

ABSTRACT

The Influence Of Product Quality, Promotion, And Brand Image On Purchasing Decisions (Case Study of Users of Gaga Instant Noodle Products)

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This research aims to analyze the influence of product quality, promotion, and brand image on purchasing decisions for Gaga instant noodle products. The research design uses quantitative research methods with a causal approach to determine the relationship between variables, both independent variables and dependent variables. The sampling technique used in this research is non-probability sampling. The 96 respondents in this study were calculated based on the Rao Purba formula using SPSS version 22. The sampling method used was purposive sampling. The data collection method uses a survey method with research instruments via questionnaires. The research results obtained after testing the hypothesis test model show that product quality has a positive effect on purchasing decisions. Promotions have no effect on purchasing decisions. Brand image has a positive effect on purchasing decisions.

Keywords: Gaga instant noodle, Product Quality, Promotion, Brand Image, and Purchase Decision