

ABSTRAK

PENGARUH *BRAND POSITIONING* DAN *BRAND AWARENESS* TERHADAP KEPUTUSAN PEMBELIAN MIE INSTAN MEREK INDOMIE (STUDI KASUS KONSUMEN BANGI MART)

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Penelitian ini bertujuan untuk mengetahui pengaruh Brand Positioning dan Brand Awareness terhadap keputusan pembelian mie instan merk indomie studi kasus pada konsumen yang bangi mart. Jenis penelitian ini adalah kuantitatif yang menjelaskan sejauh mana hubungan antar variabel saling berpengaruh dengan menguji kebenaran hipotesisnya menggunakan data berupa angka. Penelitian ini menggunakan sampel sebanyak 30 responden. Pengambilan sampel menggunakan teknik Purposive sampling dengan kriteria berjenis kelamin laki-laki atau perempuan dan pembeli yang membeli mie instan merk indomie di bangi mart. Metode pengumpulan data yang digunakan adalah kuesioner yang di sebar dan di bagikan kepada masyarakat yang membeli di bangi mart .Dari hasil pengujian ini dapat disimpulkan bahwa secara parsial variabel brand positioning dan brand awareness berpengaruh secara positif dan signifikan terhadap keputusan pembelian mie instan merk indomie. Dan secara simultan variabel kualitas Brand Positioning dan Brand Awareness berpengaruh positif dan signifikan terhadap kepuasan .

Kata Kunci : Brand Positioning, Brand Awareness, Keputusan Pembelian

ABSTRACT

THE EFFECT OF BRAND POSITIONING AND BRAND AWARENESS ON THE PURCHASE DECISION OF INDOMIE BRAND INSTANT NOODLES (CONSUMER CASE STUDY BANGI MART)

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This study aims to determine the effect of Brand Positioning and Brand Awareness on purchasing decisions of Indomie brand instant noodles, a case study on consumers at Bangi Mart. This type of research is quantitative which explains the extent to which the relationship between variables influences each other by testing the truth of the hypothesis using data in the form of numbers. This study used a sample of 30 respondents. Sampling using purposive sampling technique with criteria for male or female and buyers who buy Indomie brand diamond noodles at Bangi Mart. The data collection method used is a questionnaire that is distributed and distributed to people who buy at Bangi Mart. From the results of this test, it can be concluded that partially brand positioning and brand awareness variables have a positive and significant effect on purchasing decisions for instant noodles of the Indomie brand. And simultaneously variable quality Brand Positioning and Brand Awareness have a positive and significant effect on satisfaction.

Keywords : Brand Positioning, Brand Awareness, Purchasing Decisions