

## ABSTRAK

Meningkatnya kesadaran pengetahuan masyarakat akan pentingnya kesehatan, mengakibatkan banyak bermunculan produsen yang menciptakan produk mie instan dengan bahan dasar organik seperti mie instan Lemonilo. Penelitian ini bertujuan untuk menjelaskan pengaruh persepsi konsumen dan labelisasi halal terhadap keputusan pembelian produk mie instan Lemonilo yang dimediasi oleh minat beli. Penelitian ini menggunakan pendekatan kuantitatif. Populasi dalam penelitian ini adalah followers Instagram Lemonilo. Jumlah sampel yang digunakan sebanyak 85 responden dengan metode purposive sampling. Alat pengumpulan data menggunakan kuesioner. Analisis data menggunakan metode SEM (*Structural Equation Modeling*) berbasis PLS (*Partial Least Squares*) dengan program bantuan SmartPLS 3.0. Hasil penelitian ini menunjukkan bahwa persepsi konsumen berpengaruh langsung terhadap keputusan pembelian, labelisasi halal berpengaruh langsung terhadap keputusan pembelian, persepsi konsumen berpengaruh langsung terhadap minat beli, labelisasi halal tidak berpengaruh langsung terhadap minat beli, minat beli berpengaruh langsung terhadap keputusan pembelian, persepsi konsumen berpengaruh langsung terhadap keputusan pembelian melalui minat beli, dan labelisasi halal tidak berpengaruh langsung terhadap keputusan pembelian melalui minat beli.

**Kata Kunci :** Persepsi Konsumen, Labelisasi Halal, Keputusan Pembelian, Minat Beli.

## **ABSTRACT**

*Increasing public awareness of the importance of health, resulting in many manufacturers who create instant noodle products with organic basic ingredients such as Lemonilo instant noodles. This study aims to explain the influence of consumer perception and halal labeling on the purchase decision of Lemonilo instant noodle products mediated by buying interests. This study uses a quantitative approach. The population in the study was Lemonilo's Instagram followers. The number of samples used was 85 respondents with the purposive sampling method. Data collection tools use questionnaires. Data analysis using PLS (Partial Least Squares) method based SEM (Structural Equation Modeling) with SmartPLS 3.0 assistance program. The results of this study show that consumer perception has a direct effect on purchasing decisions, halal labeling has a direct effect on purchasing decisions, consumer perceptions have a direct effect on buying interest, halal labeling has no direct effect on buying interest, buying interest has a direct effect on purchasing decisions, consumer perception has a direct effect on purchasing decisions through buying interest, and halal labeling has no direct effect on purchasing decisions through buying interest.*

**Keywords :** Consumer Perception, Halal Labeling, Purchasing Decisions, Buying Interest.