

## ABSTRAK

Nama : Suci Nabila  
Program Studi : Ekonomi Syariah  
Judul : Pengaruh *Knowledge, Halal Awareness dan Halalan Tayyiban* Terhadap Keputusan Pembelian Mie Instan Pada Mahasiswa Ekonomi Syariah Angkatan 2019 – 2021

Tujuan penelitian ini guna mengetahui pengaruh *Knowledge, Halal Awareness dan Halalan Tayyiban* Terhadap Keputusan Pembelian Mie Instan Pada Mahasiswa Ekonomi Syariah Universitas Malikussaleh. Metode penelitian dengan metode kuantitatif. Sampel pada penelitian ini berjumlah 73 yang dihitung dengan rumus slovin yaitu 73 mahasiswa Prodi Ekonomi Syariah. Teknik pengumpulan data memakai kuisisioner. Pada penelitian ini Teknik analisis data yang di pakai yaitu analisis linier berganda. Hasil penelitian memperlihatkan bahwasanya variabel *Knowledge* secara parsial berpengaruh signifikan terhadap keputusan pembelian Mie Instan, variabel *Halal Awareness* secara parsial berpengaruh signifikan terhadap keputusan pembelian Mie Instan dan *Halalan Thayyiban* secara parsial berpengaruh signifikan terhadap keputusan pembelian Mie Instan. Sedangkan secara simultan *Knowledge, Halal Awareness dan Halalan Tayyiban* berpengaruh secara signifikan terhadap keputusan pembelian Mie Instan pada mahasiswa Ekonomi Syariah.

Kata Kunci : *Knowledge, Halal Awareness, Halalan Thayyiban, Keputusan Pembelian.*

## ABSTRACT

Nama : Suci Nabila  
Program Studi : Ekonomi Syariah  
Judul : The Effect of *Knowledge, Halal Awareness and Halalan Tayyiban against instant noodle Purchasing Decisions of Islamic Economics Students Batch 2019-2021*

*The determine of This study is aims the effect of Knowledge, Halal Awareness and Halalan Tayyiban against instant noodle Purchasing Decisions for Islamic Economics students at Malikussaleh University. The study method used is the quantitative method. The sample was 73 calculating by solvin's formula it was 73 student of the Islamic Economics. The data collection technique uses a questionnaire. The data analysis technique used is Multiple linear Regression analysis. Knowledge have partially influences purchasing decisions for instant Noodle, Halal Awareness have partially influences purchasing decisions for instant Noodle, Halalan Tayyiban has partially influences purchasing decisions for instant Noodle, Meanwhile, Knowledge, Halal Awareness and Halalan Tayyiban simultaneously have a significant effect on the decision to purchase instant noodlr for theIslamic Economics students.*

**Keywords:** *Knowledge, Halal Awareness, Halalan Tayyiban, Purchasing Decisions.*