



Impact Of Brand Identity, Halal Awareness On Purchasing Decisions With Promotional Interventions

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Abstract: This research aims to determine the influence of brand identity and halal awareness on purchasing decisions, with promotion as an intervening variable. The population includes people who consume imported instant noodles. Using convenience sampling and the Lameshow formula, 96 respondents were surveyed. The hypothesis tests show that brand identity positively affects purchasing decisions, while halal awareness does not. Additionally, promotion does not impact purchasing decisions, but brand identity positively influences promotion. Indirectly, brand identity and halal awareness do not affect purchasing decisions through promotion. The adjusted R square value for purchasing decisions is 0.755, indicating that 75.500 per cent of the variation in purchasing decisions is explained by the independent variables, with 24.500 per cent influenced by other factors not studied.

Keywords: Brand Identity; Halal; Promotion; Purchasing.

Abstrak: Penelitian ini bertujuan untuk menentukan pengaruh identitas merek dan kesadaran halal terhadap keputusan pembelian, dengan promosi sebagai variabel intervening. Populasi penelitian ini meliputi orang-orang yang mengonsumsi mie instan impor. Dengan menggunakan metode convenience sampling dan formula Lameshow, sebanyak 96 responden disurvei. Uji hipotesis menunjukkan bahwa identitas merek berpengaruh positif terhadap keputusan pembelian, sementara kesadaran halal tidak berpengaruh. Selain itu, promosi tidak mempengaruhi keputusan pembelian, tetapi identitas merek berpengaruh positif terhadap promosi. Secara tidak langsung, identitas merek dan kesadaran halal tidak mempengaruhi keputusan pembelian melalui promosi. Nilai adjusted R square untuk keputusan pembelian adalah 0.755, yang menunjukkan bahwa 75.500 per cent variasi dalam keputusan pembelian dijelaskan oleh variabel independen, dengan 24.500 per cent dipengaruhi oleh faktor lain yang tidak diteliti.

Kata Kunci: Identitas Merek; Halal; Promosi; Pembelian.

INTRODUCTION

The food and beverage industry is an industry that is needed by the market with an increasing growth rate every year, especially in the Republic of Indonesia. Based on a report from the Central Statistics Agency (BPS), gross domestic product (GDP) based on current prices (ADHB) of the national food and beverage industry will reach IDR 1.230 quadrillion in 2022. This value reaches 6.320 per cent of the total national economy which reaches IDR 19.590 quadrillion. Food and beverages also contribute more than a third (38.35 per cent) to the total GDP of the non-oil and gas processing industry with a total value of IDR 3.23 quadrillion.

This portion is the largest compared to other industries (Viva Budy Kusnandar, 2023). Various types of food and drinks are circulating on the market, one of the various types of





food that is popular with Indonesian people is instant noodles. In fact, instant noodles are a type of food with a large number of buyers and are a food that Indonesians often buy. Various types of food and beverages are available in the Indonesian market, ranging from traditional foods to modern foods, from local beverages to international drinks.

One type of food that is very popular among Indonesian people is instant noodles. Instant noodles have become an integral part of the consumption patterns of Indonesian society due to their ease of preparation, affordable price, and variety of flavors. In fact, instant noodles are one of the types of food with a large number of buyers and are frequently purchased by Indonesians, whether for daily consumption or as a food reserve. The popularity of instant noodles is not only driven by price and convenience factors but also by the innovations from manufacturers in creating various flavors that suit local tastes. Instant noodle producers are also active in creative and effective marketing campaigns, strengthening brand loyalty and attracting new consumers. Moreover, instant noodles are often the primary choice for many groups, from children to adults, because of their availability, easily found in various stores and minimarkets throughout Indonesia.

Based on data from the World Instant Noodles Association, Indonesian instant noodle consumption will reach 14.260 billion portions/packs in 2022. This number has increased by 7.460 per cent compared to the previous year (yoy) of 13.270 billion packs. In 2021, there will be an increase in instant noodle consumption in the country by 4.980 per cent on an annual basis (yoy). Likewise, in 2020, the amount of instant noodle consumption grew by 0.950 per cent (yoy).

It was recorded that Indonesia's consumption of instant noodles in 2019 was only 12.520 billion packs. When compared to 2022, there was an increase in instant noodle consumption by 13.890 per cent in the period before the pandemic. Meanwhile, instant noodle consumption in the world will reach 121.200 billion servings in 2022. This means that Indonesian instant noodle consumption will reach 11.7600 per cent of the world's total instant noodle consumption. According to the World Instant Noodles Association, fried noodles are the most popular type of noodles among Indonesian consumers. "Vegetables, chicken and shrimp seasoned with chili sauce are widely consumed. Because most of the population is Muslim, most of the products are halal (Cindy Mutia Annur, 2023a).

Instant noodle products in Indonesia consist of domestic and foreign products. Domestic products such as IndoMi, SuperMi, Mi Sedap, Gaga 100 and others are widely available on the market, while imported products such as those from Korea, Japan, China, although not yet available. Shifting the dominance of domestically produced instant noodles and the presence of imported instant noodles in Indonesia is limited to modern markets such as minimarkets and supermarkets, but this has the potential to take up some of the market segments previously controlled by domestic producers. In terms of market share, instant noodles in Indonesia are still dominated by Indofood through various product brands.

Apart from Indofood, instant noodle brands that have successfully gained market share in Indonesia are Wings Food and ABC President. In terms of market share, instant noodles in Indonesia are still dominated by Indofood through various product brands. Apart from Indofood, instant noodle brands that have successfully gained market share in Indonesia are Wings Food and ABC President. Even though instant noodles from abroad have not been able to beat domestic instant noodle products, foreign instant noodle products are still in demand by some groups of people in Indonesia and it is possible that they will continue to develop and become potential competitors to the domestic instant noodle industry. Below is data on the most popular instant noodle brands in Indonesia.



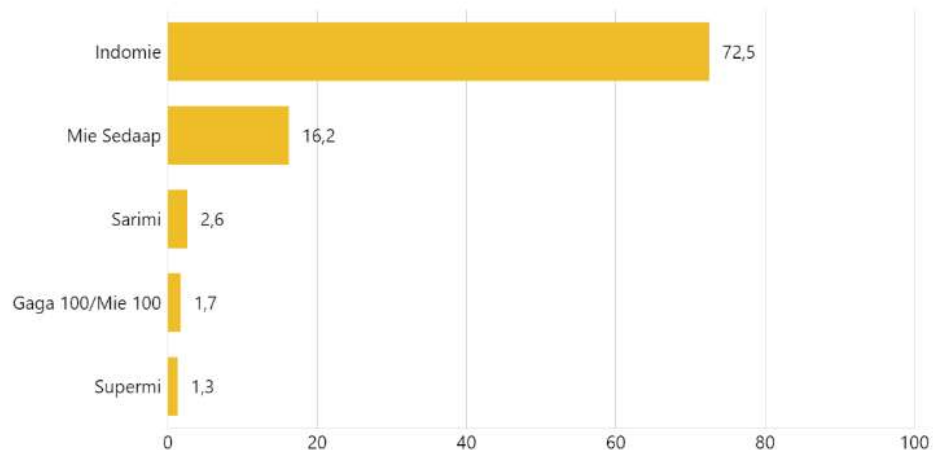


Figure 1. Most Popular Instant Noodle Brands in Indonesia according to Top Brand Index (2023)

Figure 1 shows that Indomie achieved the highest Top Brand Index (TBI) score among other instant noodle brands, namely 72.500 per cent. Then, the position was followed by Mie Sedaap with a TBI score of 16.200 per cent. Next, there is Sarimi in third place with a TBI score of 2.600 per cent. Meanwhile, Gaga 100 is in fourth position with a TBI score of 1.700 per cent, followed by Supermi in fifth position with a TBI score of 1.300 per cent (Cindy Mutia Annur, 2023b). Referring to the data above, instant noodle products originating from abroad when marketing their products in Indonesia are required to position their brand identity on a par with domestic instant noodles in order to achieve consumer trust in Indonesia because brand identity is the basis for forming consumer perceptions before making decisions. purchase. A purchasing decision is a problem solving activity carried out by an individual in selecting an appropriate behavioral alternative from two or more behavioral alternatives and is considered the most appropriate action in purchasing by first going through the stages of the decision making process (M. Anang Firmansyah, 2019). Many factors influence purchasing decisions, one of which is brand identity, namely the desired brand position, and then communicating it through the brand positioning process. The result is brand position (M. Anang Firmansyah, 2019). Brands relate to consumer perceptions regarding a particular product. Because of the relationship with perception, every consumer has their own version. This consumer perception can determine the rise or fall of a brand's identity. When a brand has an identity that has distinctive characteristics, it will make it easier for customers to identify a brand among other brands. Customers will immediately know a product or service is being offered when they see the brand identity. With this, it makes it easier for customers to make decisions whether to buy or not.

The market share in Indonesia is dominated by Muslim communities where when consuming food they ensure that the food is halal for consumption, ensuring whether a product is halal or not in various countries is determined by halal certification institutions for various food, beverage and medicine products. medicines that are free from haram components. By including a halal label on product packaging that has previously been tested and studied, which is a guarantee of safety for Muslims when consuming a product, the results of research conducted show that the halal label influences purchasing decisions (El-Farobie & Setiawan, 2021). The results of other research also state that partial halal labeling on the decision to purchase pempek at the Beringin Rajawali store in Palembang City is

positive and significant (Salim et al., 2022). However, other research results show that the halal awareness variable has no effect on purchasing decisions (Ilham Zuhri, 2022). Public awareness of whether or not there is a halal logo on the packaging of a product, including instant noodles, is the most basic thing to pay attention to when making purchasing decisions. The absence of a halal logo on a product will make Muslim consumers careful in deciding to consume a product because it is the obligation for Muslims to always consume halal food. The absence of a halal logo on instant noodle products originating from abroad will certainly be a challenge for the product in influencing the purchasing decisions of Indonesian Muslims. The existence of a product will be more easily accepted by the market if the marketing activities carried out run well. One of the marketing mixes that has a direct impact on the purchasing decision making process is promotion. Promotions carried out basically aim to provide information and communicate about a product in order to persuade consumers and potential consumers to make a decision to buy or use it. Referring to research results, promotions have a positive effect on purchasing decisions (Ilham Zuhri, 2022).

The success of promotional activities in influencing purchasing decisions is determined by various elements, some of which are related to the ability of information to form identity and awareness for consumers and potential consumers to know and recognize the brand of a product so that good awareness of a product is built. This research is a development of research on the influence of brand identity, price and word of mouth on product purchasing decisions (Rorlen et al., 2023a). Based on the background description above, the research problem can be formulated, namely (1) Does brand identity have a direct influence on the decision to purchase instant noodles from abroad? (2) Does halal awareness have a direct influence on the decision to purchase instant noodles from abroad? (3) Does promotion have a direct effect on the decision to purchase instant noodles from abroad? (4) Do brand identity and halal awareness have an indirect influence on the decision to purchase instant noodles from abroad through promotions? Referring to the research problem formulation, the objectives of this research are (1) to determine the direct influence of brand identity on the decision to purchase instant noodles from abroad, (2) to determine the direct influence of brand awareness on the decision to purchase instant noodles from abroad, (3) to determine the direct influence of promotions on the decision to purchase instant noodles from abroad, (4) to determine the indirect influence of brand identity and halal awareness on the decision to purchase instant noodles from abroad through promotions.

This research uses 3 variables, with 1 dependent variable and 1 intervening variable differing from previous studies. The addition of the halal awareness variable is due to the fact that the majority of the Islamic population tends to pay attention to the halal status of the food and drinks they consume. This is also an important consideration for Indonesian consumers when deciding to purchase food and beverages, especially fast food such as instant noodles. Meanwhile, adding promotion as an intervening variable explains how or why changes in the independent variables can affect the dependent variable.

THEORITICAL REVIEW

Brand Identity can play a role as a medium that will communicate the quality of a product and can convince customers that they have made the right purchasing decision to meet their needs and desires. Brand identity contains the distinctive characteristics of a company's product which consists of writing, color and meaning that can communicate with consumers and differentiate them from competitors or it can also be said that identity is a



way of expression with consumers. Therefore, brand identity must have good resonance with consumers so that it can differentiate the company's own brand from competitors and can explain what a company does in its ongoing business process (Zebuah et al., 2018). Brand identity creates a special identity for a brand by strengthening the brand's perspective in representing societal concepts, organizations, symbols and products (Hapsari et al., 2020a). The results of previous research conducted by shows that brand identity has a positive influence on purchasing decisions, which means that brand identity has an influence on purchasing decisions (Rorlen et al., 2023a).

Halal Awareness is the ability to feel, and be aware of events and objects or can be said to be a concept of implying understanding and perception of events or subjects. Awareness has been hypothesized to play an important role in determining intent to purchase. Halal awareness is conceptualized to correlate with intention to purchase. Awareness will increase the level of consumer knowledge about halal food. Therefore, it is important to include a halal certification or logo on product packaging because Muslim consumers will perceive halal certified products as tastier, more hygienic and safer to consume in accordance with Islamic law. Halal awareness is an awareness that arises from a person's understanding of halal concepts, halal processes and halal principles which ultimately makes consumers prioritize halal goods for consumption. The results of research on the influence of halal awareness and lifestyle on consumer purchasing decisions show that there is an influence of halal awareness on consumer purchasing decisions (Mardiyanti, 2019). The results of this research are different from the results of other studies showing that the halal awareness variable has no effect on purchasing decisions (Ilham Zuhri, 2022).

Promotion Basically, it is a marketing communication technique aimed at stimulating consumers to buy, so promotional activities must be planned according to the characteristics of consumers of a product. Promotional activities must be able to convey their objectives, namely building consumer awareness, getting to know more about a product, persuading consumers and increasing sales of a product. According to (Maharani & Fitra, 2023) Promotional activities have a significant influence on consumer purchasing decisions. But this is not in line with the research results (Febriana, 2020) shows that the promotional variable has no effect on purchasing decisions. Measuring Promotion requires relevant indicators, the indicators used include (1) Quality of promotion related to how well the promotion is implemented. (2) Promotion quantity is the frequency of promotions given by producers to consumers. (3) Promotion time is the duration of the company's promotional activities (Kotler & Keller, 2018).

Buying decision a behavior or action taken by consumers when they want to fulfill their needs and desires. By definition, consumer behavior is the study of how individuals, groups and organizations select, purchase, use and dispose of goods, services, ideas or experiences to satisfy needs and wants (Kotler & Keller, 2018). Another definition states that a purchasing decision is a process where consumers recognize the problem, look for information about a particular product or brand, evaluate each alternative well, solve the problem, then lead to a purchasing decision. Basically, the purchasing decision stage process consists of (1) Problem recognition, (2) Information search, (3) Evaluation of alternatives, (4) Purchase decision, (5) Behavior after purchase. The decision to purchase a product can be influenced by several factors. When purchasing a particular product in order to fulfill their needs and desires, it will be influenced by many factors, including brand identity, halal awareness and promotional activities carried out which influence consumer purchasing decisions.

Based on the description of the literature review above, a relevant research conceptual framework was built in relation to the relationship of variables developed to indicators which were operationalized into instruments in the form of questionnaires given to research respondents. Presented in **Figure 2** below.

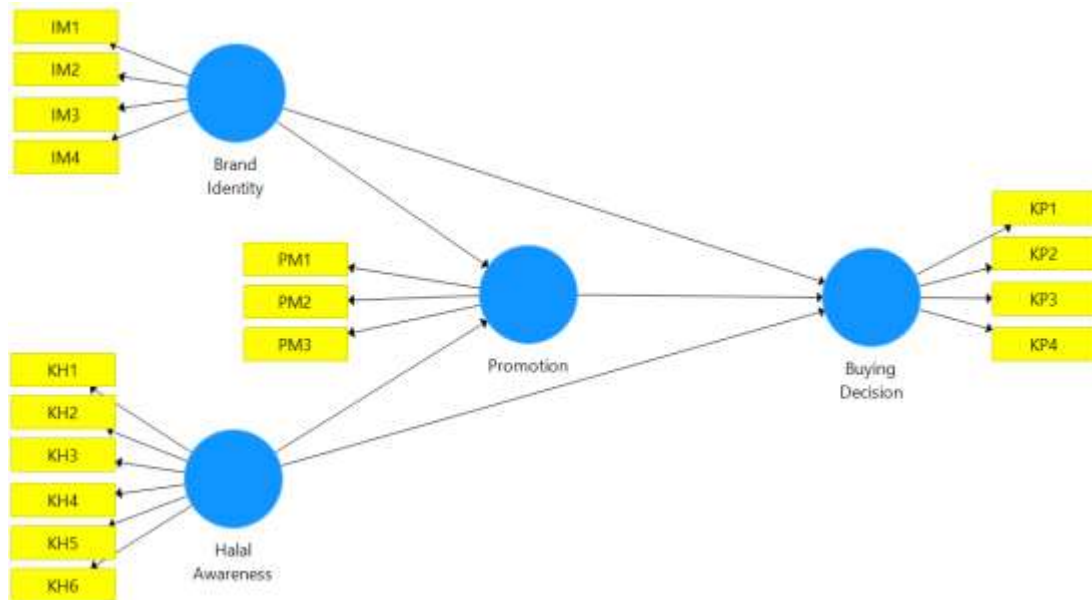


Figure 2. Research Model
 Source: PLS-3 Data Processing, 2024

From **Figure 2**, of the research model above, the following research hypothesis can be built..

- H1: Brand identity influences purchasing decisions
- H2: Halal awareness influences purchasing decisions
- H3: Promotions have an influence on purchasing decisions
- H4: Brand identity influences promotion
- H5: Halal awareness influences promotion
- H6: Brand identity influences purchasing decisions through promotions
- H7: Halal awareness influences purchasing decisions through promotions

METHODS

Research subject. In this research, the subject is consumer purchasing decisions for instant noodle products from abroad. The research variables are also limited to two independent variables, namely brand identity and halal awareness, one intervening variable, namely promotion, and one dependent variable, purchasing decisions. The research data used is primary data obtained from the results of questionnaires distributed via Google Form and interviews, with the following criteria (1) consumers aged fifteen to fifty-five years who have consumed instant noodle products from abroad who live in the area Pematangsiantar. (2) Muslim consumers. This research also uses a quantitative approach based on the philosophy of positivism as the basis for processing data from questionnaire results obtained using statistical data analysis with indicators using a Likert scale which aims to test the hypothesis determined using the PLS-3 processing tool.



Variable operationalization aims to determine the measurement scale for each variable, so that hypothesis testing using tools can be carried out appropriately. The operationalization of the variables is presented in **Table 1**.

Table 1. Operationalization of Research Variables

Variable	Indicator	Scale
Purchase decision	1.purchase decision 2. Interest in buying again 3. Willing to recommend 4. Delicious food	Likert
Brand Identity	1. A brand that is superior to other brands 2.Famous brand 3. Have a high quality image 4. Have an identity	Likert
Awareness Halal	1.Feeling halal awareness is important 2. Understand what is halal 3.Feeling to buy food and halal drinks are an obligation 4. Halal certification is the best benchmark for choosing food 5. The halal logo is a consideration choose food 6. Know what non-halal foods are not may be consumed by Muslims	Likert
Promotion	1. Promotion reach 2. Quantity of advertising displays in promotional media 3. Quality of message delivery in advertising broadcasts in promotional media	Likert

Table 1 shows The operationalization of the variables above is the basic basis for compiling a questionnaire, then scoring the respondents' answers using a Likert scale with a value interval of one to five. By using a Likert scale, all variables will be measured through developing indicators into statements, respondents' answers are then grouped based on the variables to be measured.

Population and Sample, The population of this study is the people of Pematangsiantar City who consume instant noodles from abroad, the quantity of which is not known with certainty. The sample size for this study was determined using the Convenience Sampling method, namely determining the sample based on a population size that is not known in detail and with certainty using the lemeshow formula as follows:

$$n = \frac{Z^2 P(1-P)}{d^2} \dots\dots\dots (1)$$

Based on the formula above, the calculation to determine the sample is as follows:

$$n = \frac{1.960^2 \cdot 0.500(1 - 0.500)}{0.100^2}$$

$$n = \frac{0.960}{0.010}$$

$$n = 96.040 = 96 \text{ sampel minimal pada penelitian}$$



Data Analysis Techniques, Data Testing and Model Evaluation. The analysis techniques, data testing and model evaluation in this research are presented in **Table 2** below.

Table 2. Data Analysis Techniques, Data Testing And Model Evaluation

Model Engineering, Test and Evaluation	Criteria	Information
Outer Model		
Convergent Validity	Loading Factor value greater than 0.700	The measures of a construct should be highly correlated
Average Variance Extracted (AVE)	AVE value greater than 0.500	Latent variables can explain on average more than half of the variance of the indicators
Discriminant Validity	Cross Loading Value greater than 0.700	Measures of different constructs should not be highly correlated
Composite Reliability	Composite Reliability Value greater than 0.700	Used to prove the accuracy, consistency and precision of instruments in measuring constructs
Inner Model		
R-Square	R-Square values 0.750 (strong), 0.500 (moderate), and 0.250 (weak)	The R-square value is used to measure the level of variation in changes in the independent variable towards the dependent variable
Significance Test (Hypothesis Testing)	P Value Smaller than 0.050	To test the influence of the independent variable on the dependent variable
Effect Size	The effect size values are 0.350 (strong), 0.150 (moderate), and 0.020 (weak)	It is interpreted whether the predictor variable has a strong, moderate or small influence at the structural level

RESULTS

The results of the overall test of the instrument which was carried out based on the conceptual framework model using the PLS-SEM Algorithm method which focuses on the outer and inner models, obtained the results of the structural concept model which is presented in **Figure 3**.

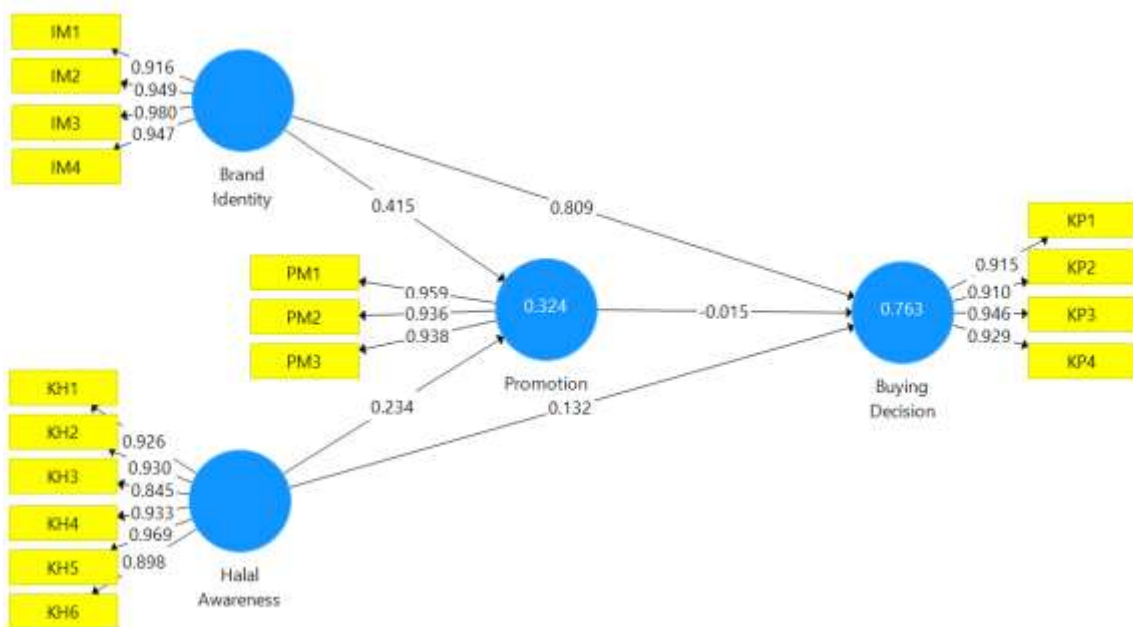


Figure 3. Path (outer and inner model) PLS-SEM Algorithm
Source: PLS-3 Data Processing, 2024

Figure 3 shows that all path values for the load factor are above 0.700 so that it can be stated that all indicators of the variables meet the validity requirements. This result is in accordance with the statement that if the loading factor value is less than 0.700, it means the item is invalid, while the loading factor value exceeds 0.700, which means the item is valid (Muhson, 2022).

Validity Test and Reliability Test. The model test results based on the PLS-SEM algorithm are then described by analyzing the results of construct reliability and validity calculations. The validity test is explained through two analyzes, namely convergent validity with a focus on the outer loading results. From the results of the outer loading, the results of the discriminant validity test will be compared, which compares the relationship between the latent variable/construct and other constructs. The results of the convergent validity test are presented in **Table 3**.

Table 3. Outer loading- Convergent Validity

	Outer Loading
IM1	0.916
IM2	0.949
IM3	0.980
IM4	0.947
KH1	0.926
KH2	0.930
KH3	0.845
KH4	0.933
KH5	0.969
KH6	0.898
KP1	0.915

KP2	0.910
KP3	0.946
KP4	0.929
PM1	0.959
PM2	0.936
PM3	0.938

Source: SmartPLS Ver.3 data processing results, 2024

Table 3 shows, it is known that all variable indicators have a calculated loading factor value greater than the r-table above 0.700, this means that all indicators for each variable meet the requirements to be declared valid. This result is in accordance with the statement that if the loading factor value is less than 0.700, it means the item is invalid, while the loading factor value exceeds 0.700, which means the item is valid (Muhson, 2022). Next, the results of the convergent validity test are tested by comparing the results of the average variance extracted (AVE) calculation. The AVE calculation results are presented in **Table 4**.

Table 4. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Identity	0.962	0.964	0.973	0.899
Buying decision	0.944	0.944	0.959	0.855
Halal Awareness	0.962	0.967	0.970	0.842
Promotion	0.939	0.940	0.961	0.892

Source: SmartPLS Ver.3 data processing results, 2024

Table 4 shows, it is known that the average variance extracted (AVE) calculation result for the brand identity variable is 0.899, the halal awareness variable is 0.842, the promotion variable is 0.892 and the purchasing decision variable is 0.855, meaning that the overall AVE calculation result for each variable is greater than 0.500 so that the AVE calculation results prove that all variables have good discriminant validity. This is in line with the statement that average variance extracted (AVE) is used to determine the achievement of discriminant validity requirements with the minimum value to state that reliability has been achieved is 0.500 (Hidayat, 2021). Then, from Table 4 above, continue with the reliability test. The test coefficients used as a reference are Cronbach's Alpha coefficient and Composite reliability (rho_c). This coefficient value is compared with the rtable value with a standard reliability level of above 0.700 (Hidayat, 2021). Referring to Table 4, it is known that the Cronbach's Alpha coefficient value for the brand identity variable is 0.962, the halal awareness variable is 0.962, the promotion variable is 0.939, and the purchasing decision variable is 0.944. all Cronbach's Alpha values for each variable are greater than 0.700 so that all variables are declared to have good reliability. Furthermore, from Table 4 it is also known that the Composite reliability (rho_c) value of the brand identity variable is 0.964, the halal awareness variable is 0.967, the promotion variable is 0.940, and the purchasing decision variable is 0.944, meaning that the overall Composite reliability (rho_c) value of the research variable is greater than 0.700, thus proving that all variables have good reliability.

Evaluation of the Direct Influence Model. The results of data processing and analysis using the path-model PLS_SEM Algorithm carried out using the bootstrapping test method



to determine the direct effect of using P Values and Original Sample (O) on the Total Indirect Effects are presented in **Table 5**.

Table 5 Total Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Brand Identity -> Purchase Decision	0.809	0.804	0.061	13,247	0,000
Brand Identity -> Promotion	0.415	0.416	0.121	3,417	0.001
Halal Awareness -> Purchase Decision	0.132	0.143	0.089	1,475	0.144
Halal Awareness -> Promotion	0.234	0.242	0.098	2,387	0.019
Promotion -> Purchase Decision	-0.015	-0.022	0.079	0.196	0.845

Source: SmartPLS Ver.3 data processing results, 2024

Table 5 shows, it is known that the original sample (O) value has confirmed the path-model test results in **Figure 3**. Thus two equation models can be formulated. The first model is as follows.

$$KP = 0.809IM + 0.132KH - 0.015PM \dots\dots\dots (2)$$

From the equation above, it can be interpreted as follows.

The brand identity coefficient value of 0.809 shows a positive value, which means that if the brand identity value increases by 1 unit, the purchasing decision value will increase by 0.809 assuming the other variables are constant or 0.

The halal awareness coefficient value of 0.132 shows a positive value, which means that if the halal awareness value increases by 1 unit, the purchasing decision value will increase by 0.132 assuming the other variables are constant or 0.

The promotion coefficient value -0.015 shows a negative value, which means that if the promotion value decreases by 1 unit, the purchasing decision value will decrease by -0.015 assuming the other variables are constant or 0.

The second model is as follows.

$$PM = 0.415IM + 0.234KH \dots\dots\dots (3)$$

From the equation above, it can be interpreted as follows.

The brand identity coefficient value of 0.415 shows a positive value, which means that if the brand identity value increases by 1 unit, the promotion value will increase by 0.415 assuming the other variables are constant or 0.

The halal awareness coefficient value of 0.234 shows a positive value, which means that if the halal awareness value increases by 1 unit, the purchasing decision value will increase by 0.234 assuming the other variables are constant or 0.

Test the Direct Influence Hypothesis, referring to the data in **Table 5**, it is known that the P value of brand identity on purchasing decisions is 0.000, which is smaller than 0.050, with a T statistic value of 13.247, which is greater than 1.960, meaning that brand identity has a positive effect on purchasing decisions so that H1 is accepted. Then, the P value of halal awareness on purchasing decisions is 0.144, greater than 0.050, with a T statistic value



of 1.475, greater than 1.960, indicating that halal awareness has no influence on purchasing decisions so that H2 is rejected. Furthermore, the P value of promotion on purchasing decisions is 0.854 which is greater than 0.050 with a T statistic value of 0.196 which is smaller than 1.960, indicating that promotion has no effect on purchasing decisions so that H3 is rejected. From Table 5 above, it is also known that the P value of brand identity on the promotion variable is 0.001, smaller than 0.050, with the T statistic value of 3.417 greater than 1.960, meaning that brand identity has a positive effect on promotion so that H4 is accepted and the P value of halal awareness on promotion of 0.019 is smaller than 0.050 with a T statistic value of 2.387 which is greater than 1.960, meaning that brand identity has a positive effect on promotion so that H5 is accepted.

Coefficient of Determination Test, The coefficient of determination test is carried out by moderating the interplay between each independent variable on the dependent variable. The results of the coefficient of determination test are presented in **Table 6**.

Table 6. R-Square

	R Square	R Square Adjusted
Buying decision	0.763	0.755
Promotion	0.324	0.310

Source: SmartPLS Ver.3 data processing results, 2024

Table 6 shows, the adjusted R square value for purchasing decisions is 0.755. If multiplied by 100 per cent, the result is 75.500 per cent. This means that the contribution of each independent variable to influencing the purchasing decision variable is 75.500 per cent, the remaining 24.500 per cent is influenced by other variables not examined in this research. Then in **Table 6** above it is also known that the R square adjusted promotion is 0.310. If multiplied by 100 percent, the result is 31.000 per cent. This means that the contribution of each independent variable to influencing the promotion variable is 31 per cent, the remaining 69.000 per cent is influenced by other variables not examined in this research.

Evaluation of the Indirect Influence Model. The results of data processing and analysis using the path-model PLS_SEM Algorithm carried out using the bootstrapping test method to determine the direct effect of using P Values and Original Sample (O) on Specific Indirect Effects are presented in **Table 7**.

Table 7. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
Brand Identity -> Promotion -> Purchase Decision	-0.006	-0.007	0.036	0.178	0.859
Halal Awareness -> Promotion -> Purchase Decision	-0.004	-0.009	0.021	0.174	0.862

Source: SmartPLS Ver.3 data processing results, 2024

Table 7 shows, it is known that the original sample (O) value has confirmed the results of the path-model test in **Figure 3**. The coefficient value of brand identity through promotion on purchasing decisions is -0.006, which shows a negative value, this means that if the brand identity value has decreased 1 unit, then brand identity will experience a



decrease of 0.006 in influencing purchasing decisions through promotions. Then, the coefficient value of halal awareness through promotions on purchasing decisions is -0.004, showing a negative value, this means that if the value of halal awareness decreases by 1 unit, then halal awareness will experience a decrease of 0.004 in influencing purchasing decisions through promotions.

Indirect Effect Hypothesis Testing. Based on the data in **Table 6**, it is known that the P value of brand identity on purchasing decisions through promotions is 0.859 which is greater than 0.050 with a T statistic value of 0.178 which is smaller than 1.960, meaning that brand identity has no influence on purchasing decisions through promotions so that H6 is rejected. Then, the P value of halal awareness on purchasing decisions through promotions is 0.862 which is greater than 0.050 with a T statistic value of 0.174 which is smaller than 1.960, indicating that halal awareness has no effect on purchasing decisions through promotions so that H7 is rejected.

DISCUSSION

Consumer purchasing decisions regarding basic needs such as eating and drinking are not only about basic needs, but are also an integral part of consumers' daily lives. This means food manufacturers and retailers need to understand consumer trends, preferences and values to produce and provide products that meet consumer expectations. One of the preferences that must be considered is the brand identity of food products, especially in this research, namely instant noodles. Based on the results of the direct influence through the bootstrapping test assessment, the P value of brand identity on purchasing decisions is 0.000, less than 0.050, with a T statistic value of 13.247, greater than 1.960, meaning that brand identity has a positive effect on purchasing decisions. This research is in line with previous research which states that brand identity has a positive effect on consumer decisions (Budihardja & Sitinjak, Rorlen et al., 2022). Brand identity is a unique set of brand associations created by brand strategists (Kotler & Keller, 2018).

These associations reflect the standing of a brand and constitute a promise to customers from member organizations. Brand identity creates a special identity for a brand by strengthening the brand's perspective in representing societal concepts, organizations, symbols and products (Hapsari et al., 2020b). Furthermore, the results of this research show that brand identity is not just a symbol or logo but also encompasses the experiences and perceptions of consumers towards the product. Consumers tend to trust and be more loyal to brands with a strong and consistent identity. This indicates that investing in the development of a strong brand identity is crucial for winning the competition in the food market, especially for instant noodle products. In the context of instant noodles, a strong brand identity can include various aspects such as product quality, taste, packaging, and the values upheld by the brand. Manufacturers who succeed in creating an appealing and relevant brand identity to consumers will have a significant competitive advantage. Therefore, this research emphasizes the importance of marketing strategies focused on strengthening brand identity to enhance consumer purchasing decisions.

The brand identity of imported instant noodles in Indonesia, especially in Pematangsiantar City, is very important to clarify because it has a significant impact on consumer purchasing decisions in Pematangsiantar City. All aspects that need to be considered include the product name, logo or product design, country of origin, nutritional information and ingredients, customer service, and certification. A clear and consistent





brand identity can help consumers recognize, trust, and prefer the product over other similar products. Based on research results, brand identity has a positive influence on purchasing decisions, which will ultimately affect sales levels. Consumers tend to choose products whose brand identities are easily recognized and understood. Factors such as an attractive product name, a memorable logo, appealing packaging design, clear information about the product's origin, beneficial nutritional content, responsive customer service, and reliable certification all contribute to building a strong brand identity. The phenomenon occurring in the market shows that many imported instant noodles still use packaging in the language of the country of origin without adapting the packaging design and product information to the language of the importing country, in this case, Indonesia. This causes consumers in Pematangsiantar City to have difficulty understanding the information related to these products. This difficulty includes various aspects, from preparation instructions, ingredient contents, to nutritional information, which might be very important for consumers with specific needs or preferences.

As a result, consumers will switch to products with brand identities that are easier to understand. Products with informative packaging in a language familiar to consumers tend to attract more attention and gain consumer trust. Therefore, it is crucial for producers of imported instant noodles to consider this aspect. Adapting packaging and product information to the local language and market needs will not only increase consumer convenience but also enhance the product's competitiveness in the local market. Moreover, the increasing awareness of halal is another important factor that must be considered. Halal certification is becoming increasingly important for consumers in Indonesia, and clearly displaying halal certification information on the packaging can boost consumer trust and purchase interest. Overall, strengthening brand identity through adapting packaging and product information to suit local market needs and preferences will help producers of imported instant noodles improve consumer purchasing decisions and strengthen their position in an increasingly competitive market.

Halal awareness is the level of consumer understanding and concern for halal aspects in the products and services consumed. Halal awareness can influence consumer decisions due to religious, ethical, and personal belief considerations. This awareness will increase the level of consumer knowledge about halal food. Therefore, it is important to include a halal certification or logo on product packaging because Muslim consumers will perceive halal-certified products as tastier, more hygienic, and safer to consume according to Islamic law. Halal awareness is not just about adherence to religious teachings but also reflects personal values and beliefs that can influence consumer preferences in purchasing decisions. In the context of markets with large Muslim populations, halal awareness plays a significant role in shaping consumer behavior. Consumers with high halal awareness tend to be more selective in choosing products. They not only pay attention to the ingredients used but also to the production, storage, and distribution processes. This awareness can also influence preferences for products available in the market. Therefore, for manufacturers and business operators, halal certification opens up vast market opportunities. Halal certification can become a competitive advantage, especially in markets with large Muslim populations. By including the halal logo on product packaging, companies can attract more Muslim consumers and increase customer loyalty. Additionally, halal certification can also expand export markets to countries that require halal standards.

Consumers often prioritize halal products as a way to uphold the integrity of their religious values and personal beliefs. This also demonstrates respect for cultural diversity





and beliefs in an increasingly global and digitally interconnected society. The halal label also provides assurance to Muslim consumers that the product has undergone production processes in accordance with Islamic halal standards. Halal-certified products are perceived as safer and more trustworthy to consume, not only in terms of halal compliance but also in terms of hygiene and safety. Therefore, manufacturers and retailers who prioritize halal awareness not only meet the rapidly growing demand among Muslim consumers but also build stronger and more trusted relationships with their customers. This can help enhance the competitiveness of their products in an increasingly competitive market and expand their market reach in Indonesia and globally.

Based on the results of direct influence through test assessments *bootstrapping* The P value of halal awareness on purchasing decisions was obtained at 0.144, greater than 0.050, with a T statistic value of 1.475, greater than 1.960, indicating that halal awareness had no influence on purchasing decisions. This research is in line with previous research which states that halal awareness has no effect on consumer purchasing decisions (Dhea Hervina et al., 2021). However, this research is not in line with research which states that halal awareness has no effect on consumer purchasing decisions (Nurfajrina et al., 2021). Even though halal awareness can have a positive impact according to the results of previous research on consumer purchasing decisions, for instant noodle consumers in the city of Pematangsiantar not all consumers will respond in the same way, in accordance with the results of this research which states that halal awareness has no effect on consumer purchasing decisions.

Promotion has an important role in the marketing strategy of a product or service and promotion is not only about increasing sales, but also helping companies build brands, communicate with consumers, influence consumer purchasing decisions and achieve broader marketing goals. Based on The results of the direct influence through the *bootstrapping* test assessment showed that the P value of promotion on purchasing decisions was 0.854, greater than 0.050, with a T statistic value of 0.196, smaller than 1.960, indicating that promotion had no effect on purchasing decisions. This research is in line with previous research which states that promotions do not have a significant effect on consumer purchasing decisions (Maharani & Fitra, 2023), and this research is not in line with previous research which states that promotions have a significant effect on consumer purchasing decisions (Febriana, 2020). For instant noodle consumers in Pematangsiantar City, promotions are not one of the preferences that can influence purchasing decisions, because the presence or absence of promotional activities for instant noodles to be consumed does not influence consumer purchasing decisions. In this context, companies should consider various other marketing elements besides promotion to influence consumer buying behavior. Understanding the dynamics of the local market and specific consumer preferences can help companies to better direct their marketing strategies, maximize the attractiveness of their brands, and meet consumer expectations.

Brand identity has a significant influence on promotion, encompassing various elements that shape the image and unique characteristics of a brand in the eyes of consumers. This image not only affects consumers' perceptions of the brand but can also directly influence their purchasing decisions. In planning promotion strategies that align with brand identity, companies can craft coherent messages and build strong relationships with consumers. A robust brand identity provides a solid foundation for effective promotional strategies. By ensuring that promotions reflect the values and characteristics emphasized by the brand identity, companies can strengthen brand cohesion and enhance its attractiveness



in the market. Effective utilization of brand identity in promotions not only boosts the effectiveness of promotional campaigns but also supports the achievement of long-term brand goals, such as increasing customer loyalty and expanding market share. Based on the results of direct influence through bootstrap testing, it was found that the P value for brand identity concerning the promotion variable is 0.001, which is smaller than 0.050. Furthermore, the T statistic value of 3.417 exceeds the critical value of 1.960, indicating that brand identity significantly influences promotion with a positive effect. This suggests that investing in building and maintaining a strong brand identity can provide sustainable competitive advantages for companies in a competitive market.

Halal awareness can influence promotional strategies, especially in the context of products or services offered in accordance with halal principles in Islam. By taking halal awareness into account in promotional strategies, companies can build better relationships with consumers who care about halal aspects. Based on the results of direct influence through test assessments *bootstrapping* The P value for halal awareness towards promotion was obtained at 0.019, smaller than 0.050, with a T statistic value of 2.387, greater than 1.960, meaning that brand identity had a positive effect on promotion. This section not only presents the research findings but also provides recommendations for further research. It is crucial to delve deeper into how halal awareness can be optimized in promotional strategies to enhance brand image and increase product appeal in an increasingly competitive market. Moreover, integrating halal values and principles into promotions can also provide sustainable competitive advantages for companies in meeting the diverse expectations of consumers.

CONCLUSION

This study presents several important findings regarding the influence of brand identity, halal awareness, and promotion on purchasing decisions. The results confirm that brand identity has a significant positive effect on purchasing decisions. This indicates that consumers are more likely to choose products with a strong brand identity during their purchasing decision process. This factor may be influenced by aspects such as brand image, implied quality, or the values associated with the brand. The results also show that halal awareness does not have a significant effect on purchasing decisions. This suggests that, in this context, halal awareness is not a primary factor influencing consumers' decisions to purchase products. This may be due to the importance of other factors such as product quality, price, or brand preference, which are more dominant in influencing consumers' purchasing decisions. Another finding of this study is that promotion does not have a significant impact on purchasing decisions. Although promotion is often used as a strategy to increase sales, in this case, its influence on purchasing decisions is not significant. This could indicate that consumers are more influenced by other factors, such as product quality or brand identity, rather than promotion in their decision-making process. The study also shows that brand identity has a positive effect on promotion. This suggests that brands with strong identities tend to support their promotional efforts more effectively. A strong brand identity can reinforce promotional messages and enhance the brand's resonance with consumers. Furthermore, the study tested the indirect influence hypothesis, indicating that brand identity and halal awareness do not have significant effects on purchasing decisions through promotion. This confirms that in this case, the effects of brand identity and halal awareness on purchasing decisions are not significantly mediated by promotion.



Additionally, the study found that the adjusted R square value for purchasing decisions is 0.755, indicating that the variables studied (such as brand identity, halal awareness, and promotion) collectively explain approximately 75.500 percent of the variation in purchasing decisions. The remaining 24.500 percent is influenced by other factors not included in this study.

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