ANALYSIS OF THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON THE DECISION TO BUY INDOMIE FRIED IN KENJERAN DISTRICT, SURABAYA

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Abstract
This study aims to analyze the effect of product quality and brand image on purchasing decisions of Indomie Fry in Kenjeran District, Surabaya. The population of this research is consumers who are involved in purchasing decisions of Indomie Goreng in Kenjeran District, Surabaya with a minimum age of 17 years. The sample used was 100 respondents with accidental sampling technique. Data was collected by giving questionnaires to respondents about product quality, brand image and purchasing decisions. This study uses multiple linear regression analysis. The hypothesis was tested by F test and T test. The results of this study indicate that product quality and brand image partially or simultaneously have a positive and significant effect on purchasing decisions. From the results of multiple regression analysis obtained the following regression equation: \( Y = 1.168 + 0.076 X_1 + 0.089 X_2 + e \). The brand image variable has a dominant effect on purchasing decisions, the regression coefficient value is 0.089.

Keywords: Product quality, Brand image, Purchase Decision.

I. PRELIMINARY
Mature this producing company noodles instant, compete with each other competition to win the hearts of consumers, namely by providing quality products which best for consumer as well as create image brand which strong in mind consumer. *Top Brand Index* is a measure of a brand's success in the market measured through three parameter measurements. These three parameter measurements is *Top of Mind share*, *Top of Market Share* and *Top of Commitment Share* (www.topbrand-award.com/faq). Table 1.1 shows that some brands noodles instant in bag packaging compete with each other to occupy rating first Top Category Brands instant noodle year 2019-2020.

**Table 1.1 Top Brand Category Noodles Instant Year 2019-2020**

<table>
<thead>
<tr>
<th>Brand</th>
<th>TBI</th>
<th>Brand</th>
<th>TBI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indomie</td>
<td>56.6%</td>
<td>Indomie</td>
<td>78.7%</td>
</tr>
<tr>
<td>Delicious Noodles</td>
<td>23.4%</td>
<td>Delicious Noodles</td>
<td>12.5%</td>
</tr>
<tr>
<td>Supermi</td>
<td>7.3%</td>
<td>Supermi</td>
<td>3.6%</td>
</tr>
<tr>
<td>Sarimi</td>
<td>2.6%</td>
<td>Sarimi</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Source: [www.topbrand-award.com/top-brand-survey/survey-result/](http://www.topbrand-award.com/top-brand-survey/survey-result/)

Based on the TOP BRAND data above, it can be seen that for 2 consecutive years participated in 2019-2020, Indomie managed to become a TOP BRAND in the mi category instant. In 2019 the TBI value achieved was 56.6% and in 2020 reach a value of 78.7%.

Indomie has a taste that matches the tongue or tastes of the people. In addition, most consumers use Indomie as a generic brand to name all brands of instant noodles. Indomie raised its brand image with archipelago taste theme. It means Indomie is the food of everyone's taste throughout Indonesia. In addition, the Indomie advertisement is also equipped with a song (*jingle*) which convey the meaning that the entire archipelago can enjoy Indomie, in accordance with slogan his “Indomie My taste.”

Of the many variants of Indomie flavors, Indomie Goreng is a product most popular from brand Indomie and has penetrate to many country including America Union, australia, English, East Middle and China (source: [www.indomie.com/Product/Category/1](http://www.indomie.com/Product/Category/1)). The meaning of the word most popular is the most known and liked by many people (source: Big Indonesian Dictionary). And because Indomie Fry easy obtained start from supermarket, shop retail, to the diner.

In 1982, sales of Indomie products experienced a significant increase very significant with launch variant Indomie Broth Flavor Chicken curry.
The peak was in 1983, Indomie products were again increasingly favored by consumers Public Indonesian with the launch of the Indomie Mi . variant Fry. Indomie Goreng was first launched in 1982. The success of Indomie Goreng on the market is the reason PT. Indofood CBP Prosperous Success for create flavor variant from Indomie The fry.

II. THEORY BASIS

2.1 Models Behavior consumer

Source : (Kotler and Keller, 2017:161)

The model shows that stimuli from the outside will enter the inside buyer's black box and produce a certain response in consumers. Stimulus from There are two kinds of external stimuli, namely marketing stimuli and other stimuli. Stimuli marketing includes four elements of the marketing mix, namely: product, price, distribution and promotion. While other stimuli consist of economic, technological, political, and social conditions culture. The buyer's black box is a mediator between stimulus and response. Box black buyer this consist on two component. Component first is characteristics of buyers which include cultural, social, personal and psychological factors which have influence main how a buyer react to the stimulus and the second component is the process that affects the outcome decision. Process taking decision cover activity introduction problem, information seeking, evaluation, decision making and post-purchase behavior. Based on model the, on finally will deter-
mine decision buyer. This decision can be in the form of product selection, brand selection, seller selection, time and the number of purchases.

1. Quality Product
   a. Definition Quality Product
      Quality product is ability something product for doing function, cover power stand, reliability, accuracy, convenience operation and repair, as well as value attribute others, according to (Kotler and Armstrong, 2017:283).
      Quality product is characteristics of product and services supporting ability for satisfying needs consumer, according to (Kotler and Armstrong, 2019:231 in the journal Rizan et al, 2020:461).
      In accordance with the product concept, consumers will like products that give quality, performance or feature innovative best (Tjiptono, 2012:22).
      Dimension product quality is as follows (Garvin in the journal Ghorabi, 2017): performance, durability, features, reliability, conformance, serviceability, aesthetic.
   b. Definition Brand
      Brand (brand) is something name, term, symbol, sign, design, or combination from everything which used for identify product and differentiate product company with product competitor, according to (American Marketing Association, 2016) in the book (Keller, 2018:30).
      Brands leader in something category product have level high brand awareness of consumers. Consumers who do not have information about something product could use brand and price as reference his election.
      The best brands can provide quality assurance for their consumers. A brand is more than just a symbol because of the six meanings it contains inside it, according to (Kotler in the book Hasan, 2019:205), consisting of: attributes, benefits, values, culture, personality, users.

2. Image Brand
   a. Definition Image Brand
      Brand image (brand image) is perception and confidence what to do by consumer, as reflected in the association which occur in consumer memory (Kotler, 2013:346). Brand image is generally defined as anything related with that brand there is in the mind of memory consumer.
      Image brand could considered as type association which appear in mind consumers when remembering a particular brand. The association is simply can appear in the form of certain thoughts or images that are associated
with a brand. These associations can be conceptualized based on: type, support, strength, and uniqueness (Shimp, 2008:12).

A well-formed brand image will have an impact positive for the company, namely increasingly convincing consumers to get consistent quality when buying a product and will increase motivation consumer to make a purchase (Rangkuti, 2009:5).

b. Dimension Image Brand

Dimension image brand according to (Keller, 2015 in journal goatee et al.,2020:238) are: professional impression, modern impression, serving all consumers, attention to consumers, popular.

3. Decision Purchase

a. Definition Decision Purchase

Decision purchase is all experience in learning, election, use, and even disposal product (Kotler and Keller, 2017:188).

Decision purchase is buyer's decision (consumer) about brand which will be purchased (Kotler and Armstrong, 2017:178).

Decision purchase is stages which skipped consumer in buy goods or service (Belch and Belch, 20014:113 in journal Rizan et al, 2020:459).

The purchase decision is a consumer decision that is influenced by by economy, finance, technology, politics, culture, product, price, location, promotion, physical evidence, people and processes, so that shape something attitude on consumer for process all information and take conclusion in the form of What product response appears? which will purchased (Alma, 2016:96).

b. Steps Process Decision Purchase

Decision buy or consume something product with brand certain will started by the following steps:

Picture 2.2 Stage Process Decision Purchase

Source : (Kotler and Keller, 2017:189)

a. Introduction needs

Process buy with introduction needs, buyer realize something difference Among
state which actually and state which he wanted. The need can be driven by stimuli from within the buyer or from outside. For example, the needs of normal people are thirst and hunger will increase until reach something threshold excitatory and changed be something encouragement based on existing experience, while external stimuli, for example, there is a person's desire to have a product or goods as a result of influence or encouragement from outside based on experience which are already there is.

b. Search information

Consumer possible no attempted by active in look for information in relation to their needs. How far the person is looking for information depends on the strength and weakness of the need drive, the amount of information owned, convenience get information, addition and satisfaction which obtained from activity look for information. Usually amount activity look for information increases as consumers move from decision-solving situations finite problem maximal problem solving. Resources consist of four groups, namely:

Personal: Family, friend, neighbor, colleague
Commercial: Advertisement, site web, salesperson, distributor, packaging, appearance.

Public: Media mass, organization rating consumer.
Experimental: Handling, inspection, use product.
c. Evaluation alternative.

Information obtained from prospective buyers is used to obtain an overview of clearer view of the alternatives it faces and their attractiveness each alternative. Producer must attempted understand method consumer recognize the information obtained and arrive at certain attitudes about product brand and decision to buy.

d. Decision purchase

In Step evaluation, consumer shape preference between brand in choice set. Consumers may also form intentions to buy most preferred brand. In carrying out the purchase intention, the consumer could shape five sub-decisions: brand, distributor, quantity, time, and payment method. If consumers form a brand evaluation, two general factors could intervene between the meanings purchase and decision purchase.

e. Behavior post purchase

If the purchased item does not provide the expected satisfaction, then the buyer will
change his attitude towards the brand of the item into an attitude negative, even possible will reject from list choice. On the contrary when consumers get satisfaction from the goods they buy, the desire to buy to brand the item tend for Becomes more strong. Producers must reduce feelings of displeasure or negative feelings towards a product/service by helping consumers find information that justify consumer choices through communication directed at people person the new one just buy its products. After buying product, consumer will experience a certain level of satisfaction or dissatisfaction. The marketer's job is not ends when the product is purchased, but continues into the post-purchase period. Marketers must monitor post-purchase satisfaction, post-purchase actions, and usage post product purchase.

2.3. Framework Conceptual

Based on description theory which there is in discourse on, so framework conceptual used by researchers as follows:

Picture 2.3 Framework Conceptual

Based on the conceptual framework in Figure 2.1 it can be explained that the quality of product as the independent variable (X1) and brand image as the independent variable (X2), while decision purchase as variable bound (Y). H1 explain that suspected there is the influence of product quality and brand image simultaneously on purchasing decisions. H2 explain that suspected there is influence quality product and image brand by Partial to buying decision.

2.5 Hypothesis

1. It is suspected that there is a significant effect between product quality and brand image variables by simultaneous to decision purchase Indomie Fry in Subdistrict Suraba-ya Kenjeran.
2. It is suspected that there is a significant effect between product quality and brand
image variables by Partial to decision purchase Indomie Fry in Subdistrict Surabaya Kenjeran.

3. It is suspected that the variable that has a dominant influence is brand image, on decision purchase Indomie Fry in Kenjeran District Surabaya.

III. METHODOLOGY

3.1 Population

Population is a combination of all elements in the form of events, things, or person which have characteristics that similar which Becomes center attention a researcher is therefore seen as a research universe (Ferdinand, 2011:223). Population in study this is consumer Indomie Fry in Subdistrict Kenjeran Surabaya.

3.2 Sample

The sample is a subset of the population, consisting of several members of the popular-tion. This subset was chosen because in most cases it is impossible to study all of members of the population, therefore we form a repre-sentative population which called sample (Ferdinand, 2011:223).

The guidelines used in determining the sample size, if population sized big and amount no is known, so used formula as the following (Sugiyono, 2014:85):

\[ n = \frac{Z_{pa}}{d} \]

Information:

- \( n \) = amount sample.
- \( Z \) = price standard normal (1.976)
- \( p \) = population proportion estimator (0.5)
- \( d \) = interval/deviation (0.10)
- \( q \) = 1 - \( p \)

So big sample could in count as following:

\[ n = \frac{(1.976)(0.5)(0.5)}{0.1} = 97.6 \]

is rounded up Becomes 100 respondent

So in this study using 100 respondents

3.3. Technique Test Hypothesis and Analysis Data

3.3.1. Testing Technique Hypothesis

3.3.1.1. F Uji test

This test is carried out to see whether the analyzed model has high level of model feasibility, namely the variables used in the the model is able to explain the phenomena being analyzed. Besides, this test conducted for showing is all variable independent which entered into the model has a simultaneous effect on the dependent variable. This research was conducted by looking at Anova which compares the Mean Square from regression and Mean Square from residual so
that the results obtained are called F count. If F count > F table and if the significance level is < (0.05), so variable independent by simulta-neous take effect to variable dependent (Gho-zali, 2011).

3.3.1.2. t test

This test is carried out to find out whether individually there is an influence between the independent variables and the dependent variable, namely whether the quality variable of the product has an effect on the purchasing decision variables and whether the image variable brand really has an effect on purchasing decision variables. Calculation this conducted with help Software SPSS version 20. Study this conducted by looking at Coefficients which compares Unstandardized Coefficients B and Standard error of estimate so that the result is called t count. If t count > t table and level significance < (0.05), so variable independent by individual take effect to variable dependent (Ghozali, 2006).

3.4. Technique Analysis Data

3.4.1. Analysis Regression linear multiple

In an effort to answer the problems in this research, it is used regression linear multiple (multiple regression). Analysis regression linear multiple used to analyze the magnitude of the influence between the independent variables (quality product and brand image) to the dependent variable (purchase decision). With computing regression linear multiple as following (Wijaya, 2010:25):

\[ Y = a + b_1 X_1 + b_2 X_2 + e \]

Information:
Y = Variable Bound (Decision Purchase)
a = Constant
b1 = Coefficient regression from variable quality product
X1 = Independent variable (Quality Product)
b2 = Coefficient regression from variable image brand
X2 = Independent variable (Image Brand)
e = Standard error

3.4.2. Coefficient Determination (R2)

Coefficient determination this used for describe how much bigability something model in explain variation which occur in in variable dependent indicated by R Square in the resulting Model Summary by the SPSS Version 20 program, where the value of this coefficient of determination is between 0 and 1. If the value of R2 is getting closer to number 1, then the regression model is considered the better because the independent
variables used in this study are able to explain the dependent variable. (Ghozali, 2006).

3.4.3. Coefficient Correlation (R)

Is a measure of the closeness of the relationship between the dependent variable and all independent variables together. The multiple correlation coefficient can be seen in the table Model Summary (output of data processing) R. R value is the relationship between variables bound with variable free. With criteria testing as following:

- If R = -1 or close to -1, then the relationship between the two variables is strong or perfectly negative, meaning that the variable is close or strong and not in the same direction or opposite.
- If R = 1 or close to 1, then the relationship between the two variables is very strong or perfectly positive, meaning that the correlation between the two variables is close or strong and character unidirectional.
- If R = 0 or close to 0, then the relationship between the two variables is very weak or no there is same relationship very.

IV. RESEARCH RESULTS AND DISCUSSION

4.1. Hypothesis test

4.1.1. F Uji test

The f test is used to determine whether the independent variables (product quality and brand image) have a simultaneous effect on the dependent variable (purchase decision).

Table 4.1 F.Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>47,016</td>
<td>2</td>
<td>23,508</td>
<td>76,689</td>
<td></td>
</tr>
<tr>
<td>Residual</td>
<td>29,734</td>
<td>97</td>
<td>307</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>76,750</td>
<td>99</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase_Decision
b. Predictors: (Constant), Brand_Image, Product_Quality

First Hypothesis Testing (H1) Simultaneous Hypothesis Testing (fTest)

In Table 5.10 it is known that f count = 76.689 > f table = 3.09 (df 1 = k-1 = 3-1 = 2) (df 2 = nk = 100-3 = 97) and the significant value is 0.000 <0.05. Then the hypothesis H1 is accepted, meaning that simultaneously product quality and brand image have a significant effect on purchasing decisions.

4.1.2. t test

This test aims to determine whether the independent variables (product quality and brand image) partially have a significant influence on the dependent variable (purchase decisions).
Second Hypothesis Testing (H2) Partial Hypothesis Testing (t Test)

3. Effect of Product Quality Variable (X1) on Purchase Decision Variable (Y)
   a. Testing on the effect of product quality on purchasing decisions is known to have a significant value of 0.000 < 0.05, then the H2 hypothesis is accepted, meaning that the product quality variable partially has a significant effect on the purchasing decision variable.
   b. It is known that t arithmetic = 5.805 > t table = 1.9847 (df = n - k) (df = 100 – 3 = 97), then H2 is accepted, meaning that at a significance level of 5% the product quality variable (X1) partially has a significant effect on purchasing decision variable (Y).

Third Hypothesis Testing (H3)

To find out which independent variable is more dominant in influencing the dependent variable by looking at the value of the largest coefficient. From table 5.11 it can be seen that the variable that has the largest coefficient value is the brand image variable of 0.089. This shows that the third hypothesis (H3) which is proven as an independent variable with a dominant influence on the dependent
variable is brand image with a coefficient value of 0.089.

4.2. Multiple Linear Regression

Model Summary

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>B</td>
<td>Beta</td>
</tr>
<tr>
<td></td>
<td>1.168</td>
<td>2.046</td>
</tr>
<tr>
<td>1 Product quality</td>
<td>0.076</td>
<td>3.89</td>
</tr>
<tr>
<td>Brand Image</td>
<td>0.089</td>
<td>5.63</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Purchase_Decision

Based on the results of data processing in table 5.12, the following multiple linear regression equation is obtained:

\[ Y = 1.168 + 0.076 X_1 + 0.089 X_2 + e \]

Where:

\( a = 1.168 \), meaning that if the product quality variable \((X_1)\) and brand image \((X_2)\) is equal to 0, then the decision to purchase Indomie Goreng in Rungkut District, Surabaya, will be 1.168.

\( b_1 = 0.076 \), meaning that the product quality coefficient \((b_1)\) is 0.076 indicating that if the product quality variable increases by one unit, it will result in an increase in purchasing decisions of 0.076 with the assumption that the other independent variables (brand image) are constant.

\( b_2 = 0.076 \), meaning that the value of the product quality coefficient \((b_2)\) is 0.089 indicating that if the product quality variable increases by one unit, it will result in an increase in purchasing decisions of 0.089 with the assumption that the other independent variables (product quality) are constant.

4.3. Coefficient of Determination

Table 5.13 Coefficient of Determination Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.613</td>
<td>.605</td>
<td>.554</td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Brand_Image, Product_Quality

Based on table 5.13 it is known that the coefficient of determination \((R \text{ Square}/R^2)\) is 0.613, which means it shows that the influence of product quality and brand image on purchasing decisions is 61.3%. This means that product quality and brand image have a
4.4. Multiple Correlation Coefficient

Table 5.14 Multiple Correlation Coefficient Test Results

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>783</td>
<td>0.613</td>
<td>0.605</td>
<td>0.554</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Brand Image, Product Quality

Based on table 5.14, it is known that the R coefficient value is 0.783, which means it shows that the relationship between product quality and brand image together on purchasing decisions is close or strong and positive.

4.5. Discussion of Research Results

1. Results of Simultaneous Hypothesis Testing (Test F)

   Based on the results of the F test, it is known that F count = 76.689 > F table = 3.09. And it is also known that the significant value is 0.000 <0.05, it can be concluded that the H1 hypothesis is accepted, meaning that each independent variable (product quality and brand image) simultaneously affects the dependent variable (purchase decisions).

   Results of Partial Hypothesis Testing (t-test) Based on the results of the t test, it is known that:

   a. Product Quality variable has a significant influence partially on the Purchase Decision of Fried Indomie in Rungkut District, Surabaya. This is known from the significance level of 0.000 < 0.05, which can be concluded that the hypothesis H2 is accepted, which means that the product quality variable partially has a significant effect on purchasing decisions, and it is known that t count = 5.805 > t table = 1.9847. So it can be concluded that H2 is accepted, meaning that at the 5% significance level the Product Quality variable (X1) has a significant influence on the Purchase Decision variable (Y).

   b. The Brand Image variable has a partially significant effect on the Indomie Goreng Purchase Decision in Rungkut District, Surabaya. It is known from the significance level of 0.000 < 0.05, which can be concluded that the H2 hypothesis is accepted, which means that the brand image variable partially has a significant effect on purchasing decisions, and it is known that t count = 8.401 > t table = 1.9847. So it can be concluded that H2 is accepted, meaning that at the 5% significance level the Brand Image variable (X2) has a significant in-
fluence on the Purchase Decision variable (Y).

5. Multiple Linear Regression Analysis Results

Based on the results of data processing in table 5.12, the following multiple linear regression equation is obtained:

\[ Y = 1.168 + 0.076 X_1 + 0.089 X_2 + e \]

From the regression equation, it is known that the largest regression coefficient value is in the Brand Image (X2) variable, which is 0.089. This means that the Brand Image variable has the most dominant influence on the Indomie Goreng Purchase Decision in Rungkut District, Surabaya.

Product quality has the smallest regression coefficient value of 0.076. This shows that the quality of Indomie Goreng products has less influence on consumers in making purchasing decisions when compared to brand image.

6. The Result of the Coefficient of Determination

Based on the value of the coefficient of determination (R square/R^2) is known to be 0.613, which means it shows that the influence of product quality and brand image on purchasing decisions is 61.3%. This means that product quality and brand image have a strong influence on purchasing decisions.

7. Multiple Correlation Coefficient Analysis Results

Based on the value of the multiple correlation coefficient, it is known that R is 0.783, which means that the relationship between product quality and brand image together on purchasing decisions is close or positive and is 78.3%.

V. CONCLUSION

Based on the results of the discussion in the previous chapter regarding the Effect of Product Quality and Brand Image on the Purchase Decision of Indomie Goreng in Rungkut District, Surabaya, the following conclusions can be drawn:

1. From the results of the f test, it is known that the variables of Product Quality and Brand Image have a simultaneous effect on the Purchase Decision of Indomie Goreng in Rungkut District, Surabaya. It is known that F arithmetic = 76.689 > F table = 3.09. And also a significant value of 0.000 <0.05, it can be concluded that the H1 hypothesis is accepted, meaning that each independent variable (product quality and brand image) simultaneously affects the dependent variable (purchase decisions).
2. From the results of the t test, it is known that:
   a. Product Quality variable has a partial influence on the Purchase Decision of Indomie Goreng in Rungkut District, Surabaya. This is known from the significance value of 0.000 <0.05, and it is known that the value of t count = 5.805 > t table = 1.9847. It can be concluded that H2 is accepted, meaning that at the 5% significance level the Product Quality variable (X1) has an influence on the variable. Purchase Decision (Y).
   b. The Brand Image variable has a partial influence on the Indomie Goreng Purchase Decision in Rungkut District, Surabaya. This is known from the significance value of 0.000 <0.05, and the t-count = 8.401 > t-table = 1.9847. So it can be concluded that H2 is accepted, meaning that at the 5% significance level the Brand Image variable (X2) has a significant influence on the Purchase Decision variable (Y).

3. From the results of multiple regression linear regression analysis obtained the following regression equation: Y = 1.168 + 0.076 X 1 + 0.089 X 2 + e

From the regression equation, it is known that the largest regression coefficient value is in the Brand Image (X2) variable, which is 0.089. Brand Image variable has a significant influence most dominant to the Indomie Goreng Purchase Decision in Rungkut District, Surabaya.

4. From the results of the Coefficient of Determination analysis (R Square/R2) a number of 0.613 shows that simultaneously the two independent variables (product quality and brand image) are able to explain the changes that occur to the dependent variable (purchase decisions) of 61.3%.

5. From the analysis of the multiple correlation coefficient (R) obtained a number of 0.783 which means the relationship between product quality and brand image together on purchasing decisions is close or strong and positive is 78.3%.

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