

## ABSTRAK

Mie instan merupakan salah satu makan favorit yang banyak digemari di belahan dunia manapun. Asosiasi mie instan dunia (WINA) *World Instant Noodles Association* mencatat konsumsi mie instan dunia mencapai 106,42 miliar sepanjang tahun 2019, atau perhari rata – rata 290 juta porsi. Di Asia konsumsi mie instan terus mengalami peningkatan dari tahun ke tahun. Banyak perusahaan yang bersaing menciptakan inovasi untuk memaksimalkan penjualan agar memenangkan persaingan di pasar. Penelitian ini adalah untuk menguji dan menganalisis pengaruh Kualitas Produk, Harga, dan Citra Merek terhadap Keputusan Pembelian produk Mie Sedaap Instan di Kecamatan Lumajang. Jenis penelitian ini menggunakan penelitian kuantitatif. Teknik pengambilan sampel yang dipergunakan yaitu *Purposive Sampling*. Sampel penelitian berjumlah 60 orang dari populasi sebanyak 180 orang. Teknik analisis data yang digunakan adalah analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa Kualitas Produk dan Harga secara parsial berpengaruh signifikan terhadap Keputusan Pembelian, sedangkan Citra Merek tidak berpengaruh signifikan terhadap Keputusan Pembelian. Secara simultan Kualitas Produk, Harga, dan Citra Merek berpengaruh Signifikan terhadap Keputusan Pembelian. Hasil koefisien determinasi ( $R^2$ ) yang didapat sebesar 83,7% Keputusan Pembelian produk Mie Sedaap instan di Kecamatan Lumajang mampu dijelaskan oleh variabel Kualitas Produk, Harga, dan Citra Merek.

**Kata kunci :** Kualitas Produk, Harga, Citra Merek, Keputusan Pembelian.

## **ABSTRACT**

*Instant noodles are one of the favorite foods that are much loved in any part of the world. The World Instant Noodle Association (WINA) World Instant Noodles Association noted that the world's consumption of instant noodles reached 106.42 billion throughout 2019, or an average of 290 million servings per day. In Asia, the consumption of instant noodles continues to increase from year to year. Many companies are competing to create innovations to maximize sales in order to win the competition in the market. This study was to examine and analyze the effect of Product Quality, Price, and Brand Image on the Purchase Decision of Instant Sedaap Noodles in Lumajang District. This type of research uses quantitative research. The sampling technique used is purposive sampling. The research sample amounted to 60 people from a population of 180 people. The data analysis technique used is multiple linear regression analysis. The results showed that product quality and price partially had a significant effect on purchasing decisions, while brand image had no significant effect on purchasing decisions. Simultaneously product quality, price, and brand image have a significant effect on purchasing decisions. The result of the coefficient of determination ( $R^2$ ) obtained is 83.7%. The decision to purchase instant noodle products in Lumajang district can be explained by the variables of Product Quality, Price, and Brand Image.*

**Keywords:** *Product Quality, Price, Brand Image, Purchase Decision*

