

The Influence of Halal Literacy, Religiosity, and Fear of Missing Out on the Purchase Decision of Korean Instant Noodles of the Samyang Brand

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Abstract

Indonesia's instant noodle industry is expanding rapidly, with Samyang gaining popularity among young consumers for its unique flavors and strong online presence. While halal literacy, religiosity, and Fear of Missing Out (FoMO) increasingly shape food choices, few studies have examined their combined impact on purchasing decisions for imported brands like Samyang. This study aims to examine the influence of halal literacy, religiosity, and Fear of Missing Out (FoMO) on purchasing decisions for Samyang brand instant noodles. A quantitative approach was used with a purposive sampling method. The respondents in this study were active university students in the Purwokerto area, Muslim, and had purchased and consumed Samyang instant noodles. To obtain accurate results, the researcher used a sample of 271 respondents and conducted the analysis using SPSS software. The findings indicated that all three variables had a positive and significant influence on purchasing decisions.

Keywords: Fear of Missing Out, Halal Literacy, Purchase Decision, Religiosity.

1. Introduction

The instant noodle industry has grown rapidly in recent years, marked by a significant increase in instant noodle consumption in Indonesia. Indonesia ranks second in the world after China, with instant noodle consumption reaching 14.68 billion packets in 2024, according to data from the World Instant Noodles Association (Rachmawati, 2024). Instant noodle consumption in Indonesia has shown consistent growth from 2020 to 2024. In 2020, consumption reached approximately 12.64 billion servings. This figure continued to rise to around 13.27 billion servings in 2021, then increased again to 14.26 billion servings in 2022. The upward trend persisted, reaching 14.54 billion servings in 2023 and remaining at the same level in 2024 (Harini, 2025).

In addition to domestically produced instant noodles dominating the market, Indonesia has also become a key export destination for various international instant noodle brands. This phenomenon reflects a strong interest among Indonesian consumers in imported instant noodle products, particularly those from countries such as South Korea, Japan, and Thailand. Well-known brands such as Samyang, Nongshim, and Ottogi from South Korea, Nissin from Japan, and Mama from Thailand are quite popular among the public, especially among young people and fans of spicy foods or distinctive international flavours (Silawati, 2024). As according to Cheon (2025), the export of instant food from South Korea to Indonesia continues to increase, driven by the similarity in taste preferences between Indonesians and



Koreans, who both enjoy salty, spicy, and sour flavours. Samyang is one of the South Korean instant noodle products well known for its spicy taste (Irfansyah & Suryaningsih, 2022).

The popularity of Samyang noodles in Indonesia rose significantly following the viral “SAMYANG Challenge” in 2017, which challenged participants to quickly consume the extremely spicy noodles (Prakoso et al., 2019). This trend attracted particular attention among university students who are easily influenced by social media. The consumption of Samyang noodles is driven not only by their spiciness and viral appeal but also by FoMO, the fear of missing out, which pushes individuals to follow trends to avoid social exclusion (Yustiani & Ernawati, 2022). Although widely popular, the product once sparked controversy due to allegations of containing pork oil and the unauthorised use of the MUI halal logo. However, the distributor denied these claims, stating that the product is registered with BPOM and is undergoing the halal certification process (Lananda & Megawati, 2025). According to a survey conducted by Jakpat (2024), Indomie is the most popular instant noodle brand with 86.5%, followed by Mie Sedaap (59.1%), Mi Gaga 100 (34.5%), Mi Sukses's (26.8%), Supermi (24.9%), Lemonilo (24.8%), and Samyang in the last position with 22.9%. This situation has encouraged the emergence of the halal literacy phenomenon, which refers to consumers' ability to understand and verify information related to a product's halal status before making a purchase. In addition, the level of religiosity also plays a role in influencing purchasing decisions, as consumers with a high level of religiosity tend to be more selective and cautious towards products that do not yet carry an official halal label. Although demand for Samyang remains relatively high, Muslim consumers remain cautious and pay close attention to the product's composition as a form of awareness of halal aspects before making a purchase decision (Danurwenda, 2022).

A purchase decision is the stage in the consumer decision-making process when the consumer actually buys the product. It involves decisions about what to buy, where to buy it, and when to make the purchase (Kotler & Keller, 2021). According to Tjiptono (2024), A purchase decision is the process by which customers decide what to buy, beginning when they recognise a need or problem. They then search for and evaluate information about competing brands or products before making a purchase decision. The urgency of research on the purchase decision of Samyang noodles lies in the high consumer interest, particularly among university students influenced by viral trends and extreme flavours, while at the same time being confronted with halal-related issues. This situation calls for a deeper understanding of the role of halal literacy, religiosity, and fear of missing out in shaping more conscious and selective purchasing decisions (Gunawan, 2021).

Halal literacy is understood as the process of knowing and understanding the products being consumed. It refers to the ability to distinguish between products and services that are haram or halal according to Islamic law (Pratama et al., 2020). The higher a person's halal literacy, the more selective they become in deciding which products are suitable for consumption. Therefore, halal literacy is not merely about acquiring information, but also encompasses awareness (Zulianti & Aslam, 2022), deep understanding, and a commitment to practising one's faith through responsible consumption choices (Amrin et al., 2022).

This topic has been widely studied using the halal literacy variable by previous researchers, yet the findings still show inconsistencies (research gap). A study conducted by Durohman (2024), Hayati and Putri (2021), Khasanah et al. (2023) and Maryam (2022) argued that halal literacy has a significant influence on purchase decisions. However, a study conducted by Fatmawati et al. (2023), Putra and Aliyanti (2024) explained that halal literacy does not have an influence on purchase decision.

Religiosity refers to an individual's obedience to their religious teachings, which is actualised through behaviour aligned with the commandments of that religion. A religious person not only understands the doctrines and prohibitions of their faith but also adheres to and practises its teachings while avoiding what is forbidden. Religiosity is the internalisation of religious values that are reflected in a person's daily actions. It has a significant relationship with purchase decisions, particularly among Muslim consumers, where individuals with a high level of religiosity tend to be more cautious in selecting products that align with their religious values (Prasasti & Ekawaty, 2022).

Although many studies have been conducted, the results still show inconsistencies (research gap). Research by Ramadhany (2024), Isa et al. (2020), Miatun and Santoso (2020), Prasasti and Ekawaty (2022) argued that religiosity has an influence on purchase decisions. In contrast, research by Rosyada (2022) and Sa'diah et al. (2022) stated that religiosity does not have an influence on purchase decisions.

According to Alfina et al. (2023) *Fear of Missing Out* (FoMO) is a form of social anxiety that arises when an individual feels worried about missing out on valuable moments, opportunities, or experiences that others are enjoying. This feeling drives them to take actions such as joining in, making purchases, or following trends to avoid feeling left behind. FoMO often emerges when a person is faced with uncertain options and potential choices. It is believed that FoMO is not only a psychological experience but can also be advantageous in certain contexts (Good & Hyman, 2020). FoMO, or the fear of missing out on trends, is one of the reasons university students purchase viral products. Ramdhani et al. (2025) state that FoMO drives individuals to buy products because they do not want to miss out on experiences others are having, especially those widely shared on social media. Fear of Missing Out is closely linked to purchase decisions that are influenced not by actual need, but by an emotional urge to stay connected and avoid feeling isolated from one's social environment. This can lead to impulsive buying behaviour, particularly for products that are trending on social media, such as Samyang noodles (Wachyuni et al., 2024).

Although there has been extensive research on Fear of Missing Out (FoMO), the findings still show inconsistencies (research gap). A study conducted by Diatzikis (2021), Wachyuni et al. (2024) Ramdhani et al. (2025) argued that Fear of Missing Out has a significant influence on purchase decisions. In contrast, research by Sari et al. (2025), Syamer and Setyawati (2024) argued that Fear of Missing Out does not have an influence on purchase decisions.

This study is a development of previous research conducted by Ira et al. (2023). The novelty of this research lies in the addition of the variables Religiosity (X2) and Fear of Missing Out (X3) to the study previously conducted by Amalia (2022) and Wachyuni et al. (2024) as factors deemed relevant in explaining purchase decisions, particularly in the context of products that carry religious values and are influenced by viral social media trends. Additionally, the object of research in this study has been updated to focus on the Samyang instant noodle brand, which represents a product relevant to contemporary consumption phenomena and halal issues among Muslim consumers.

Thus, this study not only broadens the range of variables examined but also provides a more current context regarding shifts in consumer behaviour. The main contribution of this research is the inclusion of the variables Religiosity and Fear of Missing Out. Moreover, by focusing on the Samyang instant noodle brand, the study is expected to provide more relevant insights into the dynamics of the instant noodle market in Indonesia.

This research employs the Theory of Planned Behavior (TPB), developed by Ajzen in (Sugiyono, 2022) the Theory of Planned Behavior explains that an individual's intention to perform a behaviour is determined by three main factors. The first is attitude toward the

behaviour, which refers to a person's positive or negative evaluation of performing a particular action. The second is subjective norm, which involves perceived social pressure from the surrounding environment, such as friends or family, to engage or not engage in the behaviour. The third is perceived behavioural control, which refers to the extent to which a person feels capable of performing the behaviour, considering both their abilities and available resources.

2. Literature Review

2.1. Purchase Decision

A purchase decision is defined as "the buyer's decision about which brand to purchase," which is the final outcome of evaluating alternatives based on product attributes, perceived value, as well as personal motivations and preferences (Kotler & Keller, 2021). As outlined by Kotler and Keller (2021), indicators of a purchase decision include: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behaviour.

2.2. Literasi Halal

According to Safitri et al. (2023) halal literacy is defined as the ability to understand, recognise and use the terms halal and haram in goods and services in accordance with applicable Islamic law. Halal literacy has several indicators, including: Understanding halal law, The ability to distinguish between halal and haram food or beverages, the importance of consuming halal products, Paying attention to product ingredients and the presence of a halal logo (Pratama et al., 2020).

2.3. Religiosity

Religiosity is a condition within an individual that drives them to behave in accordance with the level of their obedience to their religion (Miatun & Santoso, 2020). According to Miatun and Santoso (2020) indicators of religiosity are as follows: the belief dimension, the practice dimension, the experiential dimension, the knowledge dimension, and the consequence dimension.

2.4. Fear of Missing Out

FoMO (Fear of Missing Out) is the feeling of fear and anxiety that arises when someone feels left out or not involved in an experience that others are currently enjoying. This feeling is commonly experienced by individuals who are active and deeply connected on digital platforms such as social media, where they constantly monitor others' activities, posts, or lifestyles (Luca et al., 2020). The indicators of FoMO (Fear of Missing Out) are fear, worry, and anxiety (Przybylski et al., 2013).

2.5. Research Hypothesis

2.5.1. The Influence of Halal Literacy on Purchase Decisions

According to Salehudin (2010) halal literacy is the ability to distinguish between goods and products that are considered halal or haram, based on a better understanding of Islamic (sharia) law. Halal literacy can be linked to the attitude component in the Theory of Planned Behavior (TPB) paradigm. This component refers to an individual's positive or negative evaluation of a behaviour. The higher a person's halal literacy, the more positive their attitude towards consuming halal products will be, as they have a better understanding of the importance of halalness in consumption. In this way, halal literacy contributes to shaping an attitude that supports the decision to purchase products in accordance with sharia principles.

This is supported by previous findings by Durohman (2024), Hayati and Putri (2021), Khasanah et al., (2023), Maryam (2022) which explains that halal literacy has a positive and significant influence on purchase decisions.

H1: Halal literacy has a positive and significant influence on purchase decisions.

2.5.2. The Influence of Religiosity on Purchase Decisions

According to Safrilsyah (2013) religiosity is the internalisation of values conveyed by religion and practised in daily life. It encompasses both physical and spiritual quality, faith and rituals, thought and remembrance, as well as religious awareness and experience. Within the framework of the Theory of Planned Behavior (TPB), religiosity can be associated with the component of perceived behavioural control, which refers to an individual’s perception of their ability to perform an action. Individuals with a high level of religiosity tend to feel more capable of exercising self-control in making decisions that align with their religious values. The more religious a person is, the stronger their tendency to respond to religious norms and teachings as a social guide for behaviour. This is in line with research by Fauziah Ramadhany (2024), Isa et al. (2020), Miatun and Santoso (2020), Prasasti and Ekawaty (2022) which states that religiosity has a positive and significant influence on purchase decisions.

H2: Religiosity has a positive and significant influence on purchase decisions.

2.5.3. The Influence of Fear of Missing Out to Purchasing Decision

Fear of Missing Out (FoMO) is defined as the anxiety that others are having rewarding experiences from which one is absent, and is characterised by the desire to stay continually connected with what others are doing (Przybylski et al., 2013). Within the framework of the Theory of Planned Behavior (TPB), FoMO can be associated with the attitude component, which refers to an individual's evaluation of a behaviour based on how positively or negatively it is perceived. Individuals experiencing FoMO tend to have a positive attitude towards consumption, participation, and engagement behaviours, as these are seen as enjoyable and help them avoid the feeling of being left out. The more positive a person's attitude towards a certain behaviour, the stronger their intention to engage in that behaviour. This is in line with research conducted by Diatzikis (2021) Przybylski et al. (2013), Wachyuni et al. (2024) Ramdhani et al. (2025) which states that Fear of Missing Out has a positive and significant influence on purchase decisions.

H3: Fear of Missing Out has a positive and significant influence on purchase

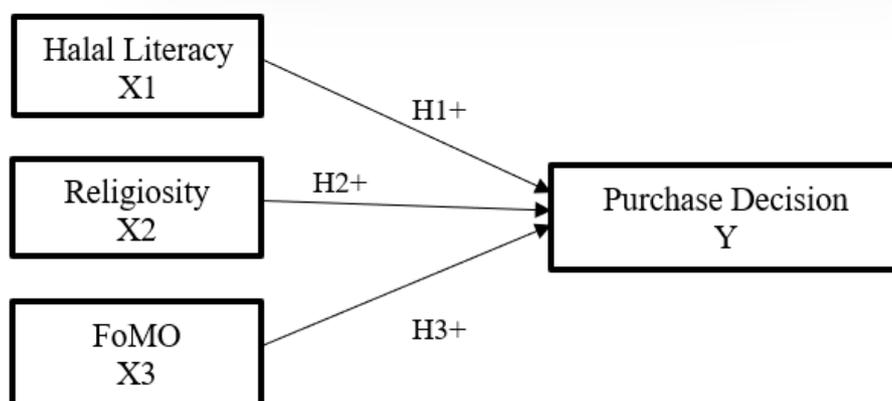


Figure 1. Research Framework
Source: Processed, 2025

3. Methods

This study uses a quantitative method with a population of 65,499 university students in Purwokerto. The sampling technique employed is purposive sampling, which involves selecting samples based on specific criteria aligned with the research objectives. The respondent criteria include active students in Purwokerto who are Muslim and have purchased and consumed the Samyang instant noodle brand. The sample size is determined using the Slovin formula with a 10% margin of error (Sugiyono, 2022) taking into account the characteristics of preliminary research and resource limitations (Data Kanda, 2025). Data collection was conducted through a survey using a Likert scale questionnaire ranging from 1 to 5, with a total of 308 respondents. The collected data were analysed using SPSS software version 26.

Table 1. Operational Definition

Variables	Indicator	Statement
Halal Literacy (X1)	1. Understanding halal law	1. I am aware of the importance of halal law in every food product purchase decision, including Samyang noodles.
	2. Ability to distinguish between halal and haram food or drinks	2. I know that not all variants of Samyang noodles are safe to consume according to my religious teachings.
	3. Importance of consuming halal products	3. I believe that consuming halal Samyang noodles can bring peace of mind and blessings.
	4. Paying attention to product ingredients and the presence of halal certification logos	4. I always check the ingredients contained in Samyang noodles before buying them.
	(Pratama et al., 2020)	5. I ensure the presence of a halal logo on the Samyang noodle packaging before making a purchase.
Religiosity (X2)	1. Belief	1. I believe that Allah is the only God and that Prophet Muhammad is His messenger.
	2. Practice	2. I perform the five daily prayers according to my religious teachings.
	3. Experience	3. I feel afraid when consuming food that is not halal or forbidden in Islamic teachings.
	4. Religious knowledge	4. I know that pork is classified as forbidden food in Islam.
	5. Consequence	5. I avoid foods and drinks that are prohibited by Islam in my daily life.
FoMO (Fear of Missing Out) (X3)	1. Fear	1. I feel afraid of being seen as not keeping up with trends if I haven't tried the new trending variant of Samyang instant noodles.
	2. Worry	2. I fear being left out when others are involved in experiences or conversations without me.
	3. Anxiety	
	(Przybylski et al., 2013)	

Variables	Indicator	Statement
Purchase Decision (Y)	1. Problem recognition	3. I worry about missing out on the experience of trying the new Samyang noodle variant that others have tried.
	2. Information search	4. I feel anxious about not being able to join in the excitement of the Samyang Challenge that many of my friends are participating in.
	3. Evaluation of alternatives	5. I feel uncomfortable when many people share their experiences of trying the latest Samyang noodles while I have never tried them.
	4. Purchase decision	1. I feel interested in trying Samyang instant noodles because I have not yet found an instant noodle product that suits my taste.
	5. Post-purchase behaviour (Kotler & Keller, 2021)	2. I seek information about Samyang instant noodles from various sources, such as social media, review sites, and others' experiences, before deciding to purchase.
		3. I compare Samyang instant noodles with other instant noodle products based on taste and price.
		4. I prefer Samyang instant noodles over other brands available in the market.
		5. I feel satisfied with my decision to purchase Samyang instant noodles after consuming them.

4. Results and Discussion

4.1. Research Results

4.1.1. Respondent Demography

To facilitate the research, the respondent criteria used in this study include gender, age, university of origin, pocket money, and purchase frequency. A total of 308 respondents completed the questionnaire, but after data selection and validation, only 271 responses were deemed valid and suitable for analysis. Therefore, the response rate used in the final analysis is 88% of the total collected data. This is detailed in the table 2 below:

Table 2. Respondent Characteristics

Gender		
Item	Frequency	Percentage
Male	110	37,5%
Female	161	62,5%
Age		
Item	Frequency	Percentage
19-20	40	13,7%
21-22	179	68,6%

23-24	52	17,7%
University		
Item	Frequency	Percentage
TEL-U	27	9,2%
UNWIKU	32	10,9%
UIN Saizu	55	18,8%
UMP	63	21,5%
UNSOED	94	39,6%
Allowance		
Item	Frequency	Percentage
<1.500.000	67	22,9%
1.500.000 – 3.000.000	138	54,6%
3.100.000 – 5.000.000	59	20,1%
>5.000.000	7	2,4%
Intensy		
Item	Frequency	Percentage
1–2 times	97	35,5%
3–5 times	115	42,7%
6–8 times	41	15,7%
More than 8 times	18	6,1%

Source: Data Processed, 2025

Based on Table 2, the characteristics of respondents show that the majority are female (62.5%), reflecting a tendency for female students to be more enthusiastic about trying trending instant food products such as Samyang noodles. In terms of age, most respondents are between 21–22 years old (68.6%), which is the typical age range for active university students who are quite exposed to global trends and social media. The largest number of respondents come from Jenderal Soedirman University (39.6%), a major public institution representing diverse academic backgrounds and student consumption interests.

Economically, respondents generally have pocket money ranging from IDR 1,500,000 to IDR 3,000,000 (54.6%), enabling them to purchase imported food products priced relatively higher than local noodles. Regarding purchase frequency, most respondents reported buying Samyang noodles 3–5 times (42.7%), indicating that consumption is not merely experimental but has become a repeated choice, influenced by a combination of taste, trends, and personal values such as halal literacy, religiosity, and the drive not to miss out on trends (FoMO).

Table 3. Descriptive Statistics

Variable	N	Mean	Std. Deviation
Halal Literacy	5	3,9956	0,04361
Religiosity	5	4,0052	0,02694
FoMO	5	3,7173	0,03705
Purchase Decision	5	3,8708	0,07165
Valid N (listwise)	5		

Source: Data Processed, 2025

Based on Table 3, the descriptive analysis results show that the halal literacy variable has a mean score of 3.9956, indicating that university students in Purwokerto have a good understanding of the importance of halal aspects in every purchase decision, including when buying Samyang instant noodles. The religiosity variable has a mean score of 4.0052, reflecting that the majority of respondents have a high level of religiosity and tend to consider

religious teachings in their consumption behaviour. Meanwhile, the Fear of Missing Out (FoMO) variable has a mean score of 3.7173, showing that some respondents are influenced by the fear of missing out on trends or current phenomena when deciding to purchase a product. The purchase decision variable has a mean score of 3.8708, indicating that respondents tend to make purchasing decisions regarding Samyang noodles.

The data above show that the variables halal literacy, religiosity, FoMO, and purchase decisions have standard deviations below their respective means, meaning respondents agree and the data distribution lacks much variation.

4.1.2. Validity and Reliability Test

According to Sugiyono (2022), data can be considered valid if the r-value is greater than the table r-table. Based on the validity test results, all statement items in the research instrument showed r-values greater than the r-table of 0.113, with degrees of freedom calculated as $df = n - 2$ ($df = 271 - 2 = 269$). This indicates that each statement used can accurately represent the variables studied according to respondents' perceptions.

Furthermore, the reliability test conducted using Cronbach's alpha method shows that all variables in this study have values above 0.6: halal literacy at 0.913, religiosity at 0.919, FoMO at 0.938, and purchase decision at 0.885. These values reflect that the responses provided by students from various universities in Purwokerto are consistent, indicating a shared understanding and attitude in responding to each topic asked. This means their perceptions of halal issues, religious values in consumption, social trend influences, and considerations in purchasing products like Samyang noodles are comprehensively captured through well-collected and tested data.

4.1.3. Classical Assumption Test

A. Normality Test One-Sample Kolmogorov-Smirnov

Table 5. Normality Test Results

Statistics	Value
N	271
Mean	0,000000
Standard Deviation	1,04355763
Maximum Difference (Absolute)	0,051
Maximum Difference (Positive)	0,051
Maximum Difference (Negative)	-0,025
Test Statistic	0,843
Asymp. Sig. (2-tailed)	0,083

Source: Data Processed, 2025

Ghozali (2017) defining that a significance value > 0.05 can be said that the data is normally distributed. Seen from Table 5 above, the data shows a normality value of 0.083 > 0.05 which can be concluded that the data is normally distributed.

B. Multicollinearity Test

Table 6. Multicollinearity Test Results

Variables	Tolerance Value	VIF Value
Halal Literacy	0,133	7,528
Religiosity	0,161	6,194
FoMO	0,508	1,969

Source: Data Processed, 2025

As said by Ghozali (2017) if the tolerance value is > 0.10 and the VIF is < 10.00 , then multicollinearity does not occur. As seen in the table above, the Tolerance values for all variables are > 0.10 and the VIF is < 10.00 , which can be interpreted as there being no indication of multicollinearity in the data.

C. Glejser Heteroscedasticity Test

Table 7. Glejser Heteroscedasticity Test Results

Variables	Sig Value
Halal Literacy	0,384
Religiosity	0,404
FoMO	0,054

Source: Data Processed, 2025

According to Ghozali (2017) heteroscedasticity test can be conducted by looking at the significance value in the Glejser test. If the significance value (Sig. 2-tailed) is greater than 0.05, it can be concluded that there is no indication of heteroscedasticity in the regression model. Based on Table 7, the test results show that the significance value for the Halal Literacy variable is 0.384, Religiosity is 0.404, and Fear of Missing Out (FoMO) is 0.054. Since all the significance values are greater than 0.05, it can be concluded that there is no significant relationship between the independent variables and the residuals. Therefore, the regression model in this study is free from heteroscedasticity and meets the classical assumptions. The data used in the analysis has undergone an outlier detection process using the casewise diagnostics method eight times from a total of 308 respondents, resulting in a final 271 data points analysed, which still indicate that the model does not experience symptoms of heteroscedasticity.

D. Multiple Linear Regression Test

Table 8. Multiple Linear Regression Results

Variables	B	t Value	Sig. (p)	Beta (Standardized)	Description
Halal Literacy	0,302	7,220	0,000	0,310	Has a positive and significant effect
Religiosity	0,213	5,569	0,000	0,217	Has a positive and significant effect
FoMO	0,447	24,481	0,000	0,538	Has a positive and significant effect

Source: Data Processed, 2025

4.1.4. Model Fit Test (Goodness of Fit)

Based on the results of the coefficient of determination test, it can be concluded that the Adjusted R-square value is 0.934. This indicates that the variables halal literacy, religiosity, and FoMO contribute 93.4% in explaining the purchase decision variable. Meanwhile, the remaining 6.6% is influenced by other factors not explained in this study.

1) F-Test

Table 9. F-Test Results

F Value	Sig Value
1268,245	0,000

Source: Data Processing 2025

The F-test is used to determine whether the independent variables collectively have a significant effect on the dependent variable (Ghozali, 2017). Based on Table 8, the F-value obtained is 1268.245 with a significance value of 0.000. Since the significance value is less than 0.05 ($p < 0.05$), hence the variables Halal Literacy, Religiosity, and Fear of Missing Out simultaneously have a significant effect on Purchase Decision.

2) Partial Hypothesis Test (t-test)

According to the SPSS output that has been generated, the t-table value is determined using the formula $t \text{ value } df = t (0.05:267) = 1.968$, so it can be explained that:

a. Halal Literacy Affects Purchase Decision

The significance value of the Halal Literacy variable is $0.000 < 0.05$ and the $t \text{ value} = 7.220 > t \text{ table} = 1.968$, thus H_1 is accepted and H_0 is rejected. Therefore, it can be concluded that the Halal Literacy variable has a positive and significant effect on purchase decision.

b. Religiosity Affects Purchase Decision

The significance value of the Religiosity variable is $0.000 < 0.05$ and the $t \text{ value} = 5.569 > t \text{ table} = 1.968$, thus H_2 is accepted and H_0 is rejected. Therefore, it can be concluded that the Religiosity variable has a positive and significant effect on purchase decision.

c. Fear of Missing Out (FoMO) Affects Purchase Decision

The significance value of the FoMO variable is $0.000 < 0.05$ and the $t \text{ value} = 24.481 > t \text{ table} = 1.968$, thus H_3 is accepted and H_0 is rejected. Therefore, it can be concluded that the Fear of Missing Out (FoMO) variable has a positive and significant effect on purchase decision.

4.2. Discussions

4.2.1. Halal literacy (X1) has a positive and significant effect on purchase decision (Y)

The analysis results show that the $t \text{ value}$ is greater than the $t \text{ table value}$ with a significance level < 0.05 . This means that the halal literacy variable has a positive and significant effect on purchase decision. The level of halal literacy among students in Purwokerto is good. This is indicated by their awareness of halal law, ability to distinguish between halal and haram food or drinks, the importance of consuming halal products, and their attention to product ingredients and the presence of a halal logo. This is in line with the Theory of Planned Behavior (TPB), particularly the attitude component, which reflects a person's positive or negative evaluation of a behaviour. The higher a person's literacy, especially among students, the more positive their attitude towards consuming halal products. From this, it can be concluded that the halal literacy variable has a positive and significant effect on purchase decision, with findings supported by (Durohman, (2024); Hayati & Putri, (2021); Khasanah et al., (2023); Maryam, (2022) with findings supported by research which states that literacy affects purchase decision.

4.2.2. Religiosity (X2) has a positive and significant effect on purchase decision (Y)

According to the Theory of Planned Behavior (TPB), perceived behavioural control can be linked to the level of religiosity, because religious individuals tend to feel more capable of controlling their behaviour in accordance with religious teachings. The higher the level of religiosity among students, the stronger their belief that they can choose and consume products that comply with sharia, such as ensuring the halal status of a product before purchasing instant noodles like Samyang. Respondents with high religiosity show stronger self-control in considering beliefs, practices, spiritual experiences, religious knowledge, and

the consequences of their purchase decisions. This reflects that religiosity strengthens students' perceptions of their ability to perform actions aligned with religious values. Thus, this study shows a significance value of $0.000 < 0.05$, meaning that respondents agree that religiosity encourages purchase decisions. This is in line with the earlier findings by Fauziah Ramadhany, (2024); Isa et al., (2020); Miatun & Santoso, (2020); Prasasti & Ekawaty, (2022) which states that the religiosity variable has an effect on purchase decision.

4.2.3. Fear of Missing Out (X₃) has a positive and significant effect on purchase decision (Y)

The research results show that the significance value of the Fear of Missing Out variable is $0.000 < 0.05$, meaning there is an effect on purchase decision. According to the Theory of Planned Behavior (TPB), particularly the attitude component towards behaviour, which is an individual's evaluation of how positive an action is. Students with a high level of FoMO tend to form a positive attitude towards the behaviour of purchasing trending products, such as Samyang instant noodles. They see consuming such products as a way to remain socially relevant and not be left out by their peers. The higher the level of FoMO, the more positive the students' attitude towards purchasing behaviour, because they believe the action provides social and emotional benefits. The attitude towards fear, worry, and anxiety becomes a positive factor that ultimately encourages the formation of intention and decision to purchase. This study aligned well with Diatzikis (2021); Przybylski et al. (2013); Wachyuni et al. (2024) which explains that the fear of missing out variable has an effect on purchase decision.

5. Conclusion

Based on the overall and structured results of the study, the data shows that the variables halal literacy, religiosity, and FoMO have a positive and significant effect on the purchase decision of the instant noodle product brand Samyang. Theoretically, these three variables have a strong connection with the Theory of Planned Behavior (TPB). Halal literacy reflects the attitude component, where consumers are able to evaluate positively or negatively an individual's behaviour. Religiosity is closely related to perceived behavioural control, as it concerns an individual's perception of their ability to perform an action. Meanwhile, FoMO is related to the attitude component, which is an individual's evaluation of an action based on how positively or negatively the behaviour is assessed.

Future research is recommended to focus more on the importance of maintaining and increasing halal literacy and religiosity in marketing strategies for imported food products, especially in countries with a majority Muslim population. These two aspects not only significantly influence purchase decisions but also reflect the values and beliefs that underpin the consumption behaviour of Muslim consumers.

The researcher's contribution is very important for consumers because this study helps to raise consumer awareness and understanding of the importance of halal aspects and religious values in choosing food products, especially imported products such as Korean instant noodles. With this understanding, consumers can be wiser and more selective in making purchase decisions, avoiding products that do not align with their beliefs, and not easily influenced by fleeting trends or social pressure that cause Fear of Missing Out (FoMO).

For business actors and market players, the results of this study provide a clear picture of the factors influencing the behaviour of Muslim consumers in Indonesia. This serves as an important basis for designing more effective marketing strategies, such as strengthening education about product halalness and building communication that prioritises religious values and the authenticity of halal certification. In addition, this study also offers input for

regulators and halal certification bodies to enhance supervision and socialisation related to trustworthy halal standards, thereby maintaining consumer confidence in imported products in the Indonesian market.

6. References

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