

The Influence of Halal Awareness and Halal Certification on the Purchase Decisions of Korean Instant Noodles Among Teenage Consumers in Surabaya

Abharul Lubbi¹, Ulya Sarofa²

¹² Food Technology Study Program, Faculty of Engineering and Science, Universitas Pembangunan Nasional "Veteran" East Java
Email: abharulubbi@gmail.com

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Abstract

The halal food industry is a major sector in Indonesia, supported by a predominantly Muslim population. On the other hand, imported food products such as Korean instant noodles are attracting the interest of domestic consumers, particularly among teenagers. Instant noodles are a fast-food item that is very popular among teenage consumers, especially with the rise of the Korean Wave in Indonesia. However, not all Korean instant noodles available in Indonesia are halal-certified. Muslim consumers must be more discerning when selecting Korean instant noodle products before making a purchase, starting with their own awareness. This study aims to analyze the influence of halal awareness and halal certification on the purchasing decisions of teenage consumers in Surabaya regarding Korean instant noodle products. The analysis method used was Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4 software. Data was collected from 200 teenage respondents in Surabaya using a closed-ended Likert scale questionnaire. The results of the study indicate that halal awareness and halal certification significantly influence the decision to purchase Korean instant noodle products among teenage consumers in Surabaya. Halal awareness has a coefficient value of 0.311 (t -statistic 4.008; p -value 0.000), while halal certification has a coefficient value of 0.452 (t -statistic 5.956; p -value 0.000). This indicates that halal certification has a greater influence than halal awareness on the purchasing decisions of Korean instant noodles among teenage consumers in Surabaya.

INTRODUCTION

The food and beverage industry is one of the sectors that plays a crucial role in supporting the national economy. This sector contributed 39.10% to the Gross Domestic Product (GDP) of the non-oil and gas manufacturing industry and approximately 6.55% to the national GDP in 2023 (TimesIndonesia, 2024). The growth of this sector is also supported by Indonesia's very large population, which is projected to reach 284.49 million by mid-2025 (BPS, 2025). Additionally, Indonesia is the country with the largest Muslim population in the world, with 249.82 million Muslims, or 87.8% of the total population (Dataloka, 2025). This indicates that Indonesia possesses a vast market potential for halal products.

As economic actors, every individual exhibits specific consumption behaviors. For Muslims, there is a prohibition against purchasing or consuming products whose ingredients or production processes do not comply with Islamic Sharia law (Syukriya & Faridah, n.d.). On the other hand, the development of culinary culture in Indonesia is currently heavily influenced by foreign cultures, such as Chinese, Arab, Japanese, and South Korean cultures. The influence of Korean culture, in particular, is very strong among the younger generation, especially teenagers,

who are currently exposed to the Korean Wave phenomenon and enjoy watching Korean dramas and listening to Korean pop music, or K-Pop (Cahyati & Fikriyah, 2024).

Instant noodles are one of the most popular foods worldwide, as they are easy to prepare and generally affordable. According to data released by the World Instant Noodle Association (WINA) in 2025, Indonesia ranks second globally as the country with the highest number of instant noodle servings after China and Hong Kong, at 14,540,000 servings.

Issues regarding halal certification in Indonesia arose when Korean instant noodle products began circulating widely in the market. On June 15, 2017, the Indonesian Food and Drug Monitoring Agency (BPOM) issued a circular stating that specific pig DNA had been detected in several Korean instant noodle products. Based on these findings, the Indonesian Ulema Council (MUI) declared that the identified Korean instant noodle products must be withdrawn from circulation in Indonesia (KumparanNEWS, 2017). Currently, although some types of Korean instant noodles already have halal certification, there are still several brands of Korean instant noodles without halal certification circulating in supermarkets across Surabaya.

With a lifestyle that tends to follow trends, not all teenagers have full awareness of the halal status of the products they consume. In fact, awareness in understanding a product before consumption is crucial to ensuring its halal status. A higher level of religious understanding and awareness can make Muslim consumers more selective in choosing products (Maulizah & Sugianto, 2024). The higher the level of halal awareness a person possesses, the greater their caution in consuming a product (Hendradewi et al., 2021). According to Tjiptono (2020), consumer purchasing decisions are a process of choosing among two or more alternatives. This process occurs when an individual evaluates various options and determines which product to select.

Research conducted by Dewi et al. (2023) indicates that halal awareness has a positive and significant influence on the purchase decision for packaged imported food products. The findings of Abhinaya & Setyawan (2024) also demonstrate that halal awareness and halal certification have a significant influence on the purchase decision for Mixue products. Meanwhile, a study by Cahyati & Fikriyah (2024) revealed that halal awareness has a significant influence on the purchase decision of Korean food products, whereas halal labeling does not have a significant influence. However, when halal labeling is combined with halal awareness, both can stimulate and influence consumers in considering the products they will consume.

This study is an extension of previous research, introducing novel elements in terms of the research location and subjects. The research focus is on Korean instant noodle products, with the study location in Surabaya and respondents drawn from the adolescent consumer demographic. Thus, this study aims to: 1) Analyze the influence of halal awareness and halal certification on the purchase decisions of Korean instant noodle products among adolescents at the Surabaya City branch of the Indonesian Muslim Youth Association (. 2) Identify the factors that most influence the purchase decisions of Korean instant noodle products among adolescents in Surabaya.

Hypotheses

H1: Halal awareness influences the purchase decision of Korean instant noodle products.

H2: Halal certification influences the purchase decision of Korean instant noodle products.

METHODS

This study uses a quantitative method. This method is used to determine how halal awareness and halal certification influence the purchase decision of Korean instant noodle products among teenage consumers in Surabaya. There are two exogenous variables in this study, namely halal awareness (X1) and halal certification (X2). The dependent variable in this study is the purchase decision (Y).

Data collection was conducted using a 5-point *Likert* scale questionnaire distributed to respondents *online* via social media and in person (*offline*). Each statement in the questionnaire was developed based on research variable indicators modified from a previous study (Fitriyani, 2023). The sample size consisted of 200 respondents, determined using the *Rule of Thumb* method. Sampling was conducted using *purposive sampling*, as respondents had to meet specific criteria to be included in this study, namely:

1. Adolescents aged 15–24 years;
2. Having consumed Korean instant noodles;
3. Residing in Surabaya for more than 5 years;
4. Muslim; and
5. Willing to participate as research respondents.

The data obtained from the questionnaire will first be analyzed descriptively to determine the characteristics of the respondents and to analyze the influence of halal awareness and halal certification on purchasing decisions using the *Partial Least Squares Structural Equation Modeling* (PLS-SEM) method with the assistance of *SmartPLS 4 software*. This method was chosen because PLS-SEM is commonly used for consumer behavior analysis, especially when the variables under study are latent variables, resulting in more precise expected results.

RESULTS

Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	categories	Respondent	
		Frequency	%
Gender	Male	44	22
	Female	156	78
Age	15–19 years	57	28
	20–24 years	143	72
Highest Level of Education	Elementary School	6	3
	Junior High School	32	16
	High School	148	74
	College	14	7
Introduction to Korean Culture/ <i>Hallyu</i>	Yes	130	65
	No	70	35

The Influence of Religious Values (Religiosity)	Yes	155	73
	No	45	26
Frequency of Korean Instant Noodle Consumption per Month	< 1 time	146	73
	1–3 times	52	26
	> 3 times	2	1
Monthly Spending on Korean Instant Noodles	< Rp 20,000	143	72
	Rp 20,000 – Rp 50,000	55	28
	> Rp 50,000	2	1

Based on Table 1, it can be seen that the majority of respondents were women aged 20–24 with a high school education. This is consistent with the findings of Shafariah & Ghofur (2024), which indicate that women generally exhibit higher awareness and responsiveness to halal attributes compared to men. Increased awareness of halal products will foster consumer trust. This influence is found to be stronger among female consumers, suggesting that gender reinforces the relationship between halal awareness and consumer orientation toward halal products. Additionally, Fitria et al. (2019) also noted that women demonstrate greater attention to halal certification aspects, halal marketing strategies, and the intention to purchase halal products. Hidayati (2024) stated that middle-aged youth can influence the purchasing decisions of parents and older family members through the information they obtain. This information also contributes to increased awareness of the importance of product halal status.

Statistical Analysis

The PLS-SEM analysis was conducted in two main stages: the outer model test and the inner model test.

Outer Model Evaluation

Table 2. Results of the Convergent Validity Test for Outer Loadings

Indicator	Variable			Note
	Purchase Decision	Halal Awareness	Halal Certification	
KH01		0.885		Valid
KH02		0.848		Valid
KH03		0.846		Valid
KH04		0.828		Valid
KP01	0.889			Valid
KP02	0.817			Valid
KP03	0.823			Valid
KP04	0.788			Valid
SH01			0.807	Valid
SH02			0.809	Valid
SH03			0.852	Valid
SH04			0.795	Valid
SH05			0.847	Valid

Table 3. Results of the Convergent Validity Test for AVE Values

Variable/Construct	AVE Value	Note
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Halal Certification	0.676	Valid
Purchase Decision	0.689	Valid
Halal Awareness	0.726	Valid

Based on the results of the convergent validity test in Table 2, it can be seen that 13 indicator attributes have values above 0.70, which means they meet the criteria to pass the test. The criterion for a good outer loading value is ≥ 0.70 . Thus, all indicator attributes can be used for further testing without eliminating any attributes. Table 3 also shows that all constructs meet the value of > 0.50 . An AVE value greater than 0.50 (> 0.50) indicates that the construct is able to explain at least 50% or more of the variance of its indicators, thus meeting the criteria for construct validity. Indicators with an AVE value less than 0.50 (< 0.50) can be eliminated.

Table 4. Results of the Discriminant Validity Test for Cross-Loadings

Indicator	Purchase Decision	Halal Awareness	Halal Certification	Note
KH01	0.631	0.885	0.632	Valid
KH02	0.550	0.848	0.603	Valid
KH03	0.529	0.846	0.662	Valid
KH04	0.428	0.828	0.553	Valid
KP01	0.889	0.587	0.608	Valid
KP02	0.817	0.571	0.558	Valid
KP03	0.823	0.489	0.559	Valid
KP04	0.788	0.457	0.516	Valid
SH01	0.532	0.522	0.807	Valid
SH02	0.537	0.586	0.809	Valid
SH03	0.556	0.616	0.852	Valid
SH04	0.576	0.584	0.795	Valid
SH05	0.575	0.651	0.847	Valid

Based on the table above, it can be seen that discriminant validity is met because the cross-loadings of the indicators on their respective constructs are higher than those on other constructs. Good cross-loadings are indicated by a correlation coefficient between an indicator and its construct that is greater than the correlation between that indicator and other constructs, meaning that the construct is better able to predict the indicator than other constructs.

Table 5. Results of the Discriminant Validity Test for the Fornell-Larcker Criterion

Variable/Construct	Purchase Decision	Halal Awareness	Halal Certification	Note
Purchase Decision	0.830			Valid
Halal Awareness	0.637	0.852		Valid
Halal Certification	0.676	0.721	0.822	Valid

Based on the table above, it is evident that the Fornell-Larcker criterion values for each construct are also greater than the correlation values between other constructs. Discriminant validity is considered met if the square root of the AVE value for each construct is greater than the correlation values between other constructs, indicating that the construct is better able to

explain the variance of its own indicators than the variance of other constructs' indicators.

Table 6. Results of the Discriminant Validity Test for the Heterotrait-Monotrait Ratio (HTMT)

Variable/Construct	Purchase Decision	Halal Awareness	Halal Certification	Note
Purchase Decision				
Halal Awareness	0.724			Valid
Halal Certification	0.780	0.817		Valid

Based on the table above, it can be seen that the HTMT ratio is less than 0.85; this means that each indicator represents only the intended construct and does not measure other irrelevant constructs. This aligns with the explanation by Henseler et al. (2015), who state that a good HTMT value is less than 0.85 (< 0.85). Next, the instrument reliability testing includes composite reliability and Cronbach's alpha tests.

Table 7. Results of the Composite Reliability Test

Variable/Construct	Composite Reliability	Note
Purchase Decision	0.899	Reliable
Halal Awareness	0.914	Reliable
Halal Certification	0.913	Reliable

Based on the table above, it is evident that all constructs have composite reliability values greater than 0.70. The composite reliability values are 0.899 for purchase decision; 0.914 for halal awareness; and 0.913 for halal certification. A composite reliability value is considered good if it is greater than 0.70 (> 0.70).

Table 8. Cronbach's Alpha Test Results

Variable/Construct	Cronbach's alpha	Note
Purchase Decision	0.849	Reliable
Halal Awareness	0.875	Reliable
Halal Certification	0.880	Reliable

Based on the table above, it is evident that all constructs have Cronbach's alpha values exceeding 0.70. The Cronbach's alpha values are 0.849 for purchase decision; 0.875 for halal awareness; and 0.880 for halal certification. These results support the findings of the previous composite reliability test, which indicated that all constructs in the study met the reliability criteria and are therefore suitable for further analysis. A good Cronbach's alpha value is considered to be greater than 0.70 (> 0.70); however, in the early stages of research, values between 0.60 and 0.70 (0.60–0.70) are still acceptable.

Inner Model Evaluation

Table 9. R-Square Test Results

Endogenous Variables	R-Square
Purchase Decision	0.504

Based on the table above, the R-Square test results in this study show a value of 0.504, which falls into the moderate category. R-Square values range from 0 to 1. The closer the value is to 1, the better the model (Ghozali & Kusumadewi, 2023). Based on these results, it can be

concluded that halal awareness and halal certification, as exogenous variables, directly explain 50.4% of the variation in purchase decision as the endogenous variable. The remaining 49.6% is explained by other variables or factors outside the scope of this study

Table 10. F-Square Test Results

Exogenous Variables	F-Square Value
Halal Awareness	0.094
Halal Certification	0.198

Based on the table above, it can be seen that halal awareness as an exogenous variable has a weak influence on the decision to purchase Korean instant noodles in this model, namely 0.094. It is possible that there are other variables outside the research model that have a greater influence on the decision to purchase Korean instant noodles. Meanwhile, halal certification has a moderate influence on the decision to purchase Korean instant noodles, amounting to 0.198.

Table 11. Results of the Variance Inflation Factor (VIF) Test

Variable	VIF	Note
Halal Awareness	2.213	Valid
Halal Certification	2,125	Valid

Based on the table above, it is evident that all variables/constructs have VIF values below 5 (< 5). The VIF value for halal awareness is 2.213, and for halal certification, it is 2.125. Based on these results, it can be concluded that the constructs in this model do not exhibit significant multicollinearity issues. Next, a hypothesis test was conducted.

Table 12. Hypothesis Testing Results

Hypothesis	Effect	Original sample (O)	T-statistics (O/STDEV)	P-values	Note
H1	KH → KP	0.311	4.008	0.000	Accepted
H2	SH → KP	0.452	5,956	0.000	Accepted

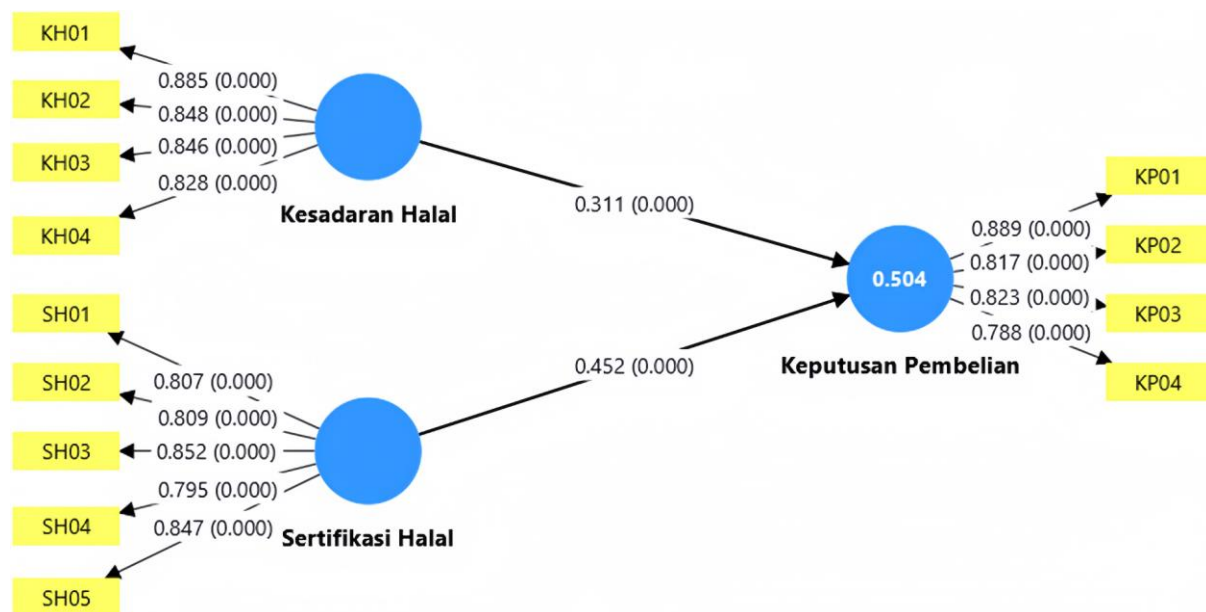


Figure 1. Bootstrapping Model Output

Based on the data processing and analysis conducted above, the results of the hypothesis

testing are as follows:

1. H1: Halal awareness has a T-statistic value of $4.008 > 1.96$ with a p-value of $0.000 < 0.05$. This indicates that halal awareness has a significant effect on purchasing decisions with a coefficient value of 0.311.
2. H2: Halal certification has a T-statistic value of $5.956 > 1.96$ with a p-value of $0.000 < 0.05$. This indicates that halal certification has a significant effect on purchasing decisions with a coefficient value of 0.452.

DISCUSSION

The Influence of Halal Awareness on Purchase Decisions

The first hypothesis (H1) confirms that “Halal awareness has a positive and significant influence on the purchase decision of Korean instant noodle products among teenage consumers in Surabaya” with an effect size of 0.311, indicating a moderate contribution to the purchase decision-making process. Consistent with the findings of a study conducted by Abhinaya & Setyawan (2024), halal awareness has a significant influence on purchasing decisions for Mixue products. Halal awareness reflects the extent to which consumers understand the importance of ensuring a product’s halal status, including in terms of packaging processes and hygiene, which ultimately drives purchasing decisions. Research by (Anggraini & Dewanti, 2020) also found that the level of consumer awareness regarding halal food significantly influences purchasing decisions, where consumers with a high level of halal awareness tend to be more selective in choosing products to consume and prioritize those considered halal.

Additionally, (Azizan & Ramlan, 2025) noted that young Muslim consumers interested in Korean cuisine still maintain a high level of halal awareness and tend to avoid products lacking halal certification. This indicates that an interest in foreign popular culture does not automatically disregard the religious values held by consumers; thus, halal awareness remains a crucial factor influencing respondents’ purchasing decisions even when they consume Korean instant noodle products.

However, research by (Sartika & Motik, 2023) found that halal awareness is not always the dominant factor in determining consumer decisions, as other factors such as religiosity may have a stronger influence on consumer purchasing behavior. These differing results may be attributed to variations in respondent characteristics, the type of product studied, and the research context employed. In this study, the majority of respondents were teenagers who enjoy Korean culture but still possess a fairly high level of halal awareness; thus, even though they are interested in Korean instant noodle products as part of a popular cultural trend, they still consider the product’s halal status before deciding to purchase.

The Influence of Halal Certification on Purchase Decisions

The second hypothesis (H2) demonstrates that “Halal certification has a positive and significant influence on the purchase decisions of Korean instant noodle products among teenage consumers in Surabaya,” with an effect size of 0.452 on purchase decisions. This aligns with the findings of Abhinaya & Anton Agus Setyawan (2024), who demonstrated that halal certification has a significant influence on purchasing decisions for Mixue products. Halal certification serves as a guarantee of product safety and halal status, making it a crucial consideration for Muslim consumers when selecting products.

According to Article 1, Paragraph 10 of Law No. 33 of 2014 on Halal Product Assurance, a halal certificate is an acknowledgment of a product's halal status issued by the BPJPH based on a written halal fatwa from the MUI. The existence of this certificate provides consumers with the assurance that the Korean instant noodles they consume have undergone a strict inspection and verification process and have been declared halal by the authorized agency.

Elseidi (2018) explains that halal certification can enhance consumer trust in a product because the halal label is seen as proof that the product has undergone oversight by an official agency. A halal label may only be displayed on a product's packaging if the product has obtained halal certification from the BPJPH (Halal Product Guarantee Agency) and a distribution permit from the BPOM (Food and Drug Supervisory Agency). Consequently, Muslim consumers tend to prefer products with halal certification over those without such a label.

Korean instant noodles, being an imported product from a country with a non-Muslim majority, result in consumers having limited information regarding the raw materials, production process, and processing standards of the product. Consequently, the presence of halal certification serves as a crucial indicator that can reduce consumer uncertainty when selecting food products.

CONCLUSION

This study was conducted to determine the influence of halal awareness and halal certification on the purchase decisions of Korean instant noodles among teenage consumers in Surabaya. Based on the results and discussion presented earlier, it can be concluded that both halal awareness and halal certification have a significant positive influence on the purchase decision of Korean instant noodles among teenage consumers in Surabaya, with coefficient values of 0.311 (t-statistics 4.008; p-values 0.000) and 0.452 (t-statistics 5.956; p-values 0.000). Halal certification has a greater influence than halal awareness because it serves as a visible benchmark before purchasing Korean instant noodles. Due to the limitations of this study, future researchers may increase the sample size, expand the study area, and include additional variables such as brand image and product quality to support the relevance of future research, thereby deepening this topic.

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