

## **ABSTRACT**

*This research aims to identify the influence of electronic word of mouth, halal labeling and price perception towards intention to buy samyang noodles. The respondents of this research are the people who already know samyang noodles existence. This research was conducted on 150 respondents by using quantitative approach. SEM-PLS is the tool used to analysis the statistical data in this study. The results of this study indicate that the electronic word of mouth and price preception have been significantly influence on the intention to buy samyang noodles, and in other hand halal labeling haven't been significantly affect intention to buy samyang noodles.*

*Keyword: Electronic Word of Mouth, Halal Labeling, Price Perception, Intention to Buy, Samyang Noodles.*



## ABSTRAK

Penelitian ini untuk mengetahui pengaruh *electronic word of mouth*, labelisasi halal dan persepsi harga terhadap minat beli mie samyang. Responden pada penelitian ini adalah masyarakat yang sudah mengetahui keberadaan mie samyang. Penelitian ini dilakukan terhadap 150 responden dengan menggunakan pendekatan kuantitatif. Alat analisis yang digunakan untuk analisis data statistik dalam penelitian ini adalah SEM-PLS. Hasil penelitian ini menunjukkan bahwa secara uji t *electronic word of mouth* dan persepsi harga berpengaruh signifikan terhadap minat beli mie samyang, dan labelisasi halal tidak berpengaruh signifikan terhadap minat beli mie samyang.

Kata Kunci : *Electronic Word of Mouth*, Labelisasi Halal, Persepsi Harga, Minat Beli, Mie Samyang.

