



**THE EFFECT OF BRAND IMAGE AND FOOD SAFETY ON THE PURCHASE DECISION OF SAMYANG NOODLES PRODUCT TO THE STUDENTS OF FACULTY OF ECONOMICS AND BUSINESS OF UNIVERSITY OF NORTH SUMATRA MEDAN**

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**Abstract.** *This research aims to attract and maintain consumer loyalty in purchasing products. This type of research is quantitative research. The purpose of this research is to know and to analyze the influence of brand image to the purchase decision of Samyang noodle product, the influence of food safety to the purchase decision of Samyang noodle product, the influence of brand image and food safety toward the decision of Samyang noodles product to the students of Faculty of Economics and Business University of North Sumatera Medan. This research uses explanative method. Explanative research aims to understand why a variable can lead to the emergence of a certain effect or effect. Explanative research also aims to explain the picture of a condition, the characteristics of a phenomenon or object that explains the relationship between variables. The population of this study is all students of Strata-1 Faculty of Economics and Business University of North Sumatra who had bought the product of Samyang noodles. This population is an infinite population (indefinite) because the number of buyers of different products Samyang every day. The sample in this research is 97 students of Faculty of Economics and Business University of North Sumatera Medan by using Lemeshow formula. Sampling technique in this research is non-probability sampling by using incidental sampling. The data collection techniques used in this study are questionnaires and documentation. The results showed partial results, brand image significantly influence purchasing decisions, and food safety have an effect but not significant to purchasing decision. Simultaneously, the result of the research shows that brand image and food safety have significant effect on purchasing decision.*

**Keywords:** Brand Image, Food Safety and Purchasing Decisions

## INTRODUCTION

Currently, it is circulating among students who consume food products originating from abroad, one of which is a super spicy noodles or better known as Samyang noodles. This Samyang noodle is an instant noodle produced from South Korea. Samyang noodles packed in black and red plastic wrap with a size large enough. The name of this noodle is not Samyang but buldalk bokkeummyeon. While Samyang is the name of the company that produces the noodles, Samyang Foods because the letters that can be read by the people of Indonesia are contained in the packaging of

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noodles only said Samyang, so this noodle is called as Samyang noodle. Though Samyang it is the manufacturer.

Instant noodle is increasingly popular, this is because the Korean wave that hit Indonesia. Korean wave is a phenomenon of Korean fever spread through Korean pop culture to all corners of the world through the mass media, and the largest through internet and television networks. In addition to Korean waves, there are also unique challenges in social media to eat noodles known as Samyang Noodle Challenge. Samyang Noodle Challenge is a challenge to eat super-spicy Samyang noodles without drinking and uploaded to youtube channel. These challenges attract Indonesians, including students who are fond of spicy foods, it also supports the growing trend of Samyang noodles.



Source: Documentation on [www.google.com](http://www.google.com)  
Samyang Mie Products that circulate in Indonesia

The popularity of Samyang noodles makes people want to try this product. Most people confess, initially they are interested in searching, buying, and trying Samyang for seeing the various videos that circulate in social media. One of Indonesia's market place that is elevenia, recorded in one day, transaction of noodle selling samyang reach 9,210 packs of noodles. It's just a sales figure in one day only. On that date elevenia sells Samyang noodles with special price Rp.11.000 per pack.

Behind the popularity of Samyang there is some debate about the halal status of Samyang mi. In some Asian countries such as Indonesia and Malaysia, Samyang received the spotlight after news emerged that the noodles did not have halal certificates issued by authorized institutions on product packaging. In Malaysia, the marketed of

Samyang noodle already has a halal logo from the Korean Muslim Federation (KMF). While in Indonesia, the marketed Samyang noodles does not have a halal logo while the majority of the population in Indonesia who generally embraces Islam requires a certainty about the halalness of products to be consumed. In mid-2017, the Indonesian Food and Drug Administration (BPOM) requested the withdrawal of some Korean noodle products. The noodles are Samyang (instant noodle U-Dong), Samyang (instant noodle Kimchi flavor), Nongshim (Shin Ramyun Black instant noodle) and Ottogi (instant noodle Yeul Ramen).

The withdrawal of the product is due to the Samyang noodle containing ingredients that are forbidden by consumers who embrace Islam without including unlawful labels on the packaging. Labels are used as a guarantee that products manufactured are feasible and safe for consumption. One of the labels contained in the product packaging is Halal label.

In addition, the 4 (four) products drawn by the Indonesian Food and Drug Administration (BPOM), there are still products of Samyang noodles that are not withdrawn and still on the market. Although there is still some debate about the status of halal. The products are instant noodles taste Hot Chicken Ramen and Cheese Hot Chicken Ramen. These two products are what Sam Is this study.

Based on the above phenomenon, the researcher is interested to conduct research with the title "The Effect of brand image and food safety to the purchase decision of Samyang noodles product to the students of Faculty of Economics and Business University of North Sumatera Medan".

## LITERATURE REVIEW

### Definition of *Brand Image*

Brand image is the process of choosing, organizing, and interpreting information input to create a meaningful picture<sup>1</sup>. In another sense, the brand image is a description of the association and consumer confidence in a particular brand<sup>2</sup>.

Based on the above explanation, it can be concluded that the brand image is the consumer's understanding of a brand as a whole that is not only determined by the good

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<sup>1</sup> Kotler, Philip. 2010. *Manajemen Pemasaran, (Ed. 13)* Jilid 2. Jakarta, Erlangga. P. 176

<sup>2</sup> Ambadar, Jackie, Miranty Abidin, Yanti Isa. 2007. *Mengelola Merek*. Jakarta, Yayasan Bina Karsa Mandiri. P. 154

naming of the product, but it takes how the way it is done to introduce the product so that it becomes the memory for consumers who form the perception will a product.

### **The Factors Made Up *Brand Image***

The forming factors of brand image can be explained as follows:

1. Quality, it relates to the quality of products offered by the manufacturer with a particular brand.
2. Trustworthy or reliable, it relates to opinions and agreements made by the public about a product consumed.
3. Usefulness or benefits, related to the function of a product that can be utilized by consumers.
4. Services, related to the duties of producers in serving their customers.
5. Risks related to the profit and loss experienced by consumers.
6. Price, in this case relates to high or low amount of money that consumers spend to influence a product, can also affect the long-term image.
7. Image, owned by the brand itself, in the form of customers, opportunities and information relating to a brand of a particular product<sup>3</sup>.

*Brand image* can be affected by several factors, they are;

1. Communication from other sources that are not necessarily the same as that of marketers. Communication can be from other consumers, retailers or competitors.
2. Consumer experience through an experiment conducted by consumers can change the perception that previously owned. Therefore, the number of various perceptions that arise that will form the total image of the brand.
3. Product development; brand positioning of the product is quite unique. On the one hand, is an umbrella for the product, meaning that with the brand, the product can rise in value. On the other hand, the performance helped shape the brand image that shade it<sup>4</sup>.

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<sup>3</sup> Sunyoto, Danang. 2002. *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. Yogyakarta, CAPS. P. 127

<sup>4</sup> Rangkuty, Freddy. 2007. *Riset Pemasaran*. Cetakan Pertama. PT. Gramedia Pustaka Utama, Jakarta. P. 174

*Brand image* often conceptualized as a collection of all associations associated with a brand. *Brand image* are consist of;

1. Physical factors; characteristics of the brand, such as the packaging design, logo, brand name, function and usefulness of the product of that brand.
2. Psychological factors; in shape by the emotions, beliefs, values, personality that are perceived by the consumer to describe the product of the brand<sup>5</sup>.

Furthermore, the component of the brand image into sub-variables consists of three parts, namely;

- 1) *Product Attributes*; which are matters relating to the brand itself such as: packaging, product content, price, taste, and others.
- 2) *Consumer benefits*: which is the product use of the brand. Such benefits provided by the product of the brand.
- 3) *Brand personality*; is a personality for consumers such as user / consumer response after using the brand <sup>6</sup>.

### **Food Safety**

According to ISO 22000, *food safety management system* there are three types of food hazards consumed, namely; chemical hazards, biological hazards, and physical hazards.

#### 1. Chemical Hazards

Chemical hazards are hazards caused by hazardous chemicals contained in food products. There are 3 (three) ways chemicals can be present in food:

- a. Naturally present in groceries. Such as: poison, mushrooms, and others.
- b. Deliberately added in food. There are food additives that deliberately to improve the properties of food products such as dyes, sweeteners, preservatives, and others. The addition of chemicals uses materials that have been approved by government authorities such as the FDA, BPOM, and other agencies.

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<sup>5</sup> Plummer, J. T. 2000. *How Personality Makes a Difference*, *Journal of Advertising Research*, Vol. 40. No.6.

<sup>6</sup> Rangkyu, Freddy. 2007. *Riset Pemasaran*. Cetakan Pertama. PT. Gramedia Pustaka Utama, Jakarta. P. 198

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- c. Inadvertently in the groceries. Use of chemicals such as insecticides, herbicides in agriculture, and the use of mercury that causes the contamination of chemicals in food.

## 2. Biological Hazards

Biological hazards are food poisoning caused by microbial activity that contaminates food products. Biologically insecure foods can interfere with health because microbes that contaminate food enter the body and multiply, toxins or toxins produced by foodborne microbes, and chemicals or natural elements contained.

## 3. Physical Hazards

Physical danger is the danger that occurs due to physical objects carried along with food. If consumed can ingest and harm the digestive tract. Such as metal, dust, broken glass or iron and others.

When shopping, not only the price into consideration, note also what will be purchased. Here are the steps to choose food:

- a. Read and check the labels on the packaging by making sure the logo is halal on the label. Existing food health and safety insurance from POM (Food and Drug Control) and have MD number (food from domestic), ML (imported food), and SP (small industrial production). Pay attention to the composition and nutritional value and expiration date.
- b. Avoid foods that contain terms that have not been understood on the label. Imported food whose composition is still using foreign language should be careful. Give priority to the already halal logo to be more secure.
- c. Utilizing the consumer information service listed on the label to ask things that still meragkan on the product.

Label in Government Regulation No. 69 of 1999 on Food Label and Advertisement is any description of food in the form of pictures, writings, combinations of both or other forms included on the food, put in or affixed to the food packaging section.

Labeling is indispensable for product packaging. Labeling includes product identity, product size, product type and name, factory name and address, and can add to the attractiveness and beauty of the packaging. Labeling also makes it easy to distribute from factory to distributor or retailer to consumer. As well as a medium of communication, labeling by writing a product brand is part of the promotion with consideration easy to see, understand and remembering.

The function of label are as follows:

- a) Label identifies some product or brand
- b) Label identifies the class of product
- c) Label describes a few things about the product (who created it, where it was made, when it was made, what it was, how to use it, and how to use it safely).
- d) Label promotes the product through various interesting images <sup>7</sup>.

### **Factors Affecting Consumer Decision Making Process**

The buying decision process not only knows the various factors that will affect the buyer, but based on the role in purchasing and the decision to buy. There are five roles that occur in the buying decision;

a. *Initiator*

The person who first suggested buying a product or service.

b. *Influencer*

People whose views or advice give weight to final decision-making.

c. *Decider*

The person who strongly determines some or all purchasing decisions, whether to buy, what to buy, when to buy, how to buy, and where to buy.

d. *Buyer*

The person making the real purchase

e. *User*

People who consume or use products or services.<sup>8</sup>

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<sup>7</sup> Adriani, Merryana dan Bambang Wijatmadi. 2012. *Pengantar Gizi Masyarakat*, Jakarta, Kencana. P. 265

<sup>8</sup> Simamora, Bilson. 2000. *Panduan Riset Perilaku Konsumen*. Jakarta, PT. Gramedia. P. 169

### **The Influence of Brand Image and Food Safety On Purchase Decision**

Decisions are defined as the selection of an action from two or more alternative options. A consumer who will make a choice on a product then he must have some alternative options before making a decision. The decision to buy or not can lead to how the process of making that decision. The emergence of a sense of security and comfort in consuming the product will make a person make a purchase decision<sup>9</sup>.

### **METHODOLOGY**

#### **Types and the Nature of Research**

This study used quantitative research approach. Quantitative research is a scientific approach that views a reality that can be classified, concrete, observable and measurable, variable relationships are causal in which the research data in the form of numbers and analysis using statistics<sup>10</sup>.

For more details, this research using explanative method. Esplanative research aims to understand why a variable can lead to the emergence of a certain effect or effect. Explanative research also aims to explain the picture of a condition, the characteristics of a phenomenon or object that explains the relationship between variables. The relationship between these variables will be evidenced based on the research hypothesis and also to understand how the actual functional relationship exists between the factors considered as the cause and the expected effect will occur<sup>11</sup>.

#### **Place and Time of Research**

The research was conducted at the Faculty of Economics and Business, which is one of the faculties of North Sumatera University located on Jalan Prof. T. Hanafiah, SH Medan, 20155 North Sumatera. The study was conducted from April to June 2017.

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<sup>9</sup> Nawawi, Hadari. 2012. *Metode Penelitian Bidang Sosial*. Yogyakarta, Gadjah Mada University Press. P. 137

<sup>10</sup> Sugiyono. 2012. *Metode Penelitian Administrasi*. Bandung, Alfabeta. P. 162

<sup>11</sup> Yusuf, M.Pd., Prof. Dr. A. Muri. 2014. *Metode Penelitian: Kuantitatif, Kualitatif, dan Penelitian Gabungan*. Jakarta, Kencana. P. 265

## Population and Sample

### Population

The population of this study is all students of Strata-1 Faculty of Economics and Business University of North Sumatra who had bought the product of Samyang noodles. This population is an infinite population (indefinite) because the number of buyers of different products Samyang every day. Infinite population (indefinite) is an object of research that has an infinite number, or difficult to quantify.

### Sample

The sample is a partial, or subset (subsets), of a population. Populations can contain large amounts of data that may not be possible or difficult to undertake an assessment of all such data, so that the assessment is conducted on the sample<sup>12</sup>.

In this study because the population size is unknown, then to determine the sample size using the Lemeshow formula.

$$\text{Formula: } n = \frac{Z^2 \times P(1-P)}{d^2}$$

$$n = \frac{1,96^2 \times 0,5(1-0,5)}{0,10^2}$$

$$n = 96,04$$

Notes:

- n = Amount of Sample
- Z = Score z on believe (95% = 1,96)
- P = Estimation maximaly (0,5)
- d = alpha (0,10) or *sampling error* (10%)

Minimum respondents taken for this study as a sample is 96.04 respondents, but the number of samples taken is as many as 97 respondents.

## FINDINGS AND DISCUSSION

### The Influence of *Brand Image* on the purchase Desicion

From the results of partial testing, brand image variables have tcount> ttable where 5.128> 1.661 with a significance level of 0.000 <0.05 so it can be stated that the

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<sup>12</sup> Harinaldi. 2005. *Prinsip-Prinsip Statistik untuk Teknik dan Sains*. Jakarta, Erlangga. P. 182

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brand image significantly influence the purchase decision.

Variable brand image there are 4 (four) dimensions of quality, trustworthiness, brand benefits, and risk. This set of components will be the basis for influencing consumers in making purchasing decisions. In each dimension there are several items that are asked to the respondent which is tasty, easy to find, price is more expensive, product can be trusted, according to requirement, follow consumer's taste, consistent between promise and reality, and minimally risk product. Each item in these dimensions gets good results because majority respondents answer positively. The good taste item "taste good Sammy noodles" in the quality dimension got the highest mean of 3.94.

Based on respondents' answers, no respondents stated strongly disagree, 4 respondents (4%) stated that they did not agree, 23 respondents (24%) stated neutral and 45 respondents (46%) agreed and 25 respondents (26%) who stated strongly agree. Brand image is a description of how consumers think about the brand mi Samyang and how the brand mi Samyang perceived by consumers. So it can be concluded from the results of the research that the Samyang noodle has a good image in the eyes of the consumers that taste delicious Samyang noodles products that affect consumers to make purchases.

### **The Influence of *Food Safety* on the Purchase Decision**

From the results of partial testing, food safety variables have a tcount <ttable where  $1.020 < 1.661$  with a significance level of  $0.310 > 0.05$  so it can be stated that food safety effect but not significant to the purchase decision.

Food safety is a condition and effort undertaken to prevent food from possible biological, chemical, and other contaminants that may disrupt, harm and endanger human health. Consumers will not make a purchase if the product to be consumed is unsafe, harassing, harming and even harmful to health. But different from the results of research obtained by researchers that food safety effect but not significant to the purchase decision.

Variable food safety there are 4 (four) dimensions of food additives, food packaging, security guarantee and contaminated food. In each dimension there are

several items that are asked to the respondent which are dye, preservative, flavor, interesting, environmentally friendly, POM Certification, Halal MUI certification, and expiry date. The statement "Sam Samyang is attractively packaged" on the food packaging dimension has the highest mean of 3.928.

Based on the respondent's answer, 1 respondent (1%) stated strongly disagree, 4 respondents (4%) stated disagreed, 20 respondents (21%) stated neutral and 48 respondents (49%) agreed and 24 respondents (25%) who stated strongly agree.

The existence of instant noodles as a favorite substitute food actually brings a negative impact for people who consume. Instant noodles bring a bad influence on health. Instant noodles contain high carbohydrates and saturated fats. Instant noodles are not equipped with other ingredients such as fiber, protein or vitamins. Sodium content that is too high can cause the body at risk of heart disease. Instant noodles also contain a layer of wax that makes the noodles are not sticky and not clot. This candle is very difficult to digest by the body, at least takes 3 (three) days to digest the candle. In addition, spices in instant noodles contain MSG or Monosodium Glutamate. Materials that are thought to trigger cancer cells in the body.

Seeing the dangers posed by instant noodles does not necessarily turn off the production of instant noodles themselves and consumers continue to make purchases. For consumers who love to eat instant noodles, there are several things that can be done to minimize the negative effects of instant noodles, including:

1. When boiling noodles, first use the water to boil. When boiling, the wax layer contained in the noodles will mostly dissolve together with water. This will help minimize the wax that enters the body.
2. Give time lag to consume noodles. The wax coating on instant noodles will be exhausted after 3 (three) days to be removed by the body. Therefore should not consume instant noodles every day. Give a minimum of 3 (three) days.
3. Not mixing seasoning when cooked. In the spice of instant noodles there is a dangerous substance when it comes to cooking. Combine the spice when noodles have been derived from the fire.
4. Add vegetables, meat or eggs to complement the existing nutrients in instant noodles.

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5. Not mixing instant noodles with rice. The habit of mixing instant noodles with rice was not a filling thing and a taste of instant noodle taste tersebut. Risks that arise because it is very diverse, among others: the potential for obesity, the risk of diabetes mellitus and so forth.

Therefore, it can be concluded from the results of research that food safety affects consumers to decide to buy products Samyang noodles but not significant. Research conducted by Mubarokah, et al (2014) shows the consumption of instant noodles including high category. Statistical analysis shows there is a negative relationship between nutritional knowledge and food safety of respondents with consumption of instant noodles.

#### **The Influence of *Brand Image* and *Food Safety* on the Purchase Decision**

Based on the respondent's answer, 3 respondents stated strongly disagree and 15 respondents (15%) stated disagreed, 32 respondents (33%) stated neutral and 33 respondents (34%) agreed and 14 respondents (14%) states strongly agree.

Before consumers decide to buy Samyang noodle products, consumers seek information from many sources about the brand image of such products such as; quality or quality; relating to the quality of products offered by manufacturers with a particular brand. Trustworthy or reliable; deals with opinions and agreements made by the public about a product consumed. Usefulness or benefit; which is related to the function of a product that can be utilized by consumers. Risks related to the profit and loss experienced by consumers.

In addition to brand image, consumers also seek information from many sources about food safety products such as: food additives; ingredients or mixtures added to the Samyang noodles to effect the properties or forms of noodles, food packaging; ingredients to contain or wrap up the Samyang food, security guarantees; anything related to the arrangement, supervision or supervision made on the production and circulation process of Samyang noodles, and contaminated food; food containing banned substances used in the activity or production process of the Samyang noodles.

From the simultaneous test results, the brand image and food safety variables toward the purchase decision show the result that the  $F \text{ value} > F \text{ table } 25.612 > 3.09$  with

the significance level of  $0.000 < 0.05$  then the brand image and food safety simultaneously have a significant effect on the decision purchase.

## CONCLUSION

Based on the results of hypothesis testing and refers to the formulation and purpose of this study, it can be concluded as following statements:

1. Testing the first hypothesis, with partial test analysis results obtained that the brand image variables significantly influence the purchase decision.
2. Testing the second hypothesis, with partial test analysis obtained the result that the variable food safety effect but not significant to the purchase decision.
3. Testing the third hypothesis, with simultaneous test analysis obtained results that the variable brand image and food safety to purchase decisions show brand image and food safety simultaneously significant effect on purchasing decisions.

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