

DO PRODUCT KNOWLEDGE AND HALAL AWARENESS INFLUENCE PURCHASE INTENTION AND PURCHASE DECISION OF KOREAN INSTANT NOODLES AMONG GENERATION Z?

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Abstract

Korean culture, which is global and popular among the younger generation, including in Indonesia, also influences their preferences in the fields of clothing, music, cosmetics, and food. Using the mediating variable of purchase intention, this research attempts to examine how product knowledge and halal awareness affect the decision to buy Korean instant noodles among generation Z in the Pekalongan Ex-Residency. This study uses a quantitative method by 160 members of generation Z who were selected using Hair theory made up the sample for this study. The incidental sampling is employed in this research. A Likert scale questionnaire is used to collect data for this investigation. Path analysis using the Sobel test is the data analysis method employed in this investigation. The findings of the study show that purchasing intention is influenced by halal awareness and product knowledge. Purchase intention, halal awareness, and product understanding all affect the decision to buy. The impact of halal awareness and product knowledge on purchasing decisions is mediated by purchase intention.

Keywords: Product Knowledge, Halal Awareness, Purchase Intention, Purchase Decision, Korean Instant Noodles, Generation Z.

Abstrak

Budaya Korea yang mendunia dan populer di kalangan generasi muda, termasuk di Indonesia, turut memengaruhi preferensi mereka dalam bidang sandang, musik, kosmetik, dan pangan. Dengan menggunakan minat beli sebagai variabel mediasi, penelitian ini berupaya mengkaji pengaruh pengetahuan produk dan kesadaran halal terhadap keputusan membeli mi instan Korea pada generasi Z di Eks Karesidenan Pekalongan. Penelitian ini menggunakan metode kuantitatif dengan

sampel penelitian sebanyak 160 orang generasi Z yang dipilih menggunakan teori Hair. Teknik sampling yang digunakan dalam penelitian ini adalah sampling insidental. Pendekatan pengumpulan data dalam penelitian ini adalah kuesioner dengan skala likert. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis jalur dengan uji sobel. Hasil penelitian menunjukkan bahwa minat beli dipengaruhi oleh kesadaran halal dan pengetahuan produk. Minat beli, kesadaran halal, dan pemahaman produk secara bersama-sama memengaruhi keputusan membeli. Dampak kesadaran halal dan pengetahuan produk terhadap keputusan pembelian dimediasi oleh minat beli.

Kata Kunci: Pengetahuan Produk, Kesadaran Halal, Minat Beli, Keputusan Pembelian, Mie Instan Korea, Generasi Z.

Introduction

Korean culture is widely known globally through the world of entertainment such as K-Pop and Korean dramas (Oktaviani & Pramadya, 2021). Teenagers' and younger people's lifestyles are influenced by the growing popularity of Korean culture in many nations in terms of food, music, fashion, and cosmetics (Putri, 2020). Instant noodles are one Korean food item that has a large of follower. Nowadays, Korean instant noodles are widely available and have even gained popularity across the globe (Rahman, 2022). Countries with majority population is Muslim like Indonesia, have also seen this tendency. Based on data from the Central Statistics Agency (BPS), in 2019, imports of instant noodles from South Korea reached US\$ 23.279 million with a volume of 6,292 tons (Andini, 2022).

The high imported number of Korean instant noodles indicates the high number of consumers purchasing this product. According to Kotler & Armstrong (2016) in Soetanto dkk. (2020), purchase decision is consumer behavior related to how people or groups choose, obtain, or use products to meet needs or satisfy desires according to their preferences. Consumers go through the following steps when deciding what to buy: (1) recognizing the issue; (2) gathering data; (3) assessing the options; (4) completing the transaction; and (5) actions following the transaction (Wirakanda & Pardosi, 2020). For a Muslim, the important thing to know before they decide to purchase a product is knowledge about the product and its halal status. These two things will influence their intention in purchasing the product. Lack of knowledge about products and halal status can cause consumers to make purchasing decisions that are not in accordance with religious principles and increase the risk of consuming non-halal products, especially for the younger generation.

Based on the 2020 Population Census from the BPS, a proportion of Indonesia's population is dominated by young people, namely generation Z. It is estimated that 75.49 million members of generation Z make up 27.94% of Indonesia's overall population (BPS, 2021). Generation Z is the generation after the millennial generation, namely someone born between 1997-2012 (Arum et al., 2023). According to Adityara & Rakhman (2019), one of the prominent characteristics of generation Z is FOMO (Fear of Missing Out), which is the fear of missing out on information, trends, or experiences that are currently taking place. FOMO drives generation Z to feel the need to follow what their peers are doing. This can affect the way they make decisions, both in choosing a lifestyle, products, or activities that are considered relevant to their community, including in terms of choosing the food they consume. Although this behavior can increase social connectivity, it can also trigger psychological stress if the behavior is contrary to the values they believe in, for example when they consume food that they do not understand enough about the product information and its halal status.

Currently, many generations Z in Indonesia are fond of Korean instant noodles because they are exposed to the ever-growing Korean cultures (Hendradewi et al., 2021). However, many Korean instant noodles circulating in Indonesia do not yet have halal certification so their halal status is unclear (Rahmawati & Aji, 2022). This certainly needs to be a concern considering that the majority of Indonesia's population is Muslim. Based on these two conditions, research on the influence of product knowledge and halal awareness on the interest and purchasing decisions of Korean instant noodles is important. This study helps understand how halal knowledge and awareness influence consumer decisions, so that it can be a basis for related parties to pay attention to this product.

Methodology

This study employs a quantitative methodology in the form of causality research (Sugiyono, 2022). This study uses primary data collected using a questionnaire (through Google Form) with a Likert scale of 1-5 (Sujarweni, 2022). The population of this research is generation Z in the Pekalongan Ex-Residency area who have purchased Korean instant noodles. The sample size for this study was decided to be 10 times of the amount of questions in the questionnaire (Hair et al., 2014). So, the amount of samples was 160 respondents. The sample used was purposive sampling with the following criteria: (1) generation Z; (2) currently

living in the Pekalongan Ex-Residency area; (3) ever bought Korean instant noodles. Sampling was carried out accidentally, namely by using respondents as research samples in an unplanned manner.

To measure the research variables, indicators from the following previous studies are used. According to Kotler and Keller (2009) in Larika & Ekowati (2020), purchase decision can be measured using several indicators, including: (1) stability; (2) habit; (3) providing recommendations, and (4) future repurchases. According to Ferdinand (2008) in Sanita dkk. (2019), purchase intention can be measured using several indicators, including: (1) transactional intention; (2) referential intention; (3) preferential intention; and (4) exploratory intention. According to Hanzae and Khosrozadeh (2011) in Suprpto & Susanti (2016), product knowledge can be measured using several indicators, including: (1) level of knowledge about the product; (2) remembered information about the product; (3) recognizing product differences from other products; and (4) additional experience after using the product. According to Aziz & Chok (2013) in Juliana et al. (2022), halal awareness can be measured using several indicators, including: (1) awareness of halal, (2) knowledge of halal, (3) giving halal products priority, and (4) product safety and cleanliness (thayib). These indicators are the question points in the questionnaire.

The validity of the questionnaire is determined by Pearson Correlation with a significance value < 0.05 and its Reliability is determined by the Cronbach Alpha value > 0.60 . Before assessing the hypothesis, classical assumption tests such as normality test (Kolmogorov-Smirnov), multicollinearity test (Tolerance and VIF), and heteroscedasticity test (Glejser) are conducted. The data analysis for evaluating the hypothesis in this study uses a path analysis model, which is a kind of multiple linear regression analysis (MLRA). Then, Sobel test is used to determine whether a mediation effect exists or not. The impact of mediation can be ascertained by comparing the estimated t from the Sobel test formula's computation results with the t table at alpha 0.05 (Ghozali, 2017).

The research framework in this study is to examine the direct and indirect effect of product knowledge and halal awareness on purchase decisions with purchase intention as a mediating variable. The following figure illustrates the research's framework:

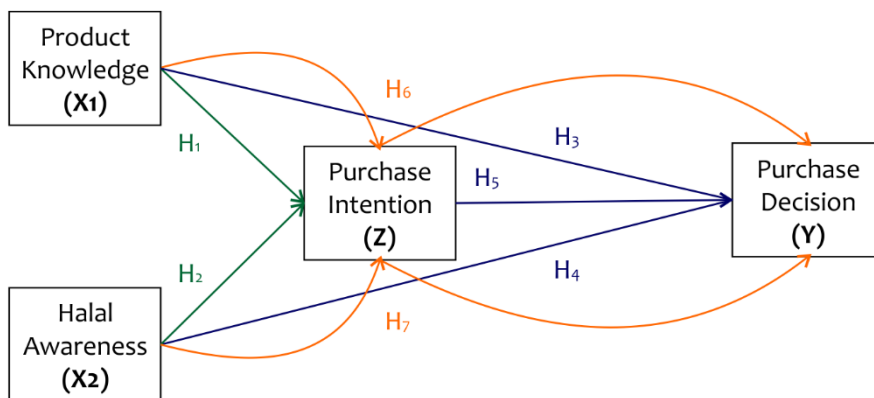


Figure 1. Research Framework

The research framework above shows that there are seven hypotheses that will be examined in this study, including:

- H1 : Product knowledge influences purchase intention.
- H2 : Halal awareness influences purchase intention.
- H3 : Product knowledge influences purchase decision.
- H4 : Halal awareness influences purchase decision.
- H5 : Purchase intention influences purchase decision.
- H6 : Product knowledge through purchase intention influences purchase decision.
- H7 : Halal awareness through purchase intention influences purchase decision.

Results and Discussion

Demographic Profile of Respondents

The respondents in this research were generation Z in the Pekalongan Ex-Residency area, all of whom are students. The following is the respondents' demographic profile in this study:

Table 1. Demographic Profile of Respondents

Category	Description	N	(%)
Gender	Male	41	25.6
	Female	119	74.4
	Total	160	100.0
Age	< 18	1	0.6

	18 - 20	116	72.6
	21 - 23	41	25.6
	24-26	2	1.2
	> 26	0	0
	Total	160	100.0
Job	Full Time Student	125	78.1
	Student with Business Activity	7	4.4
	Student with Part Time Job	28	17.5
	Total	160	100.0
Expenditure/Month (IDR)	< 500.000	1	0.6
	500.000 - 1.000.000	77	48.1
	1.000.001 - 1.500.000	22	13.8
	1.500.001 - 2.000.000	1	0.6
	2.000.001 - 2.500.000	0	0
	> 2.500.000	59	36.9
	Total	160	100.0

Source: Data processing by researchers

Validity Test

The following table displays the validity test results:

Table 2. Validity Test

Variable	Item	Questionnaire Statement	r value	r table	Result
Product Knowledge (X1)	X1.1	I know about Korean instant noodle products.	0.830	0,155	Valid
	X1.2	I can remember information about Korean instant noodle products quite well.	0.847	0,155	Valid
	X1.3	I am able to differentiate Korean instant noodle products from other instant noodle products.	0.744	0,155	Valid
	X1.4	My knowledge about Korean instant noodle products has increased since I consumed these products.	0.777	0,155	Valid
Halal Awareness (X2)	X2.1	I have quite good knowledge about halal Korean instant noodle products.	0.764	0,155	Valid
	X2.2	I have the awareness to always try to consume halal Korean instant noodle products.	0.925	0,155	Valid
	X2.3	I have a priority to always choose halal Korean instant noodle products as much as possible.	0.922	0,155	Valid
	X2.4	I am concerned about the cleanliness and safety of the	0.868	0,155	Valid

		Korean instant noodle products that I consume.			
Purchase Intention (Z)	Z.1	I have interest to buying Korean instant noodle products.	0.887	0,155	Valid
	Z.2	I am willing to recommend Korean instant noodle products to others.	0.909	0,155	Valid
	Z.3	I have priority in choosing Korean instant noodle products.	0.928	0,155	Valid
	Z.4	I am looking for information related to Korean instant noodle products.	0.868	0,155	Valid
Purchase Decision (Y)	Y.1	I buy Korean instant noodle products because they always have satisfactory quality.	0.808	0,155	Valid
	Y.2	I bought Korean instant noodle products several times.	0.787	0,155	Valid
	Y.3	I can provide information, suggestions, and recommendations regarding Korean instant noodle products to other people.	0.835	0,155	Valid
	Y.4	I will buy Korean instant noodle products again in the future.	0.782	0,155	Valid

Source: Data processing by researchers

All of the claims utilized in this study are legitimate since it is known from the preceding table that every r value is more than the r table.

Reliability Test

The following table displays the reliability test results:

Table 3. Reliability Test

Variable	Cronbach α	Result
Product Knowledge (X ₁)	0.81	Reliable
Halal Awareness (X ₂)	0.89	Reliable
Purchase Intention (Z)	0.92	Reliable
Purchase Decision (Y)	0.81	Reliable

Source: Data processing by researchers

It is known from the preceding table that every Cronbach Alpha is more than 0.60. Therefore, every assertion in the variables used in this study is trustworthy.

Classic Assumption Test

Normality Test

The following normality test was applied to the residual values from two MLRA equation models in this study:

Equation Model I (Purchase intention as Dependent Variable)

Table 4. Normality Test Model I

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.92173535
Most Extreme Differences	Absolute	.110
	Positive	.067
	Negative	-.110
Test Statistic		.110
Asymp. Sig. (2-tailed)		.060^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processing by researchers

Given that the significance value is $0.06 > 0.05$, the residual value from the MLRA equation model is normally distributed, as shown in the above table.

Equation Model II (Purchase Decision as Dependent Variable)

Table 5. Normality Test Model II

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		160
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.29527392
Most Extreme Differences	Absolute	.073
	Positive	.044
	Negative	-.073
Test Statistic		.073
Asymp. Sig. (2-tailed)		.137^c
a. Test distribution is Normal.		
b. Calculated from data.		
c. Lilliefors Significance Correction.		

Source: Data processing by researchers

Given that the above table's significance value is $0.137 > 0.05$, the residual value from the MLRA equation model is normally distributed.

Multicollinearity Test

The multicollinearity test is illustrated by the Tolerance and VIF (variance inflation factor) values of the two MLRA equation models in this study:

Equation Model I (Purchase intention as Dependent Variable)

Table 6. Multicollinearity Test Model I

Model		Coefficients ^a	
		Tolerance	VIF
1	(Constant)		
	Product Knowledge	.755	1.324
	Halal Awareness	.755	1.324

a. Dependent Variable: Purchase Intention

Source: Data processing by researchers

The following table shows that the equation model does not exhibit multicollinearity because each independent variable has a Tolerance value more than 0.10 and a VIF value less than 10.

Equation Model II (Purchase Decision as Dependent Variable)

Table 7. Multicollinearity Test Model II

Model		Coefficients ^a	
		Tolerance	VIF
1	(Constant)		
	Product Knowledge	.580	1.725
	Halal Awareness	.694	1.441
	Purchase Intention	.577	1.733

a. Dependent Variable: Purchase Decision

Source: Data processing by researchers

Multicollinearity is absent from the equation model for each independent variable in the following table, as indicated by Tolerance values more than 0.10 and VIF values less than 10.

Heteroscedasticity Test

The following heteroscedasticity test was used to the absolute residual values of the two MLRA equation models in this study:

Equation Model I (Purchase intention as Dependent Variable)

Table 8. Heteroscedasticity Test Model I

Coefficients ^a	
Model	Sig.

1	(Constant)	.001
	Product Knowledge	.109
	Halal Awareness	.343

a. Dependent Variable: ABS_RES1

Source: Data processing by researchers

Since each independent variable's significance value is more than 0.05, as shown in the above table, the MLRA equation model does not exhibit heteroscedasticity.

Equation Model II (Purchase Decision as Dependent Variable)

Table 9. Heteroscedasticity Test Model II

		Coefficients ^a	
Model			Sig.
1	(Constant)		.001
	Product Knowledge	.785	
	Halal Awareness	.113	
	Purchase Intention	.206	

a. Dependent Variable: ABS_2

Source: Data processing by researchers

Since each independent variable's significance value is higher than 0.05, as shown in the above table, there is no heteroscedasticity in the MLRA equation model.

Hypothesis Testing

Direct Effect

Two MLRA equation models are employed to evaluate the claim that the independent variable directly influences the dependent variable. The following are these models:

Equation Model I (Purchase intention as Dependent Variable)

Table 10. Direct Effect Test Model I

		Coefficients ^a			
Model		Unstandardized Coefficients		T	Sig.
		B	Std. Error		
1	(Constant)	.524	1.349	.389	.698
	Product Knowledge	.597	.087	6.899	.000
	Halal Awareness	.294	.079	3.727	.000

a. Dependent Variable: Purchase Intention

Source: Data processing by researchers

The results of hypothesis tests for H1 and H2, which were derived from the data analysis in the table above, are as follows:

H1: Effect of Product Knowledge on Purchase Intention

The computed t value is 6,899 and the significance value is 0.000. The t table value is $df = n - k = 160 - 3 = 157$, and alpha is $0.05 = 1.655$. The significance value $= 0.000 < 0.05$ and the estimated t value $= 6,899 > t$ table value $= 1.655$ show that product knowledge influences purchase intention.

H2: The influence of Halal Awareness on Purchase Intention

The computed t value is 3.727, and the significance value is known to be 0.000. The t table value is $df = n - k = 160 - 3 = 157$, and alpha is $0.05 = 1.655$. Since the calculated t value of $3,727 >$ the t table value of 1.655 and the significance value of $0.000 < 0.05$, purchase intention is influenced by halal awareness.

Equation Model II (Purchase Decision as Dependent Variable)

Table 11. Direct Effect Test Model II

Model		Coefficients ^a			T	Sig.
		Unstandardized Coefficients		B		
		B	Std. Error			
1	(Constant)	2.908	1.064	2.733	.007	
	Product Knowledge	.234	.078	2.717	.008	
	Halal Awareness	.161	.065	2.492	.014	
	Purchase Intention	.466	.063	7.409	.000	

a. Dependent Variable: Purchase Decision

Source: Data processing by researchers

Based on the results of the data analysis in Table 3.10, the hypothesis test results for H3, H4, and H5 are obtained as follows:

H3: The influence of product knowledge on Purchase Decision

The computed t value is 2.717, and the significance value is known to be 0.008. The t-table value at $df = n - k = 160 - 4 = 156$ and alpha $0.05 = 1.655$. Purchase decisions are strongly influenced by product knowledge, as indicated by the computed t value of $2,717 >$ the t table value of 1.655 and the significance value of $0.008 < 0.05$.

H4: The influence of Halal Awareness on Purchase Decision

The computed t value is 2.492, and the significance value is known to be 0.014. The t-table value at $df = n - k = 160 - 4 = 156$ and alpha $0.05 = 1.655$. The

calculated t value of 2,492 > the t table value of 1.655 and the significance value of 0.014 < 0.05 demonstrate that halal awareness has a considerable influence on purchase decisions.

H5: Influence of Purchase Interest on Purchase Decision

The computed t value is 7.409, and the significance value is known to be 0.000. The t-table value at $df = n - k = 160 - 4 = 156$ and $\alpha 0.05 = 1.655$. Because the calculated t value is 7,409 > the t table value of 1.655 and the significance value is 0.000 < 0.05, purchasing intention has a significant effect on purchase decision.

Indirect Effect

The hypothesis that the independent variable had an indirect influence on the dependent variable through the intervening variable was tested using the Sobel test and the following formula:

$$sp2p3 = \sqrt{p3^2 \times sp2^2 + p2^2 \times sp3^2 + sp2^2 \times sp3^2}$$

Remarks :

p2 : independent variable coefficient

p3 : coefficient of intervening variable

sp2 : standard error of the model coefficient of equation I

sp3 : standard error of the coefficient of model equation II

To find out if there is a mediation effect, the t value is computed as follows. Once the value of sp2p3 is known, it is identical to p2p3: sp2p3. According to the Sobel Test criterion, there is a mediation effect if the calculated t value is higher than the t table.

The coefficient values and standard errors for each independent variable (product knowledge and halal awareness) and the intervening variable (buy intention) are as follows, based on the data analysis results in tables 3.9 and 3.10:

Table 12. Coefficient Value and Standard Error

Variable	Coefficient	Std. Error
Product Knowledge (X1)	0.597 (p2-1)	0.087 (sp2-1)
Halal Awareness (X2)	0.294 (p2-2)	0.079 (sp2-2)
Purchase Intention (Z)	0.466 (p3)	0.063 (sp3)

Source: Data processing by researchers

Based on the data in the table above, the hypothesis test results for H6 and H7 are obtained as follows:

H6: The influence of Product Knowledge through Purchase Intention on Purchase Decision

$$sp2p3 = \sqrt{p3^2 \times sp2^2 + p2^2 \times sp3^2 + sp2^2 \times sp3^2}$$

$$sp2p3 = \sqrt{0.466^2 \times 0.087^2 + 0.597^2 \times 0.063^2 + 0.087^2 \times 0.063^2}$$

$$sp2p3 = 0,056$$

$$t \text{ count} = p2p3 : sp2p3 = 0.278 : 0.056 = 4.967$$

The computed t value is known to be 4.967. The t-table value at alpha 0.05 = 1.655 and df = n – k = 160 – 4 = 156. Purchase intention can mediate the impact of product knowledge on purchase decision because the computed t value is 4.967 > the t table value of 1.655. Stated differently, purchasing intention influences the decision to buy based on product information.

H7: The influence of Halal Awareness through Purchase Intention on Purchase Decision

$$sp2p3 = \sqrt{p3^2 \times sp2^2 + p2^2 \times sp3^2 + sp2^2 \times sp3^2}$$

$$sp2p3 = \sqrt{0.466^2 \times 0.079^2 + 0.294^2 \times 0.063^2 + 0.079^2 \times 0.063^2}$$

$$sp2p3 = 0,041$$

$$t \text{ count} = p2p3 : sp2p3 = 0.137 : 0.041 = 3.341$$

The computed t value is known to be 3.341. The t-table value at alpha 0.05 = 1.655 and df = n – k = 160 – 4 = 156. purchasing intention can moderate the impact of halal awareness on purchasing decision because the computed t value = 3.341 > the t table value = 1.655. To put it another way, halal awareness through buying intention affects the choice to buy.

Discussion

The results of the data analysis in this study show that purchase intention influences Generation Z's decision to purchase Korean instant noodles in the Pekalongan Ex-Residency (H5). This findings suitable with research by Irsyad & Sukma (2023) and Stansyah et al. (2023), said that purchase decisions for a product can be influenced by high purchasing intention in that product.

Purchase intention represents a mental condition in the form of a consumer's desire to buy a product (Prastiwi & Syahrinullah, 2023). According to Kotler & Keller (2009) in Limartha & Erdiansyah (2019), purchase intention is behavior shown by consumers who want to buy a product based on their previous choices, uses, and/or desires for the product. The consumer's mental state, which shows how committed they are to making a purchase, can also define what is meant by purchasing intention. A person's urge to make a purchase is affected by intention, which ultimately translates that intention into concrete action. Therefore, when making a purchasing decision, intention in purchasing will arise beforehand (Sari, 2020).

The results of the data analysis in this study show that product knowledge influences Generation Z's intention to purchase Korean instant noodles in the Pekalongan Ex-Residency (H1). This findings is suitable with study by Pangestu et al. (2021) and Magfirah & Aprianti (2023), which state that product knowledge can affect purchase intention.

One factor that can influence purchase intention is having adequate knowledge of the product. Product knowledge indicates the understanding that consumers have about the product (Faidah & Anam, 2018). According to Peter and Olson (2010) in Syamsu & Sanaji (2014), product knowledge is a compilation of many kinds of product information. This information includes product categories, brands, features, costs, and product opinions. High product knowledge will make consumers more adept at recognizing and remembering the product when compared to consumers who have low product knowledge. According to Sumarwan (2003) in Suprpto & Susanti (2016), there are three categories of product knowledge, including: (1) knowledge about product features or properties; (2) knowledge about product uses; and (3) knowledge about product satisfaction.

The results of the data analysis in this study show that halal awareness influences Generation Z's intention to purchase Korean instant noodles in the Pekalongan Ex-Residency (H2). This findings is suitable with study by Hamdani et al. (2021) and Ummah et al. (2023), which state that halal awareness can affect purchase intention.

Apart from product knowledge, Muslim consumers purchasing intentions can also be influenced by their halal awareness. According to the Qur'an and hadith, Muslims have a duty to purchase halal and high-quality goods (Adinugraha et al., 2019). According to Garg & Joshi (2018) in Assyarofi & Wulandari (2023), the degree of knowledge and concern a Muslim possesses to select and use goods that adhere to Islamic principles is known as halal awareness. Through the Qur'an and hadith, Islam has taught its followers to consume halal products. Therefore, knowledge in this halal context refers to knowing what is proper or permissible to ingest suitable Islamic law. Therefore, Muslims' comprehension of halal products might be characterized as halal awareness (Suryowati & Nurhasanah, 2020). In the shopping process, consumers need to be aware. When a Muslim is aware of the concept of halal, he will typically choose his food carefully, considering whether it is approved or not. A Muslim's decision to buy the product they would consume is more strongly based on their level of knowledge about whether it is halal or haram (Rektiansyah & Auwalin, 2022).

The results of the data analysis in this study show that product knowledge and halal awareness have a direct and indirect effect through purchase intention on purchase decision of Korean instant noodles among generation Z in the Pekalongan Ex-Residency (H3, H4, H6, H7).

Product knowledge and halal awareness play an critical role in influencing consumer purchasing decisions directly and indirectly through purchase intention. Product knowledge, which includes consumer understanding of the quality, benefits, and content information of a product, provides confidence in making purchasing decisions. When this knowledge is combined with halal awareness, which is the awareness of the importance of choosing products according to halal principles, consumers are tend to choose products that are in accordance with their religious values. Direct influence occurs when consumers use their knowledge and halal awareness as the main basis for deciding to buy a product without requiring additional encouragement. In this context, the higher the level of halal knowledge and awareness, the stronger the purchasing decision made. This findings is suitable with study by Tridiwianti & Harti (2021), which states that product knowledge can affect purchase decision and study by Nurfajrina et al. (2021), which states that halal awareness can affect purchase decision.

In addition, indirect influence through purchase intention is no less significant. Purchase intention, which reflects the consumer's initial interest or desire to own or consume a product, acts as a bridge between product knowledge and halal awareness towards purchasing decisions. Consumers who have in-depth knowledge about the product and a high level of halal awareness tend to show stronger purchase intention towards products that are considered halal and of high quality. This purchase intention then drives the final decision to purchase the product. Thus, both directly and through purchasing interest, product knowledge and halal awareness form an important basis for consumers in determining their choices, especially in markets that are sensitive to halal issues. This finding is suitable with study by Puspitasari (2023), which states that product knowledge through purchase intention can affect purchase decision and study by Afnan (2022), which states that halal awareness through purchase intention can affect purchase decision.

Conclusion

The results of this investigation's data analysis show that among Generation Z in the Pekalongan Ex-Residency, product knowledge and halal awareness affect their inclination to buy Korean instant noodles. In the Pekalongan Ex-Residency, Generation Z's decision to buy Korean instant noodles is affected by product knowledge, halal awareness, and buying purpose. The influence of halal awareness and product knowledge on Generation Z's decision to buy Korean instant noodles in the Pekalongan Ex-Residency is mediated by buying intention. This implies that raising awareness of halal and product information can boost consumers' intentions to buy Korean instant noodles. In the Pekalongan Ex-Residency, Generation Z's decision to buy Korean instant noodles will be influenced by their increased purchase intention.

Referring to the findings of this research, the researcher recommends that all related parties, such as producers, importers, and distributors of Korean instant noodles, provide adequate information about their products. So, consumer knowledge of these products can be as good as possible. Providing product information can be done through product packaging or advertising on various existing media. In addition, they are expected to consider whether the Korean instant noodle products they sell in Indonesia are halal, given that their primary target market, Generation Z in Indonesia, views halal awareness as a determining factor in their intention to purchase and decision to buy Korean instant noodle products, according to the research findings.

Ultimately, the researchers believe that this study will serve as a reference for understanding how product knowledge and halal awareness can influence purchasing intentions for food products like Korean instant noodles. It is also envisaged that this study would serve as a reference and a point of comparison for future research in the same area. On the basis of additional characteristics not covered in this study, more research on the factors influencing decisions to buy Korean instant noodles can be produced.

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