The Influence Of Price Perceptions, Promotion And Halal Labeling On Instant Noodle Purchasing Decisions (Empirical Study on Sedaap Noodle Consumers in East Jakarta)

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Abstract: This study aims to assess the financial performance of PT United Tractors, Tbk for the 2021–2023 period using the Economic Value Added (EVA) and Market Value Added (MVA) methods. This research is descriptive in nature and employs a quantitative approach. The analysis techniques used in this study include documentation and literature review. The study uses secondary data in the form of the company's annual financial statements, particularly the statement of financial position and income statement, obtained from the official website of PT United Tractors, Tbk and the Indonesia Stock Exchange. Based on the EVA and MVA analysis of PT United Tractors, Tbk for the 2021–2023 period, the company demonstrates positive performance despite fluctuations. EVA increased from 2021 to 2022, reflecting capital efficiency, although it declined in 2023 due to a decrease in NOPAT. MVA also rose from 2021 to 2022, indicating wealth creation, but declined in 2023 in line with a drop in the share price.

Keywords: Economic Value Added (EVA), Market Value Added (MVA), Financial Performance, Financial Statements

INTRODUCTION

The era of globalization has accelerated the development of the world and business sectors, making them more efficient, fast-paced, and practical. Indonesia, known for its vast ethnic, cultural, and religious diversity, is also one of the largest Muslim-majority countries in the world (Annur, 2023). For Muslims, consuming halal food is not merely a religious obligation, but also a lifestyle choice that emphasizes cleanliness, health, and spiritual well-being. Halal food, such as properly slaughtered meat, tends to contain less saturated fat and fewer harmful bacteria or germs. Thus, consuming halal food contributes not only to physical health but also reinforces religious identity and adherence to Islamic teachings.

In line with the dynamic and fast-paced modern lifestyle, people are increasingly seeking food options that are not only practical and fast but also halal. This shift has led to a surge in demand for instant and convenience foods. Despite the known health risks of consuming instant noodles, their popularity remains high. In fact, Indonesia is the second-largest consumer of instant noodles globally, accounting for approximately 14.26 billion packs in 2023—just behind China.

Among the various brands available in Indonesia, *Mie Sedaap*, produced by PT Wings Food since 2003, has become one of the most popular. It offers a wide range of flavors, including Spicy Fried Noodles, Crispy Chicken Fried Noodles, and more recent innovations such as Soto and soup-based variants. In addition to flavor variety, *Mie Sedaap* has also developed practical packaging formats—such as cups and bowls—that cater to consumers' need for mobility and convenience. As a product marketed to a predominantly Muslim population, *Mie Sedaap* prominently features halal certification on its packaging, reinforcing its commitment to Islamic dietary laws.

However, *Mie Sedaap* operates in a competitive market. As shown in Table 1, although the brand's market share increased slightly from 15.20% in 2021 to 16.20% in 2023, it experienced a significant decline to 13.90% in 2024.

Table 1. Top Brand Index for Instant Noodles in Bag Packaging Category

Brand	2021	2022	2023	2024
Indomie	72.90%	72.90%	72.50%	71.20%
Mie Sedaap	15.20%	15.50%	16.20%	13.90%
Sarimi	3.10%	2.60%	2.60%	2.40%
ABC	-	-	-	2.90%
Gaga 100	-	-	-	4.20%

Source: www.topbrand-award.com (2024)

This fluctuation in market share may be influenced by several factors, including **price perception**, **sales promotion**, and the presence of a **halal label**. Price perception refers to how consumers evaluate the fairness or value of a product's price. When consumers perceive that the price aligns with their expectations, they are more likely to make a purchase decision. Sales promotion, as a form of communication between sellers and buyers, also plays a vital role in influencing consumer behavior and guiding them from unawareness to awareness (Herawati, 2018).

Additionally, for Muslim consumers, the presence of a halal label is a crucial factor in the decision-making process. A halal label ensures that the product complies with Islamic dietary regulations. Research has shown that the absence of such a label may prevent Muslim consumers from purchasing a product, regardless of its other attributes (Kamilah, 2017).

Based on the above background, this study aims to investigate: "The effect of price perception, sales promotion, and halal labeling on purchasing decisions of instant noodles (An Empirical Study on Mie Sedaap Consumers in East Jakarta)."

RESEARCH METHOD
In this study, the data used is primary data obtained by distributing questionnaires online or to customers who buy or consume more Sedaap noodles in East Jakarta via *google form*. The sampling method used is *non probability sampling* with *accidental sampling* technique. Determination of the number of samples in this study using the Lemeshow formula (Swarjana, 2022), so that the sampling of 96.04 was rounded up to 100 respondents. So the sample used was 100 respondents.
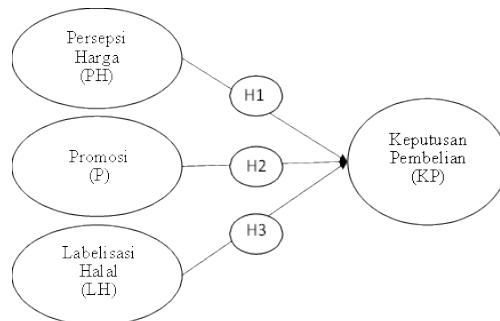
Figure 1. Research Model RESEARCH HYPOTHESIS

This research hypothesis aims to partially test the perception of price, promotion and halal labeling, so a research hypothesis is made, namely:
H1 : It is suspected that Price Perception affects Purchasing Decisions on Mi Sedaap
H2 : It is suspected that Promotion affects Purchasing Decisions on Mi Sedaap
H3 : It is suspected that Halal Labeling has an effect on Purchasing Decisions on Mi Sedaap

RESULT AND DISCUSSION
Convergent Validity Test
According to Ghozali (2021), an indicator is considered to have good convergent validity if its outer loading value is greater than 0.6. The outer loading values of each indicator are shown in Table 2:

Table 2. Outer Loading Value

Variable	Indicator	Outer Loading	Description
Price Perception (PH)	PH.1	0.766	Valid
	PH.2	0.723	Valid
	PH.3	0.786	Valid
	PH.4	0.785	Valid
	PH.5	0.783	Valid
Promotion (P)	P.1	0.767	Valid
	P.2	0.741	Valid
	P.3	0.762	Valid
	P.4	0.783	Valid
	P.5	0.723	Valid
Halal Labeling (LH)	LH.1	0.743	Valid
	LH.2	0.716	Valid
	LH.3	0.780	Valid
	LH.4	0.736	Valid
	LH.5	0.827	Valid
Purchase Decision (KP)	KP.1	0.815	Valid
	KP.2	0.790	Valid
	KP.3	0.830	Valid
	KP.4	0.856	Valid
	KP.5	0.834	Valid

Source: Primary Data processed with SmartPLS, 2024

In Table 2 above, it is known that each indicator of the research variable has a lot of *outer* loading> 0.6 which has met the requirements of the convergent validity test, so that all indicators are declared feasible or valid.

Discriminant Validity Test
Discriminant validity is tested using cross loading values. An indicator must have the highest loading on its respective variable compared to others. The results are shown in Table 3:

Table 3. Cross Loading Value

Indicator	PH	P	LH	KP
PH.1	0.766	0.667	0.312	0.508
PH.2	0.723	0.656	0.246	0.476
PH.3	0.786	0.712	0.296	0.585
PH.4	0.785	0.716	0.220	0.619
PH.5	0.783	0.718	0.250	0.497
P.1	0.763	0.767	0.188	0.492
P.2	0.664	0.741	0.145	0.477
P.3	0.633	0.762	0.231	0.504
P.4	0.683	0.783	0.133	0.549
P.5	0.671	0.723	0.237	0.474
LH.1	0.213	0.130	0.743	0.233
LH.2	0.180	0.097	0.716	0.188
LH.3	0.274	0.196	0.780	0.319
LH.4	0.203	0.129	0.736	0.271
LH.5	0.361	0.296	0.827	0.427
KP.1	0.651	0.541	0.390	0.815
KP.2	0.588	0.597	0.331	0.790

KP.3	0.527	0.522	0.282	0.830
KP.4	0.543	0.512	0.284	0.856
KP.5	0.577	0.549	0.359	0.834

Source: Primary Data processed with SmartPLS, 2024

As shown in Table 3, each indicator of the research variables exhibits the highest cross loading value on its respective construct, compared to its loading on other constructs. This indicates that all indicators meet the criteria for discriminant validity, confirming that each item distinctly measures its intended variable.

In addition to the cross loading analysis, discriminant validity can also be assessed using the Average Variance Extracted (AVE). According to the established criteria, an AVE value greater than 0.5 for each variable demonstrates that the construct explains more than half of the variance of its indicators, thus meeting the required threshold for discriminant validity. The AVE values are presented in Table 4 below:

Table 4. Average Variance Extracted(AVE)

Variable	AVE	Description
PH	0.591	Valid
P	0.571	Valid
LH	0.580	Valid
KP	0.681	Valid

Source: Primary Data processed with SmartPLS, 2024

In Table 4 above, it can be seen that the AVE value for all variables is> 0.5, so it is stated that all variables in this study are valid

Reliability Test
According to (Ghozali, 2021) reliability test can be seen from the *Cronbach's alpha* and *composite reliability* values> 0.7. Can be seen in Table 5 below:

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Description
PH	0.828	0.878	Reliable
P	0.812	0.869	Reliable
LH	0.824	0.873	Reliable
KP	0.883	0.914	Reliable

Source: Primary Data processed with SmartPLS, 2024

Table 5 above shows that the Cronbah's Alpha & Composite Reliability values are above 0.7, so all variables are said to be reliable.

R-Square Test
According to (Ghozali, 2021) *R-square* test is to see the effect between the independent variable and the dependent or *intervening* variable. Can be seen in Table 6 below
Table 6. R-Square Value

Variable	R²	Description
KP (Purchase Decision)	0.534	Moderate

This indicates that 53.4% of the variance in purchase decisions can be explained by price perception, promotion, and halal labeling.

Q-Square Test
According to (Ghozali, 2021) Q-Square test to see the predictive relevance of each variable, can be seen in Table 7 below.
Table 7. Q- Square value

Variable	Q²	Description
KP (Purchase Decision)	0.342	Moderate

Table 7 above shows that the Q- square on customer loyalty (Y) is 0.342> 0.15, which means it has a moderate observation value

Goodness of Fit Test
According to (Ghozali, 2021) to see the observation value in this study, it can be seen in Table 8 below
Table 8. Model Fit

Metric	Value	Description
SRMR	0.084	Good

Source: Primary Data processed with SmartPLS, 2024

Table 8 above shows that the SRMR value <0.10 is 0.084 which indicates that the model is considered suitable or good.

Hypothesis Testing
According to (Ghozali, 2021) the hypothesis is accepted if the T-statistic value> T-Table and P-Value <0.05. Can be seen in Table 9 below
Table 9. Path Coefficient Test Results

Relationship	Path Coefficient	T-Statistic	P-Value	Result
PH → KP	0.447	2.268	0.004	Significant
P → KP	0.210	1.096	0.273	Not Significant
LH → KP	0.198	2.916	0.024	Significant

Source: Primary Data processed with SmartPLS, 2024

In Table 9 above, the results of hypothesis testing through direct influence (path corfficient) are explained as follows

Discussion
1. **The Effect of Price Perception (PH) on Purchasing Decisions (KP)**
   Based on the test results, the price perception variable on the purchasing decision variable has a T-statistic value of 2.268 > 1.980 and a P-value of 0.004 < 0.05, so the hypothesis is accepted. This indicates that price perception has a direct effect on purchasing decisions. Consumers consider the price of Sedaap noodles to be good and affordable, which influences their decision to purchase. The price is perceived to be aligned with the product quality and benefits received. Price perception is thus a crucial component in marketing and pricing strategies. Sedaap's competitive pricing strategy helps it compete with other instant noodle brands. These findings support prior research by Pertiwi, Putra, & Digdowiseiso (2023) and Hernama & Hermawati (2022), which concluded that price perception influences purchasing decisions. However, they contradict the findings of Putri, Gendalasari, & Fahsani (2023), who stated that price perception has no significant effect on purchasing decisions. Theoretically, price perception should be an important consideration for companies in formulating purchasing strategies.
2. **The Effect of Promotion (P) on Purchasing Decisions (KP)**
   Based on the test results, the promotion variable on the purchasing decision variable has a T-statistic value of 1.096 < 1.980 and a P-value of 0.273 > 0.05, so the hypothesis is rejected. This shows that promotions carried out by Sedaap noodles do not significantly influence consumers' purchasing decisions, particularly in the East Jakarta area. This suggests that consumers may not be strongly influenced by promotional efforts such as advertising, personal selling, or sales promotions. Instead, they may be more influenced by other factors like price and halal labeling. This finding is not in line with the study by Shalihah et al. (2022), who found a positive effect of promotion on purchasing decisions. However, it aligns with the findings of Ramadhani & Panglipurningrum (2021), who reported no effect of promotion on purchasing decisions. From a theoretical perspective, companies can still develop promotional strategies to potentially improve consumer purchase behavior.
3. **The Effect of Halal Labeling (LH) on Purchasing Decisions (KP)**
   Based on the test results, the halal labeling variable has a T-statistic value of 2.916 > 1.980 and a P-value of 0.024 < 0.05, indicating that the hypothesis is accepted. This means halal labeling has a direct and significant impact on purchasing decisions. For Muslim consumers, the halal label is a vital aspect of food product selection. Labels play an important role in marketing by informing consumers about the product's composition and compliance with religious standards. A halal label gives consumers a sense of safety and assurance, knowing that the product has been rigorously tested and certified. This

aligns with the findings of Ismaulina & Maisyarah (2020), who emphasized the importance of halal labeling in influencing consumer behavior.

CONCLUSION

Based on the research conducted by the researcher, the following conclusions can be drawn:

1. Price perception has a positive and significant effect on purchasing decisions for Sedaap noodles in the East Jakarta area.
2. Promotion has no effect and is not significant on purchasing decisions for Sedaap noodles in the East Jakarta area.
3. Halal labeling has a positive and significant effect on purchasing decisions for Sedaap noodles in the East Jakarta area.

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