Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Keputusan Pembelian Mie Sedaap

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Abstrak

Riset memakai metode deskripsi kuantatif yakni produk mie instant Sedaap. Mie sedaap merupakan mie instant yang terkenal di masyarakat Indonesia. Adapun tujuan ialah untuk mengetahui dan membuktikan apakah vonis pembelian produk mie sedaap ini dipengaruhi atas citra merek, mutu produk dan harga. Populasi atas penelitian yaitu para pembeli mie sedaap yang berdomisili di pondok labu. Sampel diambil 75 orang responden atas metode *non probability sampling*. Dengan penyebaran kuesioner pada para konsumen mie sedaap di pondok labu. Teknik analisis data memakai deskriptif dan inferensial pake PLS (*Partial Least Square*). menghasilkan kalau variabel citra merek berpengaruh atas vonis pembelian, sedangkan variabel kualitas produk dan harga tidak berpengaruh atas vonis pembelian.

Kata Kunci   : Citra Merek, Kualitas Produk, Harga, Keputusan Pembelian

The Influence of Brand Image, Product Quality and Price on the Decision to Purchase Mie Sedaap

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Abstract

The research uses a quantitative description method, namely Sedaap instant noodle products. Mie Sedaap is an instant noodle that is famous in Indonesian society. The purpose is to find out and prove whether the verdict on the purchase of this delicious noodle product is influenced by brand image, product quality and price. The population of this research are the buyers of delicious noodles who live in the pumpkin hut. The sample taken by 75 respondents use the non-probability sampling. By distributing questionnaires to consumers of delicious noodles in the pumpkin cottage. The data analysis technique used descriptive and inferential using PLS (Partial Least Square). results that the brand image variable has an effect on the purchase verdict, while the product quality and price variables have no effect on the purchase verdict.