

ABSTRACT

Yayu Cahya Mulyawati. 2024. *The Influence of Halal Awareness, Korean Wave and Parental Style on Purchasing Decisions for Korean Instant Noodle Products for Gen Z in Tasikmalaya City. Sharia Economics Study Program, Faculty of Islamic Religion, Siliwangi University.*

With the development of trends that are popular today makes young people easily influenced. Korean instant noodle products circulating in Indonesia currently makes all circles, especially gen z, interested in trying it without paying attention to the products they consume. Pay attention to the products they consume. Based on this, the purpose of this study is to analyze the effect of halal awareness, Korean wave and parental style on purchasing decisions for instant noodle products. Korean wave and parental style on purchasing decisions for Korean instant noodle products partially or simultaneously. Instant Korean noodle products partially or simultaneously.

This research uses a quantitative method quantitative method. Data was collected through a questionnaire using a Likert scale. The population in this study is Generation Z in Tasikmalaya City with a sample of 100 respondents. Sample of 100 respondents. The sampling method used is using non probability sampling technique with the criteria of generation z in Tasikmalaya City who have consumed Korean Instant noodles. Data analysis technique data using descriptive statistical analysis, multiple regression analysis, and hypothesis testing with SPSS 26 software tools.

The results of this study indicate that (1) Halal awareness has an effect on purchasing decisions. (2) Korean wave has no effect on purchasing decisions. (3) And parental style has an influence on purchasing decisions. (4) Simultaneously halal awareness, korean wave and parental style affect purchasing decisions with the contribution of the independent variable to the dependent is 87.5%, while the rest is influenced by other factors not examined in this research the rest is influenced by other factors not examined in this study.

Keywords: *Purchasing Decision, Halal Awareness, Korean Wave, Parental Style*