

## **ABSTRACT**

*Halal products are a mandatory requirement for all consumers, especially Muslim consumers. Food, medicine, and cosmetics, some are halal products and some are prohibited for consumption or use. This study aims to analyze the effect of price, trust, and the role of influencers on purchasing decisions for Seirock-Ya halal ramen food products.*

*The research method used is a survey through a questionnaire distributed to respondents who are consumers of Seirock-Ya halal ramen food products. The population in this study are consumers who have purchased SeiRock-Ya halal ramen food products. The sample required was 100 respondents using purposive sampling. The collected data were analyzed using multiple linear regression and tested using the SPSS Statistic 25 program.*

*The results in this study indicate that the price variable has a negative and insignificant effect on purchasing decisions for SeiRock-Ya halal ramen, the trust variable has a positive and significant effect on purchasing decisions for SeiRock-Ya halal ramen, while the role of influencers has a positive but insignificant effect on purchasing decisions for SeiRock-Ya halal ramen.*

**Keywords: Price Perception, Trust, Influencer Role, Halal Ramen.**

