



The Influence Of Brand Image, Taste, And Price Perception On Purchasing Decisions For Sarimi Instant Noodles In Surabaya

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ABSTRACT

Sarimi is a brand of instant noodles in Indonesia produced by Indofood CBP Sukses Makmur which was launched in 1982. Just like other instant noodle products, sarimi is sold in various types of products and flavors according to consumer needs. With so many brands of instant noodles in Indonesia, the reality is that sales of Sarimi instant noodles have decreased from year to year. This research aims to determine the influence of brand image, taste and price perception on purchasing decisions for sarimi instant noodles. The population of this study were Active Students of UPN "Veteran" East Java who had purchased and consumed sarimi instant noodles in Surabaya. This research used a quantitative method with 80 respondents collected using purposive sampling, namely, the sampling technique was determined using special or specific criteria for the sample. Meanwhile, the analysis used was Partial Least Square (PLS). The research results show that brand image, taste and price perception have a positive and significant effect on purchasing decisions for sarimi instant noodles.

INTRODUCTION

The instant noodle industry is experiencing significant growth in the era of increasing globalization and digitalization. Instant noodles are not only cheap and have many flavors, but are also practical to serve. . Changes in people's increasingly busy lifestyles and increasing levels of mobility have also contributed to the popularity of instant noodles as a fast and easy to serve food choice. According to data from the World Instant Noodles Association, instant noodle consumption worldwide in 2022 will reach 121.2 billion portions, an increase of 2.55% from 118.18 billion portions the previous year. In terms of countries, China will remain the largest instant noodle consumer in the world in 2022, with consumption of 45.07 billion servings, or around 37.18% of the world's total instant noodle consumption. Indonesia's portion consumption is in second place, amounting to 14.26 billion portions, or 11.76% of total global consumption. With consumption of 8.48 billion portions, Vietnam is in third place, followed by

India with 7.58 billion portions and Japan with 5.98 billion portions. Sarimi is one of the famous instant noodle brands in Indonesia produced by Indofood CBP Sukses Makmur. First released in 1982, like other instant noodle brands, Sarimi offers various types of products and various flavors to meet customer needs. Even though there are many instant noodle brands in Indonesia, Sarimi has not succeeded in becoming the best brand, as shown in the following table:

Table 1 Top Brand Index Instant Noodles In Bag Packaging

Nama Brand	2019	2020	2021	2022	2023
Indomie	71.70	70.50	72.90	72.90	72.50
Mie Sedaap	-	16.00	15.20	15.50	16.20
Sarimi	3.30	3.80	3.10	2.60	2.60

Sumber : Top Brand Indeks Award,2024

Based on data from the 2024 Top Brand Award, Sarimi's sales index changes every year. Between 2019 and 2020, sales increased from 3.3% to 3.8 percent. However, in 2020-2021, sales fell from 3.8 percent to 3.1 percent, and fell again from 3.1 percent to 2.6 percent in 2021-2022. In 2022-2023, Sarimi sales will remain at 2.6 percent. This change in sales index put Sarimi in last place in the competition.

Tabel 2 Data Penjualan Mie Instan Sarimi (Dalam Bungkus) Per Kuartal 2020-2021

	2022	2023
Q1	327	212
Q2	202	203
Q3	165	166
Q4	199	116

Sumber : Sakinah Mart Surabaya

A minimarket near UPN Veteran East Java reported a decline in quarterly sales. Since the instant noodle industry is very competitive, Sarimi must consider this situation seriously. The decline in Sarimi's market share is shown by the decline in Sakinah Mart sales data and the Top Brand Index table. Based on the background description above, the author wants to research the influence of brand image, taste and price perception on purchasing decisions for sarimi instant noodles in Surabaya.

LITERATURE REVIEW

Brand Image

A brand, according to kotler and keller in (fandiyanto and ratih, 2019), is defined as a name, term, sign, symbol, design, or a combination of these elements that is used to differentiate goods and services sold by one or a group of sellers from those of others. Others and differentiate them from competitors. According to ahcmady and nuruni (2022), brand image is an impression from previous brand evaluations, where customer trust is closely related to brand image.

Taste

Marketers can use taste to promote products by trying to connect taste with customer feelings, according to Ferraradewi (2016:46). The "taste" that drives consumers to choose a

product is most important to the manufacturer or marketer. Therefore, manufacturers and marketers must know their customers. Taste is a method used to choose food that must be distinguished from the taste of the food itself. Taste includes food attributes such as appearance, aroma, taste, texture, and temperature. Taste is the result of the collaboration of the five human senses, namely taste, smell, touch, sight and hearing. Taste itself is the result of the work of the taste buds found in the tongue, cheeks, throat and roof of the mouth, all of which are an important part of taste.

Price Perception

Kotler and Armstrong (2013) define perception as a psychological component that can influence a person's or company's purchasing decisions. These factors include learning motivation, beliefs, and traits, as well as the amount of money charged for the product or service, or the value exchanged by consumers for the benefits they get from owning or using the product or service (Panuntun, 2022). Price conformity with product quality, product benefits, and competitiveness are three indicators of price perception, according to Tjiptono in (Fikri & Pudjoprastyono, 2023).

Buying Decision

According to Basu Swastha (2000), purchasing decisions are a problem-solving process in which someone buys goods or services to fulfill their needs and desires. Recognizing needs and wants, seeking information, assessing purchasing options, making purchasing decisions, and acting after purchase are all part of this process. Kotler and Keller (Bintarti, 2021) mention five factors that influence purchasing decisions: brand, supplier, time, quantity and product chosen.

METHODS

In this research, active students from the faculty of economics and business, upn veteran east java, bought and ate sarimi noodles. Purposive sampling is a sampling method that is based on specific objectives rather than general strata or areas (sugiyono, 2017). Priyono's opinion (2016:118) supports the use of this method in research that sets special or special standards for the sample, with a sample size of 80 people. Primary data, which is collected directly from research objects or sources, is the type of data used in this research. The main data source consists of a questionnaire that discusses how brand image, taste, and price perceptions influence consumers' decisions to buy sarimi instant noodles in surabaya. Apart from that, this research uses primary data and secondary data. Primary data is information obtained directly from research objects or sources, such as respondents' answers to distributed questionnaires (sugiyono, 2018:213).

Meanwhile, secondary data is a type of additional data obtained by researchers indirectly, but functions to perfect primary data (sugiyono, 2016:225). The partial least square (pls) method was used to analyze the results of this research questionnaire.

RESULTS

Outer Model (Measurement Model And Indicator Validity)

The measurement model in this research uses exogenous variables with reflective indicators including the variables Brand Image (X1), Taste (X2), and Price Perception (X3) as well as the endogenous variable, namely Purchase Decision (Y). To measure the validity of indicators, one way is to base them on the output of the Outer Loading table, namely by looking at the magnitude of the loading factor value, because in this modeling all indicators are reflective, so the table used is the Outer Loadings output.

Table 3 Outer Loadings Loading (Mean,STDEV,T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (O/STERR)
X1.1 <- Citra Merek	0.862067	0.866210	0.037538	0.037538	22.965130
X1.2 <- Citra Merek	0.896503	0.898314	0.019735	0.019735	45.428060
X1.3 <- Citra Merek	0.810615	0.811199	0.044463	0.044463	18.231320
X1.4 <- Citra Merek	0.731466	0.727530	0.061109	0.061109	11.969900
X2.1 <- Cita Rasa	0.906789	0.905419	0.032589	0.032589	27.824689
X2.2 <- Cita Rasa	0.950523	0.949739	0.011863	0.011863	80.125798
X2.3 <- Cita Rasa	0.916497	0.917139	0.019536	0.019536	46.914025
X2.4 <- Cita Rasa	0.805607	0.794153	0.071497	0.071497	11.267628
X3.1 <- Persepsi Harga	0.887215	0.889095	0.024481	0.024481	36.241102
X3.2 <- Persepsi Harga	0.849467	0.850765	0.025784	0.025784	32.945013
X3.3 <- Persepsi Harga	0.881727	0.882378	0.027430	0.027430	32.144741
Y1 <- Keputusan Pembelian	0.800088	0.798537	0.040932	0.040932	19.546850
Y2 <- Keputusan Pembelian	0.835295	0.835570	0.030940	0.030940	26.997132
Y3 <- Keputusan Pembelian	0.818162	0.820117	0.041987	0.041987	19.486128
Y4 <- Keputusan Pembelian	0.866280	0.865885	0.026021	0.026021	33.291872
Y5 <- Keputusan Pembelian	0.820465	0.824052	0.039055	0.039055	21.008190

Source : Data kuesioner diolah,2024

From the table above, the validity of indicators is measured by looking at the Factor Loading Value of the variable to the indicator. It is said that the validity is sufficient if it is greater than 0.5 and/or the T-Statistic value is greater than 1.96 (Z value at $\alpha = 0.05$). Factor Loading is a correlation between an indicator and a variable. If it is greater than 0.5, it is considered that its validity is met. Likewise, if the T-Statistic value is greater than 1.96, then its significance is met.

Based on the outer loading table above, all reflective indicators on the variables Brand Image, Taste, and Price Perception as well as Purchasing Decisions, show factor loading (original sample) greater than 0.50 and/or significant (T-Statistic value is more than the value $Z \alpha = 0.05$ (5%) = 1.96), thus the estimation results of all indicators have met convergent validity or good validity. Measuring the validity of indicators can also be seen from the Cross Loading table, if the

factor loading value of each indicator on each variable is greater than the factor loading of each indicator on the other variables, then the factor loading is said to be valid, but if the factor loading value is smaller than the indicator of other variables, then it is said to be invalid

Table 4 Cross Loading

	Cita Rasa	Citra Merek	Keputusan Pembelian	Persepsi Harga
X1.1	0.293867	0.862067	0.521554	0.461166
X1.2	0.265839	0.896503	0.545928	0.387412
X1.3	0.294025	0.810615	0.450992	0.334888
X1.4	0.451544	0.731466	0.415310	0.460940
X2.1	0.906789	0.311143	0.457411	0.375380
X2.2	0.950523	0.328119	0.502375	0.432144
X2.3	0.916497	0.473118	0.460669	0.480895
X2.4	0.805607	0.263978	0.427812	0.347620
X3.1	0.425077	0.458046	0.693028	0.887215
X3.2	0.385298	0.424628	0.595242	0.849467
X3.3	0.386345	0.410359	0.663752	0.881727
Y1	0.443160	0.367100	0.800088	0.588873
Y2	0.518067	0.517896	0.835295	0.640012
Y3	0.490317	0.538182	0.818162	0.626834
Y4	0.337655	0.495627	0.866280	0.612455
Y5	0.337453	0.502787	0.820465	0.623478

Source : Data kuesioner diolah,2024

From the results of the cross loading data processing, it was obtained that all the factor loading values for each indicator, both for the Brand Image, Taste and Price Perception variables, AS WELL AS Purchase Decisions, showed factor loading values that were greater than the indicator factor loadings for the other variables, so it could be said All indicators in this research met their validity or had good validity.

Discriminant Validity

Discriminant Validity relates to the principle that different construct measures should not be highly correlated (Jogiyanto, 2011). Discriminant validity of reflective indicators can be seen in cross loading. Another way to assess Discriminant Validity is to look at the Average Variance Extracted (AVE), namely the value indicating the size of the indicator variance contained by the latent variable. An AVE value greater than 0.5 indicates good validity for the latent variable (Ghozali and Latan, 2015:74).

The reflective indicator variable can be seen from the Avarage variance extracted (AVE) value for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

Table 5 Average Variance Extracted (AVE)

	AVE
Citra Merek	0.684754
Cita Rasa	0.803682
Persepsi Harga	0.762062
Keputusan Pembelian	0.686171

Source : Data kuesioner diolah ,2024

The AVE test results for the Brand Image variable are 0.684754, the Taste variable is 0.803682, the Price Perception variable is 0.762062, the Purchase Decision variable is 0.686171. Of the four variables, the value is more than 0.5, so overall the variables in this study can it is said to have good validity.

Composite Reliability

Composite Reliability is an index that shows the extent to which a measuring instrument can be trusted or reliable. If a measuring device is used twice to measure the same phenomenon and the results obtained are relatively consistent in making the measurements. Rule of thumb composite reliability value must be greater than 0.7 (Abdillah and Hartono, 2015). Composite Reliability results can be seen in the following table:

Table 6 Composite Reability

	Composite Reliability
Citra Merek	0.896260
Cita Rasa	0.942249
Persepsi Harga	0.905703
Keputusan Pembelian	0.916138

Source : Data kuesioner diolah ,2024

Construct reliability is measured by the composite reliability value. A reliable construct if the composite reliability value is above 0.70 then the indicator is said to be consistent in measuring the latent variable. The Composite Reliability test results show that the Brand Image variable is 0.896260, the Taste variable is 0.942249, the Price Perception variable is 0.905703, the Purchase Decision is 0.916138, these four variables show a Composite Reliability value above 0.70 so it can be said that all the variables in this study are reliable

Latent Variabel Correlation

Table 7 Latent Variable Correlation

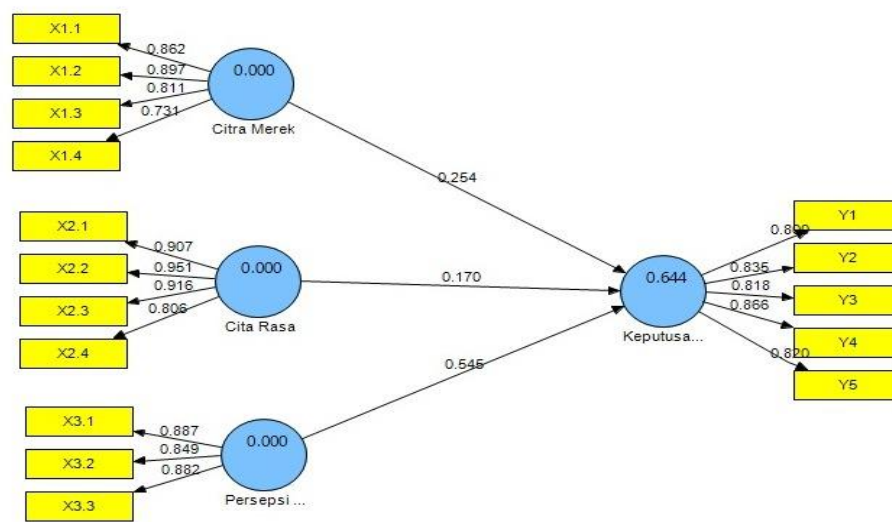
	Cita Rasa	Citra Merek	Keputusan Pembelian	Persepsi Harga
Cita Rasa	1.000000			
Citra Merek	0.384561	1.000000		
Keputusan Pembelian	0.516438	0.588117	1.000000	
Persepsi Harga	0.457495	0.493959	0.747569	1.000000

Source : Data kuesioner diolah,2024

In PLS, the relationship between variables or constructs can be correlated with each other, be it exogenous and endogenous variables, or exogenous and exogenous variables as shown in the latent variable correlations table above. The relationship between variables has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the latent variable correlations table above, the average correlation value between one variable and another shows that the average correlation value is above 0.5. The highest correlation value is between the Purchasing Decision variable and Price Perception of 0.747569, this can also be stated that among the variables in the research model, the relationship between the Purchasing Decision variable and Price Perception shows a stronger relationship than the relationship between other variables, this is also it can be interpreted that in this research model the high and low levels of Purchase Decisions are more influenced by Price Perceptions than the Brand Image, Taste variables.

Figure 1 Outer Model dengan Factor Loading, Path Coefficient dan R-Square



Source : Olah data , output *SmartPLS*

From the PLS output image above, you can see the magnitude of the factor loading value for each indicator which is located above the arrow between the variables and indicators, you can also see the magnitude of the path coefficients which are above the arrow line between the exogenous variables and the endogenous variables.

Apart from that, you can also see the size of the R-Square which is right inside the circle of endogenous variables (Purchasing Decision variables).

Evaluation Of Model Structure Testing (Inner Model)

Testing of the structural model is carried out by looking at the R-Square value which is a goodness-fit model test. Testing the inner model can be seen from the R-square value in the equation between latent variables. The R2 value explains how much the exogenous (independent/free) variables in the model are able to explain endogenous variable (dependent/dependent).

Rue of thumb R-Square value according to Ghozali (2012:27), indicates that the model is categorized as good if the resulting R-Square value of 0.67 is interpreted as good, between 0.33 and 0.67 means the model is categorized as moderate. Meanwhile, 0.33 indicates that the model is categorized as weak. The R-Square results are as follows:

Table 8 R-Square

	R Square
Citra Merek	
Cita Rasa	
Persepsi Harga	
Keputusan Pembelian	0.644020

Source : Data kuesioner diolah ,2024

R² value = 0.644020. This can be interpreted to mean that the model is able to explain the phenomenon of Purchase Decisions which are influenced by independent variables including Brand Image, Taste, Price Perception, variance of 64.40%. Meanwhile, the remaining 35.6% is explained by other variables outside this research (other than Brand Image, Taste, Price Perception).

DISCUSSION

Influence Of Brand Image (X1) On Purchasing Decisions (Y)

Based on the results of data processing carried out using SmartPLS, the results obtained show that Brand Image (X1) has a positive and significant effect on the Purchasing Decision for Sarimi Instant Noodles in Surabaya, which can be accepted by providing significant (positive) results, which means that the better the Brand Image (X1), the Purchasing Decision will increase, and vice versa. From the analysis of the Brand Image variable using smartPLS software, the results show that the most influential indicator and the greatest value (Factor Loading) on Purchasing Decisions is the Brand Personality indicator (X1.2). The Sarimi brand personality reflects a friendly, innovative and trustworthy character, always striving to be the first choice for consumers who seek enjoyment in every instant noodle dish. Sarimi also exudes a warm, friendly and family image. Their advertisements often show moments of togetherness between family and friends united by the deliciousness of Sarimi. The chewy texture of Sarimi noodles which do not fall apart easily when cooked adds to the impression of quality, reflecting the brand's attention to detail and product quality. Sarimi shows its commitment to providing a satisfying experience and building loyalty among its consumers. The results of this data processing are in accordance with the research results of Khairun Nisa (2022), which concluded that Brand Image (X1) has a positive and significant effect on Purchasing Decisions. The results of this research are also in line with research conducted by Ruri Indah Lestari, Hery Pudjoprastyono and Egan Evanzha Yudha Amriel (2023), which stated that Brand Image (X1) has a positive and significant effect on Purchasing Decisions.

Taste (X2) On Purchasing Decisions (Y)

Based on the results of data processing carried out using SmartPLS, the results obtained are that Cita Rasa (X2) has a positive and significant effect on purchasing decisions for Sarimi Instant Noodles in Surabaya, which can be accepted by providing significant (positive) results, which means that the better the Cita Rasa (X2), the purchasing decision. will increase, and vice versa.

From the analysis of the Taste variable using smartPLS software, the results show that the most influential indicator and the greatest value (Factor Loading) on Purchasing Decisions is Taste (X2.3). Sarimi offers a variety of authentic and delicious flavors, catering to the tastes of various customers. Sarimi instant noodles are famous for their rich taste and perfect seasoning, creating consistent enjoyment in every bite. Whether they are familiar classic flavors or new flavors, they always strive to provide satisfying flavors that suit local preferences, making them a favorite on many families' dinner tables. The results of this research are in accordance with the

research results of Lisa Dwi Rachmadani and Ugy Soebiantoro (2022) concluding that Taste (X2) has a positive and significant effect on Purchasing Decisions. These results are also in line with research results from Munawaroh Munawaroh, Septiyanitha Dwi M.P, and Rayhan Gunaningrat (2024) concluding that Taste (X2) has a positive and significant effect on Purchase Decisions.

Price Perception (X3) On Purchasing Decisions (Y)

Based on the results of data processing carried out using SmartPLS, the results obtained are that Price Perception (X3) has a positive and significant effect on the Purchasing Decision for Sarimi Instant Noodles in Surabaya, which can be accepted by providing significant (positive) results, which means that the better the Price Perception (X3), the Purchasing Decision will increase, and vice versa. From the analysis of the Price Perception variable using SmartPLS software, the results show that the most influential indicator and the greatest value (Factor Loading) on Purchasing Decisions is the indicator of Price Conformity with Product Quality (X3.1). The quality of Sarimi is very comparable to the price. High quality raw materials are used in this product, which produces noodles with a chewy texture that does not fall apart easily when cooked. Various attractive variants and original flavors add value to customers. Good packaging ensures that the product remains fresh and attractive, and the price is commensurate with the customer experience and satisfaction. Purchase decisions will increase. The results of this data processing are in accordance with the research results of Aksanul Fikri and Hery Pudjoprastyono (2023), which concluded that Price Perception (X3) has a positive and significant effect on Purchasing Decisions. The results of this research are also in line with research conducted by Lisa Dwi Rachmadani and Ugy Soebiantoro (2022), which states that Price Perception (X3) has a positive and significant effect on Purchasing Decisions.

CONCLUSION

Based on the test results using PLS to test the influence of the independent variables (Brand Image, Taste and Price Perception) on the dependent variable (Purchasing Decision) the following conclusions can be drawn: Brand Image has a positive and significant effect on purchasing decisions for Sarimi instant noodles. Taste has an influence positive and significant effect on the decision to purchase Sarimi instant noodles. Price perception has a positive and significant effect on the decision to purchase Sarimi instant noodles.

SUGGESTION

The suggestions that the researcher wants to give are for Indofood CBP Sukses Makmur to continuously improve its brand image and fulfill consumers' desires regarding taste and are advised to always innovate to maintain and increase price conformity with the quality of instant noodles produced so that consumer interest becomes higher and interested in buying and making repeat purchases or recommending purchases to people around them. It is hoped that future researchers can add other variables that have not been included in this research so that they can complete further research, such as brand awareness and promotion.

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