), or electronic word of mouth (eWOM), are a feature that has attracted significant interest from academics and the public, becoming a highly influential factor in determining consumer purchasing decisions. Previous studies conducted by (Mokodompit et al., 2022; Mulyati & Gesitera, 2020; Rahmayanti & Dermawan, 2023) showed that OCR has a positive and significant effect on purchasing decisions. However, other findings presented by (Irawan & Lestari, 2024; Putri et al., 2025; Ulfaida et al., 2023) in their studies stated that OCR does not have a positive and significant effect on purchasing decisions. With OCR, potential consumers can read product reviews before they buy. Furthermore, consumers often consider brand image in determining their product choices.

Brand image is a step in promoting a product and has its own appeal. Kotler & Keller (2019) explain that brand image is a consumer's view of a brand stored in their memory of a product or brand. Referring to studies conducted by Ekowati & Tiara Yulinda (2022), Onsardi et al. (2022), and Sari et al. (2024), brand image has a significant impact on consumer purchasing decisions. Referring to various findings (Andrian et al., 2022; Fitrianna & Aurinawati, 2020; Liya et al., 2021), brand image has a small and negative impact on consumer choices. In addition to considering brand image influencing purchasing decisions, consumers can also be affected by brand trust in deciding which products to buy.

Brand trust in a product significantly impacts consumer purchasing decisions. Kotler and Armstrong (2021) explain that brand trust is a consumer's willingness to rely on a brand despite risks because they believe the brand will provide maximum results. Referring to research by Pramezwary et al. (2021), Rufaida (2021), and Sigar et al. (2021), brand trust significantly and positively influences consumer purchasing decisions. Other studies (Aisyah et al., 2023; Lukitaningsih & Lestari, 2023; Muchtar et al., 2024) produced different findings, which described no significant correlation between brand trust and purchasing decisions. The addition of the brand trust variable as a new factor influencing purchasing decisions makes this study more novel compared to the research by Amin & Rachmawati (2020). In addition, the research object was also changed from Wardah brand cosmetics to Lemonilo brand instant noodles, which is more relevant to the trend of healthy lifestyles and consumption of halal products in the food industry. With this change, research provides a new perspective in understanding consumer behavior towards healthy and halal food products.

LITERATURE REVIEW

Cognitive Theory

According to Aaker and Myers (1992) in Rachmad et al., 2023, audiences or consumers are actively involved in the information acquisition process through evaluating the messages they receive. This process involves reading, viewing, or hearing information, which is then processed in the mind to form perceptions and attitudes, ultimately influencing consumer decisions.

In the context of this research, cognitive theory is used to understand how consumers process and respond to information related to Lemonilo brand instant noodles. Information regarding the halal label is crucial for Muslim consumers, as it serves as a guarantee that the product complies with Islamic law. Through cognitive processes, consumers evaluate a product's halal status as a basis for making purchasing decisions.

Additionally, OCR serves as a reference source for information that can shape consumer perceptions through the experiences of others shared online. Consumers actively read and evaluate these reviews before deciding to purchase a product.

Brand image is also formed through cognitive processes when consumers are exposed to information from various media, including advertisements and health campaigns, that support Lemonilo's image as a healthy and natural product. A positive brand image will foster positive perceptions in consumers.

Brand trust then develops from consumer assessments of consistent quality and brand integrity. Consumers who trust Lemonilo as a healthy and safe product are more likely to make repeat purchases.

Thus, cognitive theory provides a relevant framework in explaining how halal labels, online customer reviews, brand image, and brand trust influence purchasing decisions for Lemonilo instant noodles through information processing and changes in consumer attitudes towards the product.

Purchase Decision

The first step in a customer's purchasing process for goods or services is called a purchasing decision. One way to describe this purchasing choice is as the beginning of a product's journey to meet customer desires and expectations. Customers base their purchases on the problems they face, which in turn influence their own needs and desires to purchase the product to address those problems (Kotler & Armstrong, 2021). According to Kotler and Keller (2021), this choice is the result of several previous phases, including need identification, information search, evaluation of potential alternatives, and finally, purchase. Even at this stage, purchasing decisions can still be influenced by situational factors or external interventions, such as the opinions of others or sudden financial circumstances. According to Tjiptono (2020), purchasing decision indicators include: 1) Need Identification, 2) Information Search, 3) Alternative Evaluation, 4) Purchase and Consumption, 5) Post-Purchase Evaluation.

Halal Label

According to Rahayu and Handayani (2023), a halal label is a written or verbal statement on packaging that serves to identify a product's halal status. According to Law No. 33 of 2014, a halal label is a marker that states that a product has been labeled halal. According to Government Regulation No. 69 of 1999, which is also mentioned in the research by Bayu et al. (2020), a halal label is information about food that is listed on a food product, included, attached to, or made part of the food packaging. Halal labels can be in the form of text, images, a combination of both, or other formats.

Referring to the explanation, it can be concluded that the halal label is a marker for halal products and also serves as information that the product has been halal licensed. In addition to the halal label, there is also OCR which influences purchasing decisions. There are several indicators of the halal label variable according to the 1999 Government Regulation, as follows: 1) Images, 2) Text, 3) Combination of Images and Text, 4) Affixed to the Packaging. Research from (Amin & Rachmawati, 2020; Bayu et al., 2020; Damayanti et al., 2025; Miftahuddin et al., 2022; Nuha & Anwar, 2023) shows that the presence of a halal label significantly influences purchases.

H1: Halal label has a positive and significant influence on purchasing decisions.

Online Customer Review

OCR, as defined by Mo et al. (2015) in Ramadan et al. (2021), is a comment made by a customer about a product they have purchased, covering a wide range

of topics. Through their explanation of the product's quality, these reviews provide additional information that makes it easier for other customers to learn more about the product. According to Kotler & Keller (2019), OCR is a review and assessment from customers shared online, usually through e-commerce platforms or social media, which is a powerful form of word-of-mouth communication that influences the perceptions and decisions of other consumers. The indicators of online customer reviews, as described by Bambauer-Sachse & Mangold (2011) in (Ramadan et al., 2021), are as follows: 1) General persuasiveness, 2) General credibility, 3) Susceptibility to online product reviews. Based on studies conducted by (Ahn & Lee, 2024; Amin & Rachmawati, 2020; Damayanti et al., 2025; Fadia Putri et al., 2024; Irawan & Lestari, 2024) supports hypotheses such as:

H2: Online Customer Reviews have a positive and significant influence on purchasing decisions.

Brand Image

Kotler and Keller (2021) define brand image as a name, term, sign, symbol, design, or a combination of all these aspects that are applied to identify and differentiate the products or services of a seller or group of sellers from those of competitors. A product's brand image can be said to be what differentiates it from competitors. Products and brand image are closely related, and brand image can influence consumer purchasing decisions. Onsardi et al. (2022) explain that brand image is a series of consumer perceptions, beliefs, and impressions of a brand. This image is formed from consumer experiences, information, and interactions with the brand, and significantly influences purchasing decisions and consumer loyalty. According to Kotler & Keller (2019), the indicators of Brand Image are as follows: 1) Strength of Brand Association, 2) Favorability of Brand, 3) Uniqueness of Brand Association. Previous research from (Aditria et al., 2023; Amin & Rachmawati, 2020; Fitrianna & Aurinawati, 2020; Onsardi et al., 2022) supports the hypothesis of this study that:

H3: Brand Image has a significant positive effect on purchasing decisions.

Brand Trust

Kotler & Armstrong (2021) explain that brand trust is a consumer's willingness to rely on a brand despite risks because they anticipate the brand will deliver positive results. Muchtar et al. (2024) explain that brand trust is a customer's willingness to rely on a brand to achieve predetermined goals. Referring to the explanation by Delgado-Ballester & Luis Munuera-Alemán (2005) in (Lukitaningsih & Lestari, 2023), there are three indicator components, namely: 1) Brand Characteristics, 2) Company characteristics, 3) Consumer-brand characteristics. Studies conducted by (Aditria et al., 2023; Muchtar et al., 2024; Pramezwary et al., 2021; Rufaida, 2021; Sigar et al., 2021) support this study's hypothesis that:

H4: Brand Trust has a positive and significant influence on purchasing decisions.

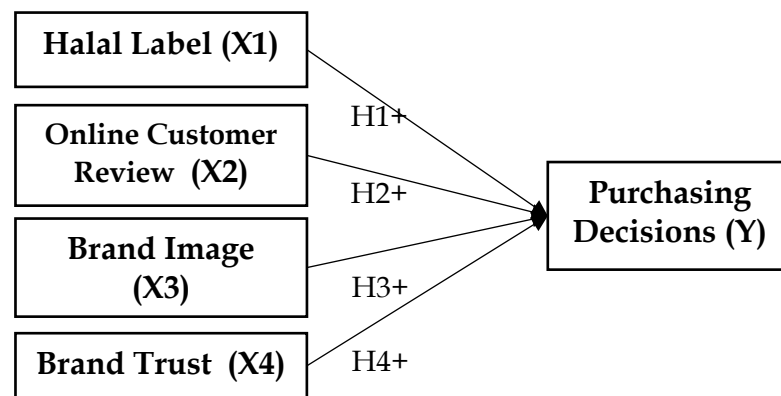


Figure 1. Conceptual Framework

METHODOLOGY

The population of this study is all active students of Muhammadiyah University of Purwokerto, totaling 14,520 (baa.ump.ac.id, 2025). The sampling technique uses purposive sampling through the following criteria: Active UMP students, UMP students who have consumed Lemonilo brand instant noodles, UMP students who have consumed Lemonilo brand instant noodles for at least the past month. The number of samples is calculated using the Slovin calculation formula. From the calculation results, it is known that the sample is 100 and added 28% to a total of 128 respondents. This is intended to minimize less than optimal data processing results. The method of distributing measuring instruments used by researchers is by using a questionnaire compiled in the form of g-form. Measurement of statement items uses a Likert scale of 1-5. Researchers will process the data obtained using the statistical analysis tool SPSS version 21 through multiple linear regression analysis.

RESEARCH RESULT

Based on the 130 respondents collected, two could not be processed because they did not meet the requirements or criteria for this study. The final data collection consisted of 128 respondents, with the aim of obtaining demographic information to serve as a reference for measuring the characteristics of the sample.

Table 1. Respondent Characteristics

No	Information	Frequency	Percentage (%)
1	Gender:		
	a. Man	60	46,9%
	b. Woman	68	53,1%
2	Age:		
	a. 18-20 years old	53	41,4%
	b. 21-24 years old	66	51,6%
	c. >25 years old	9	7%
3	Faculty		
	a. Faculty of Islamic Religion	9	6,9%

	b. Pharmacy	5	3,9%
	c. Faculty of Economics and Business	14	10,9%
	d. Faculty of Law	11	8,6%
	e. Faculty of Health Sciences	12	9,4%
	f. Faculty of Education	15	11,7%
	g. Medicine	9	7%
	h. Agriculture	6	4,7%
	i. Psychology	21	16,4%
	j. Literature	8	6,3%
	k. Technique	18	14,1%
4	Pocket money:		
	a. <Rp. 1.000.000	29	22,7%
	b. Rp. 1.000.000 - Rp. 2.000.000	66	51,6%
	c. >Rp. 2.000.000	33	25,8%

Source: Data processed by researchers (2025)

It was concluded that respondents who tended to fill in were female (53.1%), aged 21-24 (51.6%), pocket money of Rp. 1,000,000 – Rp. 2,000,000 (51.6%) and students studying at the Faculty of Psychology (16.4%) of Muhammadiyah University of Purwokerto.

Descriptive Statistical Analysis

Descriptive analysis was conducted to describe respondents' responses to each statement item in the research variables. The purpose of this analysis was to evaluate respondents' assessment levels based on the minimum, maximum, and average (mean) values for each indicator. These results provide a general overview of consumer perceptions of the Halal Label, OCR, Brand Image, Brand Trust, and Purchasing Decisions.

Tabel 2. Descriptive Statistics

Item Pertanyaan	N	Minimum	Maximum	Mean	Std. Deviation	Keterangan
LH.1	128	1,00	5,00	4,3047	1,01608	Agree
LH.2	128	1,00	5,00	4,2344	,83698	Agree
LH.3	128	1,00	5,00	4,0859	,91383	Agree
LH.4	128	1,00	5,00	3,9219	,81915	Neutral
OCR.1	128	1,00	5,00	4,3203	1,01123	Agree
OCR.2	128	2,00	5,00	4,0469	,82155	Agree
OCR.3	128	1,00	5,00	3,9453	,85397	Neutral
OCR.4	128	1,00	5,00	4,0391	,85484	Agree
OCR.5	128	1,00	5,00	4,1484	,94818	Agree
OCR.6	128	1,00	5,00	4,1797	,97556	Agree
BI.1	128	1,00	5,00	4,4219	,89275	Agree
BI.2	128	2,00	5,00	4,3438	,84590	Agree
BI.3	128	1,00	5,00	4,0078	,91786	Agree

BI.4	128	2,00	5,00	3,8906	,80583	Neutral
BI.5	128	2,00	5,00	4,0469	,80216	Agree
BI.6	128	1,00	5,00	4,3437	,99160	Agree
BT.1	128	1,00	5,00	4,3828	,97303	Agree
BT.2	128	1,00	5,00	4,2813	,92163	Agree
BT.3	128	1,00	5,00	3,9297	,81505	Neutral
BT.4	128	2,00	5,00	3,9219	,90152	Neutral
BT.5	128	1,00	5,00	3,9844	,86929	Neutral
BT.6	128	1,00	5,00	4,1172	,95259	Agree
KP.1	128	1,00	5,00	4,3594	,91130	Agree
KP.2	128	1,00	5,00	4,2578	,96592	Agree
KP.3	128	1,00	5,00	4,1016	,88593	Agree
KP.4	128	1,00	5,00	3,9609	,89092	Neutral
KP.5	128	1,00	5,00	4,3203	,97151	Agree

Source: Data processed by researchers (2025)

Referring to the table, it can be explained that the majority of respondents filled out the questionnaire on a Likert scale of 4 or in the agree category. The statement items with the highest scores were LH.1 (4.3047), OCR.1 (4.3203), BI.1 (4.4219), BT.1 (4.3828), and KP.1 (4.3594). Thus, the statements used by the researcher as a variable measurement tool were well understood by respondents.

Instrument Test

Validity & Reliability Test

Sugiyono (2022) defines validity testing as the accuracy of data reported by a research instrument and data collected from the research object. The purpose of validity testing is to ensure that the instrument can measure what it is intended to measure. A Sig. score <0.05 indicates valid data, and a Sig. score >0.05 indicates invalid data. This value is the acceptable limit for validity.

Reliability testing is a method for evaluating a questionnaire as an indicator of a variable or construct, claims Ghazali (2018). If responses to questions are constant or stable over time, the instrument is considered reliable. According to Ghazali (2018), the Cronbach's Alpha value must be >0.6 for the data to be valid. Conversely, data cannot be considered reliable if the Cronbach's Alpha score is <0.6 .

Table 3. Validity & Reliability

Item	Corelation Total	Sig.	Cronbach's Alpha
Halal Label (X1)			0,679
LH.1	0,710	0,000	
LH.2	0,752	0,000	
LH.3	0,742	0,000	
LH.4	0,660	0,000	

Online Customer Review (X2)			0,823
OCR.1	0,779	0,000	
OCR.2	0,645	0,000	
OCR.3	0,691	0,000	
OCR.4	0,668	0,000	
OCR.5	0,764	0,000	
OCR.6	0,807	0,000	
Brand Image (X3)			0,812
BI.1	0,704	0,000	
BI.2	0,710	0,000	
BI.3	0,800	0,000	
BI.4	0,658	0,000	
BI.5	0,553	0,000	
BI.6	0,854	0,000	
Brand Trust (X4)			0,836
BT.1	0,768	0,000	
BT.2	0,730	0,000	
BT.3	0,709	0,000	
BT.4	0,636	0,000	
BT.5	0,785	0,000	
BT.6	0,817	0,000	
Purchase Decision (Y)			0,806
KP.1	0,708	0,000	
KP.2	0,787	0,000	
KP.3	0,725	0,000	
KP.4	0,706	0,000	
KP.5	0,820	0,000	

Source: Data processed by researchers (2025)

The table shows that the measurement instrument is considered valid and reliable. This is because the significance value for each statement is <0.05 , and the Cronbach's Alpha score for each variable is >0.6 .

Classical Assumption Test

Normality Test

To determine whether the independent and dependent variables in a regression model are normally distributed, a normality test can be performed, according to Ghazali (2018). Statistical test results can be degraded if a variable is not regularly distributed. A regression model that is suitable for statistical testing and has a normal or nearly normal distribution is considered good. The Kolmogorov-Smirnov test in SPSS can be applied to test data normality; a significance value > 0.05 indicates that the data is normally distributed, and a significance score < 0.05 indicates that the data is not normally distributed.

Table 4. Normality Test

N		Unstandardized Residual
		128
	Mean	,0000000

Normal Parameters ^{a, b}	Std. Deviation	0,98412598
	Absolute	,072
Most Extreme Differences	Positive	,072
	Negative	-0,050
Test Statistic		0,818
Asymp. Sig. (2-tailed) ^c		0,515 ^{c,d}

Source: Data processed by researchers (2025)

The table describes the asymptotic score of the signature (2-tailed) which is $0.515 > 0.05$, which indicates that the data meets the normal criteria and is normally distributed based on the Kolmogorov-Smirnov test.

Multicollinearity Test

Referring to the explanation from Ghazali (2018), the multicollinearity test is applied to determine whether the regression model includes a correlation between the independent and dependent variables. The findings of this multicollinearity test indicate the magnitude of the variable scores in the sample, which indicate a large standard error. Therefore, when the test coefficient is created, the $t\text{-count} < t\text{-table}$. A good regression model is one that does not have a correlation or is free from multicollinear analysis. The variance inflation factor (VIF) and tolerance are applied to determine whether multicollinearity is present or not in the regression model. If the $VIF < 10$ or tolerance > 0.10 , it can be said that multicollinearity does not occur, whereas if the $VIF > 10$ or tolerance < 0.10 , it can be said that multicollinearity occurs.

Table 5. Multicollinearity

Model	Colinearity Statistic	
	Tolerance	VIF
Halal Label	0,202	4,939
Online Customer Review	0,141	7,096
Brand Image	0,147	6,781
Brand Trust	0,141	7,078

Source: Data processed by researchers (2025)

In the table, the VIF values of all variables are calculated as < 0.10 , thus meeting the acceptance limit of $VIF < 10$, indicating no multicollinearity issues. For each variable's tolerance score, if the tolerance value is > 0.10 , the data is considered to be free from multicollinearity if the data is not affected by multicollinearity. These results demonstrate that the data used in this study did not exhibit multicollinearity symptoms.

Heteroscedasticity Test

This test is applied to determine whether the variance in a regression model varies from one study to another, according to Ghazali (2018). To confirm the presence of heteroscedasticity, the Glejser test is used. We can conclude that

heteroscedasticity exists if the significance score is less than 0.05, and that there is no heteroscedasticity if the significance score is >0.05 .

Table 6. Heteroscedasticity

Item	Coefficient	
	B	Sig.
(Constant)	0,091	0,281
Halal Label	-0,045	0,293
Online Customer Review	0,080	0,106
Brand Image	0,034	0,503
Brand Trust	-0,045	0,364

Source: Data processed by researchers (2025)

In the table above, the test shows that the significance value of each variable has a Sig. score > 0.05 , which indicates that the data applied is not affected by heteroscedasticity symptoms.

Multiple Linear Regression Test

Finding the dependency between one or two independent factors and one dependent variable, or estimating the influence between one independent variable and one dependent variable, is the goal of multiple linear regression analysis. The analysis tool (SPSS 21) with a threshold of 0.05 was used for the regression analysis test.

Table 7. Multiple Linear Regression

Item	B	t	Sig.
(Constant)	-0,157	-1,052	0,295
Halal Label	0,233	3,095	0,002
Online Customer Review	0,343	3,919	0,000
Brand Image	0,410	4,553	0,000
Brand Trust	0,067	0,776	0,439

Source: Data processed by researchers (2025)

$$KP = -0,157 + 0,233LH + 0,343OCR + 0,410BI + 0,067BT$$

Model Fit Test

Referring to the explanation from Ghazali (2018), the model fit test was carried out in evaluating whether the applied model structure was significant, which made it possible to ascertain whether the model could be applied in predicting the impact of independent variables simultaneously on the dependent variable. The results obtained were a calculated F value of $222.57 > 2.17$, and a significance score $< \alpha$, namely $0.000 < 0.05$. Thus, the model can be said to be fit and there is a significant relationship between the variables Halal Label (X1), Online Customer Review (X2), Brand Image (X3) and Brand Trust (X4) on purchasing decisions (Y).

R2 Test (Coefficient of Determination)

The coefficient of determination (R²) measures how well the model accounts for changes in the dependent variable (Ghozali, 2018). The coefficient of determination ranges from zero to one. A small R² indicates that the independent variable can only explain the dependent variable to a limited extent. When the independent variable provides almost all the data needed to estimate changes in the dependent variable, its value approaches 1.

Table 8. R² Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
0,937 ^a	0,879	0,875	0,24560

Source: Data processed by researchers (2025)

Referring to the analysis findings obtained, the adjusted R square score is 0.879 > r-table 0.173. This score indicates that the independent variables consisting of the Halal Label (X1), Online Customer Review (X2), Brand Image (X3) and Brand Trust (X4) have an influence on the dependent variable, namely the Purchase Decision (Y) which is 87.9% and the other 12.1% is caused by other variables that are not studied or do not exist in the study model being carried out.

Hypothesis Testing

Hypothesis testing is carried out to examine the effect of each independent variable on the dependent variable. The sig (significance) column in the table displays the results of the t-test. The criteria for measuring whether the independent and dependent variables are mutually influenced are: It can be concluded that there is a partial effect of the independent variable on the dependent variable if the significance score is 0.05, and there is no effect on the dependent variable if the significance score is > 0.05.

In accordance with table 7 which describes the Sig. Halal Label (X1) score 0.002 < 0.05, Online Customer Review (X2) 0.000 < 0.05, Brand Image (X3) 0.000 < 0.05, Brand Trust (X4) 0.439 > 0.05. From these results it can be concluded that there is a variable that experiences hypothesis rejection (H_a accepted H₀ rejected) namely the Brand Trust variable (X4) due to the Sig. value > 0.05. While the other variables (X1, X2, X3) experience hypothesis acceptance (H_a rejected H₀ accepted).

DISCUSSION

The Influence of Halal Labels on Purchase Decisions

The findings of this study indicate that the greater consumers' attention to the halal label, the more likely they are to purchase Lemonilo brand instant noodles. One of the most important factors Muslim consumers consider when ensuring that the products they purchase comply with religious teachings is the halal label. These findings are relevant to cognitive theory, which explains that consumers actively engage in cognitive processes when receiving information. In this case, the halal label acts as a stimulus for information received by consumers

through product packaging or promotional media. Consumers then evaluate this information based on their personal knowledge, values, and beliefs, which ultimately influence their attitudes and behavior. This research is supported by (Amin & Rachmawati, 2020; Damayanti et al., 2025; Miftahuddin et al., 2022), which describe the halal label as having a positive and significant influence on purchasing decisions.

Students, as consumers, consciously process information regarding the presence of the halal label. This evaluative process then forms a positive perception of the Lemonilo brand as a healthy product that aligns with halal principles. This fosters trust and a purchasing decision. Lemonilo can also improve education for students at Muhammadiyah University of Purwokerto regarding the halal certification process and the company's commitment to safe, natural, and sharia-compliant products.

The Influence of Online Customer Reviews on Purchasing Decisions

These findings demonstrate that reviews from other consumers on online platforms (marketplaces, social media, or discussion forums) play a crucial role in influencing potential buyers' purchasing decisions. Consumers tend to seek out and consider the opinions of previous users as a more honest and objective source of information before purchasing a product. These findings can be explained through cognitive theory, which emphasizes that consumers are not passive, but rather active in processing the information they receive. Online customer reviews are part of the external information stimulus that consumers read, analyze, and evaluate before forming attitudes and purchasing decisions. These findings are relevant to the findings of (Ahn & Lee, 2024; Damayanti et al., 2025; Irawan & Lestari, 2024) who concluded that OCR contributes positively and significantly to purchasing decisions.

In this context, students as consumers are often influenced by various online reviews of Lemonilo instant noodles, both positive and negative, which then influence their perceptions of the product's quality, taste, health benefits, and even its halal status. Through cognitive processes, consumers select and conclude whether the information aligns with their needs and preferences before ultimately deciding to purchase. Companies are advised to encourage satisfied consumers to leave positive reviews and respond to negative reviews professionally, thereby strengthening consumer trust in the brand. Furthermore, collaboration with influencers, food bloggers, or review platforms can expand the reach of positive information circulating in the digital world.

The Influence of Brand Image on Purchase Decisions

These findings indicate that the more positive the Lemonilo brand image in the eyes of consumers, the greater the consumer's tendency to make a purchase. A strong perception of the brand as healthy, natural, halal, and trustworthy encourages consumers to choose this product among the various instant noodle options available on the market. These findings can be explained using cognitive theory, which states that consumers actively evaluate the information they receive, then form attitudes and decisions based on this cognitive process. Brand image is formed from the accumulation of information

consumed by consumers, whether through advertising, testimonials, packaging, social media, or personal or other people's experiences. These research findings are supported by (Amin & Rachmawati, 2020; Fitrianna & Aurinawati, 2020; Onsardi et al., 2022), which describe brand image as having a significant positive contribution to purchasing decisions.

Students, as consumers, process all visual and verbal information related to the Lemonilo brand and form a perception of the brand as a symbol of a healthy and halal-conscious lifestyle. This image then influences attitudes and drives purchasing decisions. A strong and positive brand image is a crucial asset in influencing consumer behavior. Therefore, Lemonilo needs to continuously maintain and strengthen its brand image through consistent communication strategies, relevant digital campaigns, and product quality assurance.

The Influence of Brand Trust on Purchase Decisions

These findings indicate that students' trust in the Lemonilo brand does not directly influence their purchasing decisions. Although consumers may have a positive perception of the brand, this trust is not a dominant factor in driving purchasing decisions in the context of instant noodles. According to cognitive theory, consumers actively process information received before making a decision. In this context, brand trust should be the result of cognitive evaluations of quality consistency, brand communication, and previous experiences. However, these results indicate that the information or experiences that shape trust in the brand are not yet strong enough to influence students' purchasing decisions. It is possible that purchasing decisions are more influenced by other factors, such as the halal label, online reviews, or brand image, which are more prominent in consumers' cognitive evaluation processes. This may also indicate that consumers in this segment may not have been sufficiently exposed to information that forms a deep belief in the Lemonilo brand. These research findings are supported by (Aisyah et al., 2023; Lukitaningsih & Lestari, 2023), who concluded that brand trust does not significantly influence purchasing decisions.

Lemonilo needs to strengthen the elements that build brand trust more consistently and strategically at Muhammadiyah University of Purwokerto. This can be done through improving the consumer experience, communicating more personalized brand values, and providing transparency regarding product quality and the brand's commitment to health and halal certification. The company can also educate the brand through customer testimonials, loyalty campaigns, and digital marketing approaches that demonstrate the brand's consistency in meeting consumer expectations. By building emotional connections and long-term trust, brand trust is expected to have a more significant impact on future purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

Based on the findings of multiple linear regression analysis, it can be concluded that the halal label, online customer reviews, and brand image variables have a positive and significant influence on the purchasing decisions of

Lemonilo brand instant noodles among college students. These findings indicate that consumers actively process information related to the product's halal status, online reviews, and brand image before deciding to purchase. Meanwhile, brand trust does not have a significant influence on purchasing decisions, which is likely caused by consumers' minimal exposure or emotional attachment to the Lemonilo brand. These findings are relevant to cognitive theory, which explains that purchasing decisions are influenced by the evaluation of information received. Therefore, companies are advised to strengthen their halal communication strategies, actively manage online reviews, and maintain a healthy and natural image. In addition, increasing brand trust needs to be done through an emotional approach and consistent product quality.

ADVANCED RESEARCH

This study has limitations that could be used as opportunities for future research. Future research is recommended to expand the scope of respondents to include more diverse respondents, for example, involving consumers from different regions or age groups. Furthermore, given that brand trust did not have a significant effect in this study, further studies could explore the role of mediating or moderating variables such as brand loyalty, perceived quality, or product involvement to identify possible indirect pathways. Future research could also consider psychological or cultural factors that influence how consumers process information, in line with cognitive theory. With a more complex approach, further research is expected to provide a more comprehensive understanding of consumer behavior in purchasing decisions.

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