

ABSTRAK

**FAKTOR - FAKTOR YANG MEMPENGARUHI KEPUTUSAN
PEMBELIAN KONSUMEN TERHADAP PRODUK MI INSTAN MEREK
INDOMIE**

Studi Kasus pada Mahasiswa Fakultas Ekonomi Universitas Sanata Dharma
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Penelitian ini bertujuan untuk mengetahui secara simultan dan parsial pengaruh faktor harga, produk, distribusi, dan promosi produk mi instan merek Indomie terhadap keputusan pembelian konsumen. Penelitian ini merupakan studi kasus pada mahasiswa Fakultas Ekonomi Universitas Sanata Dharma Yogyakarta dengan jumlah sampel sebanyak 100 responden. Pengambilan sampel menggunakan teknik *purposive convenience sampling*. Teknik pengumpulan data dengan wawancara dan kuesioner. Teknik analisis data menggunakan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa faktor harga, produk, distribusi, dan promosi secara simultan berpengaruh positif terhadap keputusan pembelian konsumen dan secara parsial faktor harga, produk, distribusi, dan promosi berpengaruh positif terhadap keputusan pembelian konsumen. Hasil analisis koefisien determinasi menunjukkan bahwa faktor harga, produk, distribusi, dan promosi produk mi instan merek Indomie berpengaruh sebesar 49,5% terhadap keputusan pembelian konsumen sedangkan 50,5% dipengaruhi oleh variabel lain.

Kata kunci: harga, produk, distribusi, promosi, keputusan pembelian konsumen.

ABSTRACT

**THE FACTORS THAT INFLUENCE CONSUMERS DECISION TO
PURCHASE INDOMIE INSTANT NOODLES**

A Case Study on Students of Economics Faculty, Sanata Dharma University
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This research was aimed to find out the influence of price, product, distribution, and promotion of Indomie instant noodles to the consumers purchasing decision. It was a case study on the students of Economics Faculty Sanata Dharma University Yogyakarta with 100 respondents as the sample. The sample was taken using the technique of purposive convenience sampling. The data were collected by having interviews and distributing questionnaires. The data were analyzed using multiple linear regressions. The results showed that the factors of price, product, distribution, and promotion had a positive influence to the consumers purchasing decision. The result of coefficient determination analysis showed that 49,5% of consumers purchasing decision was influenced by price, product, distribution, and promotion while the rest was influenced by other variables excluded in this research.

Key words: price, product, distribution, promotion, consumers purchasing decision.