# Determining Variables that Influence Adolescents Purchasing Decisions on Instant Noodle Products

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**INFO ARTIKEL**

***Abstract***

*Increasing activities, busyness, and lifestyles cause people to need instant products. One product in great demand is instant noodles. Indonesia has the second highest level of instant noodle consumption in the world according to the Word Instant Noodles Association, amounting to 14,260 packs in 2022, with potential consumers, one of which is teenagers. Increasing demand for instant noodles will provide companies with the opportunity to create appropriate products, one of which is by paying attention to consumers' needs and desires for instant noodles. This research aims to determine the variables influencing teenagers' purchasing decisions on instant noodle products. The method used is a literature study. The research results show that three variables influence purchasing decisions, namely halal label, price, and brand. However, according to several other studies, the three variables, halal label, price, and brand, do not influence purchasing decisions. Therefore, knowledge about this matter is very important so that it can provide the right understanding and assumptions for purchasing decisions for teenagers*

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## Introduction

The development of people's lifestyles is increasing along with changing times and following the pattern of modernity. Lifestyle can be called a trend and societal need. Meanwhile, modernity refers to progress in every sector, such as

technology, industry, and infrastructure. Modern lifestyles tend to make people like practical and current things, thus leading to people's fast-paced and instant lifestyles (Na'im et al., 2020). Changes in modern lifestyles will cause people to prefer fast and practical food rather than cooking themselves. This is influenced by the busyness of society, where hectic time is used for work while almost limited time is spent just processing one's food. As time goes by, this habit causes people to switch to fast food. Fast food has the appeal of affordable prices and delicious taste (Janah dan Lastariwati, 2016).

Fast food is available quickly and ready to eat (Priwahyuni, 2016). Readyto-eat food is attractively packaged, easy to serve, and made simply by the food processing industry using high technology and contains addictive substances that aim to make the food last longer and provide various flavors for various types of food (Ufrida dan Harianto, 2022). There are several fast foods, such as fried chicken, hamburgers, and pizza, and packaged side dishes, such as instant noodles, canned sardines, nuggets, and cornflakes, which are often used as breakfast foods (Priwahyuni, 2016). There are so many fast food foods, one of which is widely consumed is instant noodles. Instant noodles are a healthy and nutritious food. Instant noodles contain various nutritional contents such as energy, protein, niacin, folic acid, zink, natrium, and vitamins (Imamuddin, 2017). Instant noodles are becoming more and more popular with the public because instant noodle products are easy and fast to serve (Kamal et al., 2019)

In Indonesia, many people are interested in instant noodles, the people's favorite menu choice with many brands and flavors. Based on BPS data (2023), the average per capita weekly consumption of instant noodles increases yearly. Seen in commodity units, the average consumption of instant noodles in 2022 will be 1,476 packs. Apart from that, this is also supported by data from the Word Instant Noodles Association (2023), where Indonesia ranks second in terms of the highest consumption of instant noodles over the last 5 years, namely 14,260 packs in 2022 with one of the potential consumers being teenagers. This increase provides instant noodle companies with the opportunity to create products that are appropriate by considering consumer needs and desires. Based on the conditions above, it is necessary to analyze the factors in teenagers' purchasing decisions for instant noodle products. This research aims to determine the variables influencing teenagers' purchasing decisions for instant noodle products.

**RESEARCH METHODS**

The method used in this research is a descriptive study carried out using a literature study approach. Descriptive studies are designed to obtain information about the status of a symptom when the research is conducted. In descriptive studies, no treatment is given or controlled, and there is no hypothesis testing as in experimental research (Linarwati et al., 2016). Literature study is one method used to obtain information related to research. This information is obtained through scientific articles, government data, and others (Habsy, 2017). The information obtained is in the form of secondary data originating from the Central Statistics Agency (BPS) regarding the level of instant noodle consumption in Indonesia.

**RESULT**

Instant noodles are a ready-to-eat food product that has many fans because instant noodles are easy and fast to serve. Indonesia has high instant noodle consumption; based on BPS data (2023), the average per capita consumption per week of instant noodles is increasing yearly. Seen in commodity units, the average consumption of instant noodles in 2022 will be 1,476 packs. Apart from that, this is also supported by data from the Word Instant Noodles Association (2023), where Indonesia ranks second in terms of the highest consumption of instant noodles over the last 5 years, namely 14,260 packs in 2022 with one of the potential consumers being teenagers.

Table 1. Countries with the Most Instant Noodle Consumption

| Country | 2018 | 2019 | 2020 | 2021 | 2022 |
|---------|------|------|------|------|------|
| China/ Hong Kong | 40.250 | 41.450 | 46.360 | 43.990 | 45.070 |
| Indonesia | 12.540 | 12.520 | 12.640 | 13.270 | 14.260 |
| Vietnam | 5.200 | 5.440 | 7.030 | 8.560 | 8.480 |
| India | 6.060 | 6.730 | 6.730 | 7.560 | 7.580 |
| Jepang | 5.780 | 5.630 | 5.970 | 5.850 | 5.980 |

Source :  Word Instant Noodles Association, 2023

Due to the large number of consumers' interest in instant noodles, especially teenagers, it is necessary to be selective in choosing halal and safe products marked with a halal label. This is regulated in Law Number 33 of 2014; every product that enters, circulates, and is traded in Indonesian territory must be halal certified, be responsible for the truth of the statement, and must include halal information or writing on the label. Based on this, the halal label is one of the variables teenagers consider when purchasing instant noodle products. Apart from that, instant noodles have more and more variations from various brands on the market, giving consumers more freedom to choose products according to their desires and the quality expected by consumers (Kamal et al., 2019). Based on the Top Brand Award for the Packaged Instant Noodle Category, the following is the brand data and percentage assessment of Top Brand instant noodles in 2019 – 2023.

Table 2. Top Instant Noodle Brands in Packaging 2019 – 2023

| Brand Name | Percentage (%) | | | | |
|------------|------|------|------|------|------|
| | 2019 | 2020 | 2021 | 2022 | 2023 |
| Indomie | 71,7 | 70,5 | 72,9 | 72,9 | 72,5 |
| Mie Sedap | - | 16 | 15,2 | 15,5 | 16,2 |
| Sarimi | 3,3 | 3,8 | 3,1 | 2,6 | 2,6 |
| Supermi | 3,7 | 2,3 | 2,7 | 1,6 | 1,3 |
| Gaga 100 | - | - | 2,1 | 2,2 | 1,7 |

Source : Top Brand Award for Packaged Instant Noodles Category 2023

With the large number of instant noodle brands in Indonesia, the second variable considers teenagers' purchasing decisions regarding instant noodle products, namely brands. The presence of brands has a significant influence on

consumer loyalty. Consumers will also prefer more branded products because quality and safety can be accounted for. Apart from the brand, another variable considered in teenagers' purchasing decisions for instant noodle products is price. The following is price data for instant noodles for various brands in 2023.

Tabel 3. Price list for instant noodles per pack

| Nama Brand | Harga |
| --- | --- |
| Indomie | IDR 3.100 |
| Mie Sedap | IDR 3.000 |
| Sarimi | IDR 2.780 |
| Supermi | IDR 2.940 |
| Gaga 100 | IDR 3.400 |

From the table above, the price of instant noodles is affordable and within reach of consumers' purchasing power. The influence of price on purchasing decisions is significant, where the price set by the company will be a benchmark for whether or not there is demand for the product.

**DISCUSSION**

Based on the results above, buying instant noodles can be influenced by three essential variables: halal label, price, and brand. This is supported by several studies regarding halal labels on Madura herbal medicine products, where halal labels positively and significantly affect purchasing decisions. A halal label can influence consumer purchasing decisions (Munir et al., 2019). Apart from that, in research on Indomie products, the halal label also influences purchasing decisions, where it has a coefficient value of 0.353, meaning that the greater the influence of the halal label on consumers to make planned purchases (Arkan dan Andjarwati, 2022) and research on Korean instant noodle products also had the same results, where the halal label partially had a significant effect on purchasing decisions for Korean instant noodle products among Generation Z and in research on Korean instant noodle products as well—had the same results, where the halal label partially significantly affected the decision to purchase Korean instant noodle products among Generation Z (Capella, 2023). Another study conducted on instant noodle products by IAIN Bukittinggi students showed that the halal label significantly affected purchasing decisions. As much as 18.2% of students' decisions to purchase instant noodles were caused by the halal label (Imamuddin, 2017).

Brand is the second variable that influences purchasing decisions and is no less important. Brands have an important role in products, which greatly influence consumer loyalty. Consumers will also prefer more branded products because quality and safety can be accounted for. Several studies state that brand is an important variable in purchasing decisions, one of which is research on Indomie brand products, which has a significant positive effect on purchasing decisions, meaning that the better the brand determined by Indomie, the more consumer purchasing decisions will increase. A good product brand will increase a person's confidence in buying the product (Wicaksono et al., 2023). Shopie Martin bag products also have the same results where the brand has a positive and significant effect on purchasing decisions with a coefficient value of 0.338 (Dzulkharnain, 2019). In coffee products, the brand variable positively and significantly affects purchasing

decisions. The better the brand, the more purchasing decisions will increase (Anggraeni dan Soliha, 2020). Research on branded shoe products also positively and significantly influences shoe purchasing decisions at the Feel Branded Sneakers Shoe Store. The brand is an important factor in determining purchasing decisions. Brands with good management can increase understanding of consumer behavior in making decisions, enrich consumption orientation towards things that are symbolic more than product function, increase consumer confidence in products, and increase sustainable competitive advantage (Mahali, 2023).

The third variable is price, where price strongly influences consumer satisfaction and purchasing decisions. The price perception in the consumer's mind is the first view of the price that must be paid. If the price perception is comparable to the actual price, the consumer will decide (Mahali, 2023). Several studies state that price is an important variable in purchasing decisions. For Indomie products, the price of Indomie products has a relationship and partially has a significant effect on purchasing decisions. Price will influence purchasing decisions if the price of a product is based on its quality, benefits, and affordability (Dalimunthe, 2022). Another research is on the Shopee application, where price perception significantly influences purchasing decisions (Darmansah dan Yosepha, 2020). As for research on coffee products, the Price Perception variable has an important role in Purchasing Decisions. A regression coefficient of 0.355 indicates that the price perception variable has a positive effect on purchasing decisions (Anggraeni dan Soliha, 2020).

## CONCLUSION

The results of this research state three important variables in teenagers' purchasing decisions for instant noodle products: the halal label, price, and brand. From several other existing studies, be it food products, drinks, or goods, the three variables have a positive and significant influence on purchasing decisions made by consumers.

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