

ABSTRAK

Di era serba instan ini, manusia menginginkan segala sesuatu yang praktis, termasuk dalam hal makan. Penelitian ini dilakukan di kota Surabaya dengan tujuan untuk mengetahui (1) pengaruh harga Indomie terhadap keputusan pembelian, (2) pengaruh kualitas produk Indomie terhadap keputusan pembelian (3) pengaruh citra merek Indomie terhadap keputusan pembelian. , (4) pengaruh harga, kualitas produk dan Citra Merek Indomie secara simultan terhadap Keputusan Pembelian. Itu adalah penelitian kuantitatif. Sampel penelitian adalah 97 responden. Instrumen yang digunakan adalah kuesioner. Digunakan SPSS untuk memeriksa validitas dan reliabilitas. Kemudian, uji asumsi klasik meliputi uji multikolinearitas dan uji heteroskedastisitas. Sedangkan pengujian hipotesis dalam penelitian ini menggunakan analisis regresi berganda dan koefisien determinasi serta hipotesis. Hasil penelitian menunjukkan bahwa gaya kepemimpinan, motivasi secara parsial dan simultan berpengaruh signifikan terhadap kinerja karyawan.

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

ABSTRACT

In this era of instant everything, humans want everything that is practical, including in terms of eating. This research was conducted in the city of Surabaya with the aim of knowing (1) the effect of Indomie's price on purchasing decisions, (2) the effect of Indomie's product quality on purchasing decisions, (3) the influence of Indomie's brand image on purchasing decisions. , (4) the effect of price, product quality and Indomie Brand Image simultaneously on the Purchase Decision. It is quantitative research. The research sample was 97 respondents. The instrument used is a questionnaire. SPSS is used to check the validity and reliability. Then, the classical assumption test includes multicollinearity test and heteroscedasticity test. While testing the hypothesis in this study using multiple regression analysis and the coefficient of determination and hypotheses. The results showed that leadership style, motivation partially and simultaneously had a significant effect on employee performance.

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

