

ABSTRAK

PENGARUH DAYA TARIK IKLAN, CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN MIE INSTAN INDOMIE PADA MAHASISWA FAKULTAS KEGURUAN DAN ILMU PENDIDIKAN

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Penelitian tersebut bermaksud untuk menyaksikan bagaimana pengaruh Daya Tarik Iklan, Citra Merek serta Harga dalam Keputusan Pembelian Mie Instan Indomie di Mahasiswa Fakultas Keguruan Dan Ilmu Pendidikan. Penelitian tersebut mengenakan aplikasi SPSS versi 22. Dipenelitian tersebut populasi yang dipakai yakni seluruh Mahasiswa Fakultas Keguruan Dan Ilmu Pendidikan 75 mahasiswa, dalam teknik penyebaran kusioner (angket).

Metode yang dipakai dipenelitian tersebut yakni pendekatan kuantitatif. Dipenelitian tersebut mengenakan pengujian data yakni Uji Validitas, Uji Realibilitas dalam alpha crobach, Uji Asumsi Klasik serta Analisa Regresi Linier Berganda untuk memberikan bukti Hipotesis Penelitian. Perolehan analisa memberi bukti bahwasanya Daya Tarik Iklan terdapat pengaruh signifikan dalam Kebijakan Pembelian, Citra Merek serta Harga enggan terdapatnya pengaruh serta signifikan dalam Kebijakan Pembelian.

Kata kunci: Daya Tarik Iklan, Citra Merk, Harga serta Kebijakan Pembelian.

ABSTRACT

**THE INFLUENCE OF ADVERTISING ATTRACTIVENESS, BRAND IMAGE
AND PRICE ON PURCHASING DECISIONS FOR INDOMIE INSTANT NOODLES
FOR STUDENTS OF THE FACULTY OF TEACHER TRAINING AND EDUCATION.**

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This study aim to determine how the influencer of brande image advertedappeal and price on purchasied decision for indomie instant nodles on student of the faculty of teacher training. This study used the spss version 22 aplication. In this study the population use was all student of the faculty of teacher training and education 75 students, with the technique of distributing questionnaires (inquiry).

The methode used in this researched is a quantitativd aproach. In this studing using data testing, Namely Validity Test, Realibility Test, with alpha crobach, Clasical Asumption Test and Multiple Linear Regresion analisis to prove the Research Hypothesis. The result of the analisis prove that the Attractivenes of Advertising has a significanted influence on Purchasing Decisions, Brand Image and Price have no influence and are significante to Purchasing Decisions.

Keywords: Advertising Attractiveness, Brand Image, Price And Purchasing Decisions.