

ABSTRACT

Instant noodles are one of the food products that are easy and practical to make. Indonesia ranks second as the country with the highest demand for instant noodles in the world according to WINA data in 2021. Some people consume instant noodles with excessive frequency. Based on a survey conducted by JakPat in 2022, 60% of Indonesians consume instant noodles at least 2 times/more in one week. Islamic teachings encourage people to consume food that is not only halal, but also thayyib (good), and not excessive. This study analyzes the effect of religiosity, product quality, income, price and price of substitute goods on purchasing decisions for instant noodle products by Muslim consumers.

The population in this study, Muslim consumers in Bandung Regency. Non-probability sampling technique, namely purposive sampling with predetermined respondent criteria. Sample data collection was carried out by distributing questionnaires to 210 Muslim respondents in Bandung Regency. The research method uses binary logistic regression analysis.

The results of this study indicate the influence of religiosity, product quality, and price on purchasing decisions for instant noodle products by Muslim consumers. Partially, there is a positive and significant effect on the religiosity variable and product quality, as well as a negative and significant effect on the price variable on purchasing decisions for instant noodle products by Muslim consumers. Income variables and the price of substitute goods have no effect on purchasing decisions for instant noodle products by Muslim consumers.

Keywords: *Instant noodles, religiosity, product quality, income, price, price of substitute goods, purchase decision, muslim consumers.*

