ALMANA
Jurnal Manajemen dan Bisnis

The Role of Price, Taste, and Brand Image in Purchasing Decisions

Moch Roziqi Yahya[1], Rita Ambarwati[*2]
Universitas Muhammadiyah Sidoarjo, Indonesia[1*2]
moch.roziqiyahya06@gmail.com[1], ritaambarwati@umsida.ac.id[*2]

Abstract: Each company innovates its product as a result of developing food varieties that produce similar goods. This study aims to determine the effect of price, taste, and brand image on purchasing decisions for Mie Sedaap Ayam Bakar Limau located in Sidokerto Village, Sidoarjo Regency. This exploration uses quantitative techniques. information collection technique using a Simple Random Sampling Technique. the sample in this study amounted to 100 respondents. Collecting data used in this study using a questionnaire with a Likert scale. The data analysis used is the classical assumption test and multiple linear regression analysis. Hypothesis testing uses the F, t, and R2 tests. The results of this study indicate that simultaneously price, taste, and brand image have a positive and significant effect on purchasing decisions. Fcount is 160.249 > Ftable 2.699 and a significance value of 0.000b <0.05. Partially the price is a very positive and significant effect. Taste has a positive and significant effect. Brand image has a positive and significant effect on purchasing decisions for Mie Sedaap Ayam Bakar Limau.

Keywords: Brand Image; Price; Purchase Decision; Taste

INTRODUCTION

Each company innovates its product as a result of developing food varieties that produce similar goods. Producers are required to be able to produce a product that is different from the others because this innovation arises due to very diverse consumer needs (Amalia, 2019). In addition, the number of competitors that will become a separate obstacle for producers to be able to compete in marketing and selling products is another critical factor that requires a company to be able to carry out product variations. In essence, the more competitors, the more choices consumers have. to be able to choose products according to what is usually expected (Amalia, 2019). Thus, due to this competition, consumers become more thoughtful and more careful when interacting with every product on the market. One of the brand images that will be considered is the WingsFood product brand, incredibly delicious instant noodles. Mie Sedaap is a competing brand that is most likely to challenge Indomie's position as a market leader (Lestari & Elwisam, 2019).

During the middle of the Covid-19 pandemic, the pandemic shocked the entire world community and intensified the existence of Covid-19. Now, during the pandemic, an instant noodle manufacturer, PT. Wingsfood / PT. Karunia Alam Segar (Driyorejo Factory, Gresik), PT. Sayap Mas Utama (Cakung Factory, East Jakarta) launched a product with innovation, namely Mie Sedaap Ayam Bakar Limau. The presence of Mie Sedaap Ayam Bakar Limau in the form of fried noodles is a new and unique taste innovation. Manufacturers now charge the same market prices as instant noodles in general, although with new flavors and innovations but at affordable prices. The price depends on what is seen from the goods offered, then when comparing prices and different goods, consumers decide to buy at a low price (Ashari et al., 2023). The presence of Mie Sedaap Ayam Bakar Limau immediately changed the business map of the Instant noodle industry, not even two years after its launch, they have managed to erode Indofood's market share, which has dominated instant noodle products for 30 years. All the achievements achieved by Mie Sedaap are due to the spices and flavors that managed to meet consumer expectations so that little by little market share can be

achieved, even though the variety of flavors is indeed not as large as Indomie's strongest competitor, Mie Sedaap is also aggressively advertising on various media to increase market awareness (Lestari & Elwisam, 2019).

Over time, instant noodle products are also increasing. The development of the home instant noodle industry shows a very rapid turn of events, in 2020 there are instant noodle makers with various brands such as Sedaap, Indomie, Intermie, Sarimi, Lemonilo, and others. From the consumer's point of view, this shows that the products meet the demand for instant noodles, and from the manufacturers' point of view, the instant noodle market is full of competition, resulting in many alternative products and flavors to offer consumers. This indicates that there has been a change in the search for instant noodle products, from a tough seasonal market where there is only one trader surrounded by many customers, to a fast-moving business sector where there are buyers who are currently surrounded by many makers.

Price (monetary unit) or other non-monetary factors needed to obtain a product including certain utilities or uses (Kertajasa & Sukmono, 2022). According to (Samsudin Arif, 2020), the price paid by the customer must be following the perceived quality. Price is the amount of money charged for a good or service. It represents the value that consumers are willing to trade in return for the benefits of owning or using these goods or services (Mariska, 2021). This is relevant to the results of previous studies (Hidayat, 2020), (Okta & Ambarwati, 2022) and (Alkautsar, 2020) which state that price has a positive and significant influence on purchasing decisions. Nasution et al. (2019) state that partially the price variable has no positive and insignificant effect on consumer purchasing decisions. Management must pay attention to price as a marketing variable because it has a direct impact on sales volume and profits (Shafira et al., 2021). According to Shafira et al. (2021), producers and sellers set prices based on the benefits of the product or the benefits that can be obtained from the product. This means that producers and sellers set different prices for the same product and compete. The type of product purchased from the retailer by the buyer.
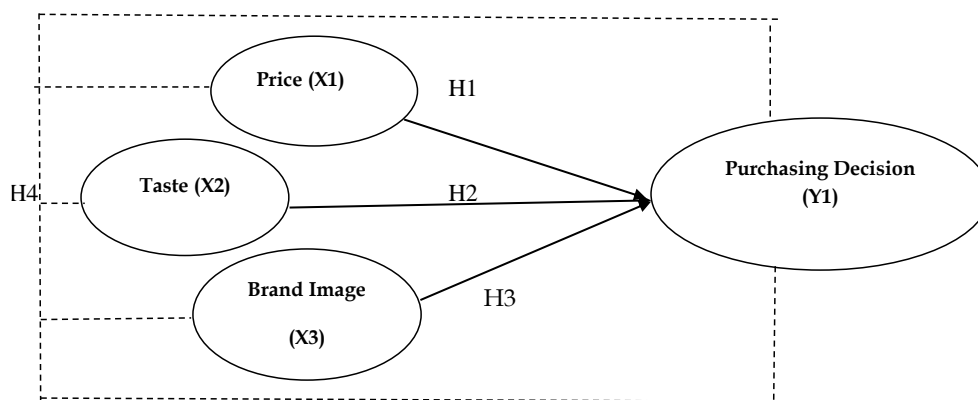
The presence of Mie Sedaap Ayam Bakar Limau as the main maker offers instant noodle items with a citrus leaf flavor that describes this item. The strong perception that instant noodle products have among consumers as distinct instant noodle products shows this. Taste is a property of food that combines appearance, smell, taste, surface, and temperature. Taste is an important factor in making a food product because consumers will prefer to buy food products that taste good, are delicious, are delicious when consumed, and are addictive (Arifin & Setyaningrum, 2022). Everyone's tastes are of course different from other people's (Maimunah, 2019). The consumer's ability to detect flavor (odor) mixed in water, usually at very low concentrations, and the visual appearance of food are two important indicators of taste. The smell is a very personal and difficult-to-measure aspect of many food and beverage products. When the taste buds on the tongue are stimulated by chemicals, they will experience taste, especially the three basic tastes: sweet, salty, and bitter. Texture describes the physical quality of the food or drink, such as whether it is solid, soft, liquid, and so on. In the case of food products, especially instant food, the taste of a product influences purchasing decisions (Bintarti, 2021). In this case, it is relevant to the results of previous studies by (Dini Aulia Fasya, & Rahwana 2020) and (Suherman & Hongdiyanto, 2020) which state that taste has a positive and significant influence partially or simultaneously on purchasing decisions. However (Iqram, 2022) states that partially the taste variable has no positive and insignificant effect on purchasing decisions.

A brand description that also includes brand information is called brand image. Belief in and evaluation of the brand itself is what contributes to the positive image of the brand (Gunawati, 2022). Brand image is a representation of the overall perception of the brand and is formed from information and past experiences with that brand (Ashari et al., 2023). Building a product's brand image in the eyes of consumers is very important because this brand image is the basic criterion for consumers in choosing a product (Amalia, 2019). Corporate image, user image, and product image are the three elements that make up a brand image (Fakhrudin, 2020). To leave a good first impression on customers, businesses must address the three elements of a brand image. Consumer perceptions of a company's brand influence their final purchase decision (Pasaribu, 2022). Brand reputation can be evaluated in several ways. Strength Something that gives a product a real advantage over competitors' products. The advantage in branding refers to the tangible qualities of the brand, whereas uniqueness describes how the brand stands out in the market. This distinctive impression is reflected in the product's characteristics; such qualities differentiate one product from another. These features and benefits are what differentiate the brands we build from the competition and stick in the minds of consumers. Groups in this category include the positives of ease in pronouncing product names, brand recall, and alignment between consumers' and customers' mental images of the brand and the image the company wants to project. The presence of a brand should not only familiarize potential customers with the goods provided but also generate consumer confidence in the product (Lestari & Elwisam, 2019). Proximity to consumers makes Mie Sedaap market power during intense competition. This is relevant to the results of previous researchers Gunawati (2022) and Arifin & Setyaningrum (2022) which state that the brand image variable partially has a positive and significant influence on purchasing decisions. And Anggraeni & Sabrina (2021) state that brand image has no positive and insignificant effect on purchasing decisions. So, there are differences in the results of the research in each of the researchers.

Purchasing decisions are actions taken by consumers to purchase a product (Indrayani & Syarifah, 2020). Purchasing decisions are related to conveying wishes to recipients of wishes, with the aim that recipients of wishes can make decisions that are by the wishes of the givers (Alfian & Nainggolan, 2022). Purchasing decisions are a problem-solving approach to activities to buy an item or service to meet their wants and needs (Waluyo et al., 2023). Amalia (2019) Says Consumers make decisions about what products to buy based on their perceptions of brand image and price. This is done by examining the marketing mix which includes products, prices, distribution channels, and promotions, as well as consumer behavior which includes cultural, social, and psychological factors. The actions of a customer or consumer can have an impact on the likelihood that a business will make a sale. To be precise. Several indicators can be used to evaluate buyer actions and behavior, including Customers making purchases after considering various media before settling on a particular brand. Customers will choose one brand over another based on their predicted purchase intention. Customers decide to buy a product or service based on whether or not they feel they want and need it, regardless of whether it is part of the brand's core offering or not. The condition of wanting something is called wanting. Therefore purchasing decisions are directly related to the stimuli accessible to consumers before purchase (Seko et al., 2020). Purchasing decisions explain that consumer behavior is not only influenced by consumer characteristics but can also be influenced by the marketing mix which includes product, price, distribution, and promotion.

The following studies show the relationship between variables such as price, taste, brand reputation, and consumer choice. Price is an important factor in consumer choice in some studies. (Ashari et al., 2023), (Alkautsar, 2020), (Amalia, 2019), (Wiranata, 2021), (Indrayani & Syarifah, 2020), (Listiana & Aida, 2021), (Nedian & Bustami, 2023), (Hidayat, 2020). Taste is an important consideration for consumers in making purchases. References: (Fasya & Rahwana, 2020), (Suherman, 2020), (Darmayanti & Indayani, 2023). Brand perception is one of the factors in consumer choice (Arifin & Setyaningrum, 2022), (Gunawati, 2022), (Pasaribu, 2022), and (Waluyo et al., 2023). This study aims to determine the relative importance of price, taste, and brand image in consumer decisions to buy Mie Sedaap Ayam Bakar Limau (Figure 1). About these observations, this study seeks to answer the question of to what extent and in what combinations of price, taste, and brand image factors influence consumer tendencies to make purchases.

Figure 1. Conceptual Framework
Source: Processed data (2023)

The hypothesis in this study is as follows:
H1: "There is a price effect on the purchasing decision of Mie Sedaap Ayam Bakar Limau
H2: There is an influence of taste on the purchasing decision of Mie Sedaap Ayam Bakar Limau
H3: There is an influence of brand image on purchasing decisions for Mie Sedaap Ayam Bakar Limau"
H4: "There is an influence of price, taste, and brand image on the purchasing decision of Mie Sedaap Ayam Bakar Limau"

METHODS
The location of this research was conducted in the District of Buduran, Sidoarjo 61252. The population used in this study was the people of the District of Buduran. The sample in this study is the people who buy Mie Sedaap Ayam Bakar Limau, totaling 100 respondents. This study uses quantitative information collected from questionnaires filled out by respondents with a Likert scale.

This research technique uses a simple random sampling technique, which means taking samples from the population, and each member of the population has the same opportunity to be sampled. Data collection in this study also utilizes primary data sources, namely by visiting the Buduran sub-district area and making observations, especially those who are research subjects. And secondary data from this study were obtained by

ALMANA
Jurnal Manajemen dan Bisnis

reading, studying, and understanding sources from linear structures, as well as documents, and journals. And finally, the data analysis method used in this review is multiple linear regression analysis, and data analysis testing using the IBM Statistics SPSS 26 application program.

RESULTS AND DISCUSSION

Validity test

Data validity can be assessed by using measuring tools to quantify the range in which an attribute can be measured (Maryati, 2022). To determine the reliability and validity of the questionnaire, researchers also used several tests. If rcount is greater than 0.05, then rcount > rtable, and the question items are valid for that indicator, then they are declared according to the validity test. On the other hand, if the opposite occurs, then the item is considered invalid. Calculation of the validity test shows that the variable price (x1), taste (x2), brand image (x3), and purchasing decisions (y) with rcount> 0.200. All variables and statement items used for measurement have statistical significance at the 0.000 level <0.05 (table 1).

Table 1. Validity Test

Variables	Indicators	r-count	r-table	*sig. (2-tailed)*	Description
Price (X1)	X11	0,655	0,196	0,000	Valid
	X12	0,746	0,196	0,000	Valid
	X13	0,662	0,196	0,000	Valid
	X14	0,644	0,196	0,000	Valid
Taste (X2)	X21	0,750	0,196	0,000	Valid
	X22	0,741	0,196	0,000	Valid
	X23	0,624	0,196	0,000	Valid
	X24	0,660	0,196	0,000	Valid
Brand Image (X3)	X31	0,710	0,196	0,000	Valid
	X32	0,754	0,196	0,000	Valid
	X33	0,742	0,196	0,000	Valid
Purchasing Decision (Y)	Y1	0,443	0,196	0,000	Valid
	Y2	0,535	0,196	0,000	Valid
	Y3	0,436	0,196	0,000	Valid
	Y4	0,488	0,196	0,000	Valid

Source*:* Processed data (2023)

Reliability Test

Cronbach's alpha for the price variable (X1) is rcount > rtable, 0.608 > 0.60, which determines its validity and reliability. Cronbach's Alpha for the variable X2 on taste shows valid and reliable because r-count > r-table, or 0.644 > 0.60. Cronbach's Alpha for the brand image variable (X3) is r-count > r-table, 0.572 > 0.60, meaning that the variable is valid and reliable. It can be concluded that the reliability test results are valid and reliable because the value of Cronbach's Alpha for the purchasing decision variable (Y) is r-count > r-table, 0.565 > 0.60 (table 2).

ALMANA
Jurnal Manajemen dan Bisnis

Table 2. Reliability Test Results

Variable	N of Items	Cronbach's alpha result	Koefisien Cronbach's alpha	Description
Price (X1)	4	0,608	> 0,60	Reliable
Taste (X2)	4	0,644	> 0,60	Reliable
Brand Image (X3)	3	0,572	> 0,60	Reliable
Purchasing Decision (Y)	4	0,565	> 0,60	Reliable

Source: Processed data (2023)

Normality test
The results of the one-sample Kolmogorov-Smirnov test corroborate the findings of the normality test. It is said to be valid and significant if the Asymp. Sig. (2-tailed) > 0.05. This study shows the results of the One-Sample Kolmogorov-Smirnov Test on Asymp. Sig. (2-tailed) 0.200 > 0.05 and is said to be valid and normally distributed (table 3)

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0,0000000
	Std. Deviation	1,59084201
Most Extreme Differences	Absolute	0,056
	Positive	0,056
	Negative	-0,054
Test Statistic		0,056
Asymp. Sig. (2-tailed)		,200[c,d]

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

Source: Processed data (2023)

Multicollinearity Test
The VIF values for the three variables (price, taste, and brand image) indicate that there is no multicollinearity problem in the distribution. These values are 3.729, 4.820, and 4.581 respectively. The price variable value in the Tolerance column is greater than 0.10, the taste variable value is greater than 0.10 and the brand image variable value is greater than 0.10, meaning that it is free from multicollinearity effects (table 4).

ALMANA
Jurnal Manajemen dan Bisnis

Table 4. Multicollinearity Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	Vif
1	(Constant)	10,856	0,236		46,070	0,000		
	Price	0,176	0,029	0,494	6,138	0,000	0,268	3,729
	Taste	0,071	0,032	0,206	2,250	0,027	0,207	4,820
	Brand Image	0,115	0,039	0,265	2,972	0,004	0,218	4,581
A. Dependent Variable: Purchasing_Decision								

Source: Processed data (2023)

Multiple Linear Regression Analysis
        The regression coefficient values for each variable can be compiled using the regression equation after applying the results of unstandardized coefficient data processing part B:

$$Y = b1X_1 + b2X_2 + b3X_3 + e_1 \text{ atau } Y = 10,856 + 0,176X_1 + 0,071X_2 + 0,115X_3 + 0,236e_1$$

The equation is obtained:
        If the values for price, taste, and brand perception are each one unit, then the number of units involved in the purchase is 10,856. Price (X_1) has a regression coefficient of 0.176, taste (X_2) has a regression coefficient of 0.071, and brand image (X_3) has a regression coefficient of 0.115 meaning that there is a price increase of 0.176, 0.071, and 0.115 causing an increase in the likelihood that consumers will make a purchase (table 5).

T-test
        This test is used to determine how much influence one independent variable has on other independent variables. To check whether this is true, tcount and ttable values are compared. If the final tcount is more than ttable, then H1 is true and H0 is wrong. Accepting H1 and rejecting H0 is possible depending on whether there is a significance value <0.05.

Table 5. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
	(Constant)	10,856	0,236		46,070	0,000
	Price	0,176	0,029	0,494	6,138	0,000
	Taste	0,071	0,032	0,206	2,250	0,027
	Brand Image	0,115	0,039	0,265	2,972	0,004
a.	Dependent Variable: Purchasing Decision					

Source: Processed data (2023)

ALMANA
Jurnal Manajemen dan Bisnis

The results of the t-test of this study in Table 5 show a positive partial significance level between the three independent variables (price (X1), taste (X2), and brand image (X3)) and the dependent variable (purchasing decision) in terms of the significance test on the influence of variables as following:

H1 Price Variable (X1)

Because the price variable (X1) has a significant and positive effect on the purchasing decision variable (Y) Mie Sedaap Ayam Bakar Limau, it is concluded that the null hypothesis (H0) is rejected and the alternative hypothesis (Ha) is accepted (tcount > ttable = 6.138 > 1.661).

H2 Taste Variable (X2)

Reject H0, accept Ha; meaning that the taste variable (X2) has a significant and positive distribution effect on the purchase decision variable (Y) Mie Sedaap Ayam Bakar Limau (tcount = 3.805, ttable = 1.661, tcount > ttable = 2.250, significance = 0.027 0.05, effect = 0.071).

H3 Variable Brand Image (X3)

Because the brand image variable (X3) has a tcount of 2.972 a ttable of 1.661, a significance level of 0.004 <0.05, and an effect of 0.115, H0 is rejected and Ha is accepted. This means that X3 has a significant and positive effect. distribution to Y, which is the purchase decision variable.

F test

To find out whether X1, X2, and X3 have a significant effect on Y (purchasing decision), the F test is used (table 6)

Table 6. F Test Results

Model		Sum Of Squares	Df	Mean Square	F	Sig.
			Anova^a			
1	Regression	40,078	3	13,359	160,249	,000[b]
	Residual	8,003	96	0,083		
	Total	48,081	99			

A. Dependent Variable: Purchasing Decision

B. Predictors: (Constant), Brand Image, Price, Taste

Source: Processed data (2023)

The hypothesis used in this test is:
H0: The independent variables, namely price, taste, and brand image, have no significant effect on the dependent variable, namely purchasing decisions.
Ha: The independent variables, namely price, taste, and brand image, have a significant effect on the dependent variable, namely purchasing decisions.

H4 Variable Price, Taste, Brand Image

Ho is accepted and Ha is rejected if the F-count value is 160.249, greater than the Ftable value of 2.699, and the significance value is less than 0.05. The results of the analysis show that consumer purchasing decisions are significantly influenced by several factors, including taste, cost, and brand image.

ALMANA
Jurnal Manajemen dan Bisnis

Multiple Determination Coefficient Test

To account for shifts in the dependent variable as a result of shifts in the independent variables, a regression model must be calculated. The R2 value is close to 1 or 100% indicating that the regression model is getting better at explaining the variability of the independent variables.

Table 7. Multiple Determination Coefficient Test Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error Of The Estimate
1	,913[a]	0,834	0,828	0,28873

A. Predictors: (Constant),
B. Dependent Variable: Purchasing_Decision

Source: Processed data (2023)

Based on Table 7 presented above, the coefficient of determination (Adj R2) is 0.828, while the coefficient of multiple determination (R2) is 0.834. Because the R2 value is close to 1, it is concluded that the price, taste, and brand image variables explain the purchasing decisions of each individual by (R) 91.3%, R2 83.4%, and (Adj R2) 82.8%, while the remaining 16.6 % explained other variables.

The Effect of Price on Purchasing Decisions

Data analysis illustrates that price is a determining factor in consumer buying habits. This shows that consumers are not disappointed with the price tag of Mie Sedaap Ayam Bakar Limau, and Mie Sedaap Ayam Bakar Limau is very competitive in terms of price, meaning customers can find similar products at lower prices elsewhere. Consumers will not be disappointed with the price or the money they spend on Mie Sedaap Ayam Bakar Limau products due to the company's fair pricing and an extensive list of benefits. This is also supported by the results of the respondents' answers, especially on the indicator of conformity of price with product quality with the statement "The price of the Mie Sedaap Ayam Bakar Limau product can compete with other instant noodles, and the price of the Mie Sedaap Ayam Bakar Limau product is by the quality of the product provided". As a result, the research results have a significant and positive impact on consumer choices in purchasing decisions. As a result, the results of this study are in line with other studies namely "Price Analysis, Product Quality, Brand Image, and Purchase Decisions for Xiaomi Smartphone Products" (Listiana & Aida, 2021), then entitled "The Influence of Price, Promotion and Brand Image on Purchase Decisions (Study on Gp Semeru Coffe Consumers in Pasrujambe Village, Pasrujambe District, Lumajang Regency)" (Ashari et al., 2023), hereinafter entitled "The Influence of Taste and Price on Purchasing Decisions (Survey of Mcdonald's Consumers in the Cipinang Area)" (Alkautsar, 2020), then entitled "The Influence of Brand Image, Price and Product Quality on Purchase Decisions (Case Study on Endess Noodle Consumers in Bangkalan)" (Amalia, 2019), entitled "Analysis of Brand Image, Taste, Price and Media Promotion Social Against Purchase Decisions at Kelana Kopi" (Wiranata, 2021), entitled "The Influence of Price, Taste, and Location on Purchase Decisions in the Pia Fatimah Azzahra Cake Business in Tanjung Tiram District" (Indrayani & Syarifah, 2020), entitled " The Effect of Taste, Price, Product Variation on Consumer Purchase Decisions at Surya Bakery" (Nedian & Bustami, 2023), and the last one entitled

"Analysis of the Influence of Products, Prices, Promotions, and Locations on Purchasing Decisions of Koki Jody Restaurant in Magelang" (Hidayat, 2020).

The Effect of Taste on Purchasing Decisions

According to the opinions expressed by the survey participants, instant noodle products are very dependent on the taste of Mie Sedaap. Mie Sedaap Ayam Bakar Limau stands out both in terms of packaging and the food used. Mie Sedaap Mie Sedaap Ayam Bakar Limau has a distinctive aroma thanks to the inclusion of lime leaves, judging from the taste of competing products. The term "taste" refers to a person's innate capacity to enjoy something through their five senses (sight, smell, hearing, touch, and taste). Mie Sedaap Ayam Bakar Limau is bigger than other noodles, which serves to attract customers and interest them. The results of the analysis of this study illustrate that taste has a positive and significant effect on purchasing decisions. In addition, it is also supported by the results of the analysis of respondents' answers on the smell or aroma indicator with the statement "The aroma of the Mie Sedaap Ayam Bakar Limau product can be a characteristic". The results of this study have a positive and significant effect in line with research (Ilmi et al., 2020) entitled "Choi Siwon as a brand ambassador, the influence of brand image and taste on purchasing decisions for Korean products" Purchasing decisions are significantly influenced by overall and individual tastes, as well as in research (Janah et al., 2021) entitled "The Influence of Brand Image and Price on Consumer Satisfaction at Mie Gacoan Gresik", then in research (Fasya & Rahwana, 2020) entitled "The Influence of Packaging and Taste on Consumer Purchase Decisions Indomie Instant Noodles (Survey of University of Perjuangan Tasikmalaya Students/I)", in research (Suherman & Hongdiyanto, 2020) entitled "The Influence of Promotion, Taste, and Price Perceptions on Purchase Decisions for Milkmo Products", and in research (Darmayanti & Indayani, 2023) entitled "The Influence of Brand Image, Taste, and Price Perceptions on Purchase Decisions at Momentum Coffee in Sidoarjo", there is a positive and significant influence on each variable on purchasing decisions.

The Effect of Brand Image on Purchasing Decisions

According to the responses of the informants, the brand image of Mie Sedaap Ayam Bakar Limau is well known to many people in the Puturan District and its surroundings. Mie Sedaap Ayam Bakar Limau customers trust PT. Wingsfood has an upstanding reputation and produces high-quality goods that can win the hearts of the general public. Mie Sedaap products have a distinctive taste that keeps customers coming back to try again. PT. Wingsfood's customers are consistently identifiable across all of the company's offerings. This result is also supported by the results of the analysis of respondents' answers, especially on the reputation indicator with the statement "Mie Sedaap always releases new products and innovations so I want to always try them". It is the same with research (Arifin & Setyaningrum, 2022) entitled "Analysis of the Influence of Halal Labeling, Price, Promotion, Taste, and Brand Image on the Purchase Decision of Kanzler Sausages by Millennials (Studies on Indomaret Sragen Supermarket Consumers)", furthermore "The Influence of Advertising Electronic Media, Brand Ambassador, and Brand Image on Purchase Intention (Case Study of Lemonilo Noodle Consumers in Surakarta City)" (Gunawati, 2022), on the results (Waluyo et al., 2023) entitled "The Effect of Product Variants and Brand Image on Decisions Purchasing Pucuk Harum Tea in Langsa City" and the last one entitled "The Effect of Brand Image and Product Quality on Purchase Decisions for TVS Motorcycles" (Pasaribu, 2022) researchers found that brand image variables had a positive and significant effect in this study. Shared or partial brand image has a significant and positive influence on consumer choice.

ALMANA
Jurnal Manajemen dan Bisnis

The Effect of Price, Taste, and Brand Image on Purchasing Decision

The F-test shows that variables such as price, taste, and brand image all play a role in shaping the consumer's final decision. The purchasing decision of Mie Sedaap Ayam Bakar Limau is positively and significantly influenced by the price, taste, and brand image variables as a whole which play an important role and are directly related to positive and significant purchasing decisions with a significant value of 160.249 greater than the table, which is 2.699. With a significance value of 0.000 less than 0.05

CONCLUSION

The results of research and discussion of consumer choices for Ayam Bakar Limau Mie Sedaap. A total of 100 people from Sidokerto Village located in Buduran District the population in this study. It can be concluded on each variable. It shows that the three variables studied, namely price have a partially positive effect on purchasing decisions, taste also has a partially positive effect on purchasing decisions, and brand image also has a partially positive effect on buying decisions. Purchasing decisions are strongly influenced by price, taste, and brand image together or simultaneously. This research implies that it can provide an increase in marketing strategies to improve purchasing decisions. This marketing strategy includes improving pricing strategies, improving the quality of instant noodle flavors, and brand image strategies.

REFERENCES

Alfian, Candra., & Nainggolan, Bonifasius MH. (2022). Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Di Kopi Kenangan Kota Kasablanka. *AKSELERASI: Jurnal Ilmiah Nasional*, *4*(3), 26–39. https://doi.org/10.54783/jin.v4i3.590

Alkautsar, Gibran Fadhi. (2020). *Pengaruh Cita Rasa dan Harga Terhadap Keputusan Pembelian (Survei Pada Konsumen Mcdonald's di Daerah Cipinang)*.

Amalia, N. (2019). Jurnal Studi Manajemen dan Bisnis Pengaruh Citra Merek, Harga Dan Kualitas Produk Terhadap Keputusan Pembelian (Studi Kasus Pada Konsumen Mie Endess Di Bangkalan). *Jsmb*, *6*(2), 1–13. http://journal.trunojoyo.ac.id/jsmb

Anggraeni, P. D., & Sabrina, T. A. (2021). Pengaruh Harga, Citra Merek dan Cita Rasa Terhadap Minat Beli Oleh-Oleh Tempat Wisata di Semarang. *Jurnal Ilmiah Pariwisata*, *26*(2), 153–160.

Arifin, Atwal., & Setyaningrum, Desy. (2022). *ANALISIS PENGARUH LABELISASI HALAL, HARGA, PROMOSI, CITA RASA, DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN SOSIS KANZLER OLEH GENERASI MILENIAL (STUDI PADA KONSUMEN SWALAYAN INDOMARET SRAGEN). 10*(1), 420–427.

Ashari, S. I., Saroh, S., Zunaida, D., Studi, P., Bisnis, A., Administrasi, F. I., & Malang, U. I. (2023). *PENGARUH HARGA, PROMOSI DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA KONSUMEN GP SEMERU COFFE DESA PASRUJAMBE KEC. PASRUJAMBE KAB. LUMAJANG). 13*(1), 87–93.

Bintarti, S. (2021). Keputusan Pembelian : Citra Merk, Cita Rasa dan Harga Consumer Purchase Decision: Brand Image, Taste and Price. *Pelita Ilmu*, *15*(01), 7–16.

Darmayanti, Ilga Dewi., & Indayani, Lilik. (2023). *Pengaruh brand image , cita rasa, dan persepsi harga terhadap keputusan pembelian pada momentum coffee di sidoarjo*. 1–7.

Fasya, Dini Aulia., & Rahwana, Kusuma Agdhi. (2020). PENGARUH KEMASAN DAN CITA RASA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PRODUK MIE INSTAN INDOMIE (Survei Pada Mahasiswa/i Universitas Perjuangan Tasikmalaya). *Jurnal Ekonomi Perjuangan (JUMPER), 2*(2), 167–176.

ALMANA
Jurnal Manajemen dan Bisnis

Fakhrudin, A. (2020). Citra Perusahaan, Citra Pemakai, Citra Produk Terhadap Loyalitas Konsumen STTKD Yogyakarta. *Jurnal Manajemen Dirgantara*, *13*(1), 2622–0946.

Gunawati, Y. (2022). Pengaruh Iklan Media Elektronik, Brand Ambassador dan, Brand Image Terhadap Minat Beli (Studi Kasus Konsumen Mie Lemonilo di Kota Surakarta). *EKONIKA : Jurnal Ekonomi Universitas Kadiri*, *7*(2), 223. https://doi.org/10.30737/ekonika.v7i2.2979

Hidayat, T. (2020). Analisis Pengaruh Produk, Harga, Promosi, Dan Lokasi Terhadap Keputusan Pembelian rumah makan Koki Jody di Magelang. *Jurnal Ilmu Manajemem*, *17*(2), 95–105.

Ilmi, Sofia., Pawenang, Supawi., & Marwati, Fithri Setya. (2020). *PENGARUH CHOI SIWON SEBAGAI BRAND AMBASSADOR, BRAND IMAGE (CITRA MEREK) DAN CITA RASA TERHADAP KEPUTUSAN PEMBELIAN MIE KOREAN SPICY CHICKEN Sofia. 04*(01), 103–113.

Indrayani, P., & Syarifah, T. (2020). Pengaruh harga, cita rasa, dan lokasi terhadap keputusan pembelian pada usaha kue pia Fatimah Azzahra di Kecamatan Tanjung Tiram. *Jurnal Manajemen, Ekonomi Sains*, *2*(1), 57–66.

Iqram, Abdi. (2022). *PENGARUH LEBELISASI HALAL, HARGA DAN CITA RASA TERHADAP KEPUTUSAN PEMBELIAN PRODUK MIE INSTAN PADA MAHASISWA PROGRAM STUDI EKONOMI SYARIAH UIN AR-RANIRY BANDA ACEH.*

Janah, Z. N., Maruta, A., & Pudjianto, A. (2021). Pengaruh Brand Image , Cita Rasa Dan Harga Terhadap Kepuasan Konsumen Pada Mie Gacoan Gresik. *Administrasi Bisnis*, 131–135.

Kertajasa, D., & Sukmono, R. A. (2022). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Purchase Decision of Kampoeng Roti Tropodo Waru Sido. *Academia Open*, *7*, 1–15. https://doi.org/10.21070/acopen.7.2022.3484

Lestari, R., & Elwisam. (2019). Pengaruh Persepsi Harga, Kualitas Produk, dan Citra Merek Terhadap Kepuasan Konsumen dan Dampaknya Pada Minat Beli Ulang Produk Mie Instant Sedaap. *Jurnal Ilmu dan Budaya*, *41*(63), 7495–7520.

Listiana, L., & Aida, N. (2021). Analisis Harga, Kualitas Produk, Citra Merek Dan Keputusan Pembelian Produk Smartphone Xiaomi. *Pamator Journal*, *14*(1), 72–78. https://doi.org/10.21107/pamator.v14i1.10121

Maimunah, S. (2019). *Pengaruh kualitas pelayanan, persepsi harga, cita rasa terhadap kepuasan konsumen dan loyalitas konsumen. 1*(2), 57–68.

Mariska, Fadilah. (2021). Pengaruh Cita Rasa, Citra Merek Dan Persepsi Harga Terhadap Keputusan Pembelian Puyo Desserts Di Grand Galaxy Park Bekasi. *(Studi Kasus Puyo Desserts di Grand Galaxy Park) (Doctoral dissertation, Sekolah Tinggi Ilmu Ekonomi Indo)*, *2004*, 6–25.

Maryati, M. K. (2022). *PENGARUH KUALITAS PRODUK, KUALITAS PELAYANAN DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN TOKO ONLINE TIME UNIVERSE STUDIO. 11*(1).

Nasution, A. E., Putri, L. P., & Lesmana, M. T. (2019). Analisis Pengaruh Harga, Promosi, Kepercayaan dan Karakteristik Konsumen Terhadap Keputusan Pembelian Konsumen Pada 212 Mart di Kota Medan. *Proseding Seminar Nasional Kewirausahaan*, *1*(1), 194–199. http://jurnal.umsu.ac.id/index.php/snk/article/view/3594/3325

Nedian, Agung., & Bustami, Taufik. (2023). *PENGARUH CITA RASA, HARGA, VARIASI PRODUK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI SURYA BAKERY. 2*(April), 80–85.

ALMANA
Jurnal Manajemen dan Bisnis

Okta, E., & Ambarwati, R. (2022). The Influence of Product Quality, Product Price, Trust and Digital Marketing on Online Fashion Product Purchase Decisions. *Academia Open*, *7*, 1–13. https://doi.org/10.21070/acopen.7.2022.3291

Pasaribu, V. L. (2022). Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Sepeda Motor TVS. *Business Management Journal*, *18*(1), 37. https://doi.org/10.30813/bmj.v18i1.2829

Samsudin, Arif. (2020). ANALISIS PENGARUH KUALITAS PELAYANAN, PERSEPSI HARGA DAN CITA RASA TERHADAP KEPUASAN PELANGGAN DAN LOYALITAS PELANGGAN (Studi Kasus pada Pelanggan kedai Saya Kopi Rawamangun). *STIE INDONESIA (STIE) Jakarta*, *12*(2004), 6–25.

Seko, M. O., Ndour, N., Ossebi, W., & Saric, J. (2020). *Consumer Perception on Purchase Decision Factors and Health Indicators Related to the Quality and Safety of Meat Sold in Dibiteries in Dakar , Senegal*. 1–17.

Shafira, D. T., Nasution, H. P., & Haro, J. (2021). Keputusan Pembelian Pada E-Commerce Shopee (Studi Kasus Mahasiswa Politeknik Negeri Medan). *Konferensi Nasional Sosial dan Engineering*, 525–532.

Suherman, Andrew Winscott., & Hongdiyanto, Charly. (2020). Pengaruh promosi, cita rasa, dan persepsi harga terhadap keputusan pembelian produk milkmo. Jurnal Performa: Jurnal Manajemen dan Start-up Bisnis,*5*(3).

Waluyo, Nanang., Amilia, Suri., & Zati, Muhammad Rizqi. (2023). Pengaruh Varian Produk Dan Brand Image Terhadap Keputusan Pembelian Teh Pucuk Harum Di Kota Langsa. *Jurnal Manajemen Akuntansi (Jumsi)*, *3*(1), 41–48.

Wiranata, A. (2021). Analisis Brand Image, Cita Rasa, Harga dan Promosi Media Sosial Terhadap Keputusan Pembelian Pada Kelana Kopi. *(Doctoral dissertation, Politeknik Harapan Bersama Tegal)*, 1–8. https://ojs.stiami.ac.id/index.php/DESTINESIA/article/viewFile/1803/871