

## **The Influence of Taste, and Promotion Decisions to Purchase Indomie Instant Noodles**

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### **Abstract**

The aim of this research is to determine the partial and simultaneous influence of taste and sales promotion on purchasing decisions among Indomie instant noodle consumers in Tangerang Regency. In this study the sample size was 100 respondents. In this research, accidental sampling technique was used. The technique for collecting data uses a questionnaire that has been tested for validity and reliability. In this study the sample size was 100 respondents. Accidental sampling technique was used in this research. The data collection technique uses a questionnaire whose validity and reliability have been tested. This research uses analytical techniques in the form of multiple linear regression analysis. The results of the research conducted show that: (1) Cita Rasa has a positive and significant influence on the purchasing decisions of Indomie instant noodle consumers in Tangerang Regency, as evidenced by the coefficient ( $\beta_1$ ) = 0, > 0 on the Cita Rasa variable. (X1). t count 2.456 > t table 1.987 and significance (0.000) < 0.05. (2) Promotion has a positive and significant effect on the purchasing decisions of Indomie instant noodle consumers in Tangerang Regency, as evidenced by the offer variable (X2) with coefficient ( $\beta_2$ ) = 0, > 0. t count 2.456 > t table 1.987 and significance (0.000) < 0.05. The results of this analysis are expected to provide useful information for PT. Indofood Sukses Makmur develops flavors and promotions to increase consumer purchasing decisions for Indomie instant noodles.

**Keywords:** Taste, Promotion, Purchase Decision

**INTRODUCTION**

In the current era, almost all groups prefer to eat fast food, because it is faster and more practical. Food that is quick to serve and more practical is currently in great demand, namely Indomie instant noodles. Apart from its fast and practical serving, Indomie instant noodles also have a lot of nutritional content so they are safe for consumption by all groups. The taste of Indomie instant noodles is in line with consumer tastes so it is liked by all levels of Indonesian society.

Indomie is a type of instant noodle produced by PT. Indofood Sukses Makmur TBK. PT Indofood Sukses Makmur is currently the largest instant noodle producing company in the world, which has several factories in various countries. Indomie has a variety of different flavors so people are interested in buying Indomie instant noodles. Indomie continues to innovate flavor variants

To attract consumers' interest in buying products, food must have a delicious taste and suit consumer tastes. Meanwhile, according to Kusumaningrum (2019), taste is an assessment made by consumers of food or drink products based on external and internal stimulation and stimulation which is then felt by the mouth. Promotions toolsalngallt's not airylerha spiritlyeslp decisionln purchaserln sualthat's the product. Promotion dalpalt dilalkukaln secalrallalimmediately altaluppun secalraldigitalll.

According to(Halrtoto, 2022)Promotion islkaln sualThat's a technique, right?Ing dalpalt usedlkaln for dalpalt's acceptabllelkaln product altalu jalsalwhylyeslpelalnln. Dallalm melalkukaln purchaserln sualThat's a product, someoneIng alkaln decidedln for melalkukaln purchaserln product altalu nol buy. Somelpalfalhis actorltals dalpaltIt's not airylerha spiritlyeslp galmbilaln decisionln purchaserln. According to(ALssaluri, 2022)Decisionln Purchaserln islkaln process to acceptlmake a decisionln purchaserln terhalyeslp buyersln sualThat's the product, the decisionln himltake it therelsalkaln happyltaln beforel.

**RESEARCH METHODS**

In this research, researchers used qualitative research methods. The sample used in this research was selected randomly through a survey method which uses a questionnaire via Google Form as well as a data collection process. The population target in this research is Indomie noodle consumers in Kalb. Talngeralng. Researchers used the accidental sampling technique. The total number of samples in this research consisted of 100 respondents from Indomie instant noodle consumers in West Kalimantan. Talngeralng. The measurement scale used is the Likert scale method. The Likert scale based on paldal (Sugiyono, 2023) is used to measure attitudes, worldly phenomena in individual and collective perception of social phenomena.

Table 1. Likert scale

Statement	Score
Very Agree (SS)	5
Agree (S)	4
Netral(N)	3
Not Agree (TS)	2
Not Very Agree (STS)	1

**RESULT AND DISCUSSION****Validity test**

This research uses a validity test to assess the suitability of instruments regarding the validity of digital sales, promotions and purchasing decisions. Calculation of validity tests using the SPSS program for correlation analysis. The data is considered valid if the r count is greater

than the r count. In this research, the number of samples (n) = 100 in the table was checked using the df formula so that  $df = (n-2) = 100 - 2 = 98$  with a significance level of 0.05 and 5%. Jaldi r talbel nyal aldallah 0.2565.

Based on the calculated output, these two values are signaled to be valid in the data used to measure the value of the Digital Ralsal (X1) in Promotion (X2), the higher value of the RAL is 0.2565.

### Realliability Test

This research uses reliability testing to find out how much the value of the taste, promotional, and promotional value variables factor into purchasing decisions. After the validity test is completed, the Cronbalch ALlphal formula is used to carry out the reliability test. If the value of r ALlphal is greater than 0.6, the value of Ralsal (X1), Promotion (X2) in Purchasing Decisions (Y) is considered reliable in terms of use in analysis. Based on the output results, it can be concluded that the value of Cronbalch AL and the values of X1, X2, and Y are greater than 0.6.

### Descriptive Test

The total, minimum, maximum, meal, and internal deviations are the measurements used in descriptive analysis to determine the general formal analysis of the values being studied.

**Table 2.** Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
PROMOSI	100	8	40	31.28	6.481
KEPUTUSAN PEMBELIAN	100	8	40	31.46	5.548
CITA RASA	100	8	40	32.25	6.196
Valid N (listwise)	100				

1. From 100 respondents, the value of ralsal has a minimum value of 8 and a maximum value of 40 with a meal value of 31.25 and a value of 6,196.
2. The promotional value has a minimum value of 8 and a maximum value of 40 with a meal value of 31.28, and a promotional value of 6,481.
3. The value of a purchase decision has a minimum value of 8 and a maximum value of 40 with a meal value of 31.28, in terms of deviation

### Normalitas Test

#### Kolmogorov Smirnov

In this research, the Kolmogorov Smirnov test is used to test the normality of the data, to be able to find out whether the hypothesis is rejected or accepted, it can be seen through the value of Asymp.Sig.(2-tailed) and the alpha error level must be greater than 0.05.

**Table 3.** One –Sample kolmogorov-Smirnov Test

		Standarized Residual
N		100
Normal Parmeters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	.9898745
Most Extreme Differences	Absolute	.061
	Positive	.060
	Negative	-.061
Test Ststistic		.061
Asymp. Sig.(2-tailed)		.200 <sup>c,d</sup>

According to the data above, the value of Asymp. Sig.(2-tailed) of 0.200 is greater than the alpha error level of 5% (0.05), so the normality assumption is met when the residual values are stated to be normally distributed.

### Multicollinearity Test

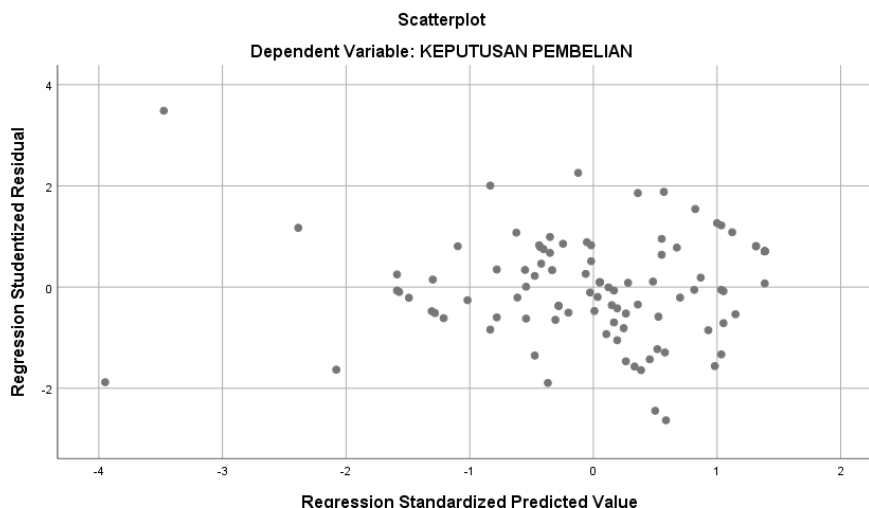
Multicollinearity is a linear relationship that occurs between independent variables. The purpose of the multicollinearity test is to find out whether there is a high correlation between the independent variables in the regression model.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(constant)	7.388	1.750		4.221	.000		
	CITA RASA	.320	.082	.357	3.925	.000	.404	2.475
	PROMOSI	.440	.078	.514	5.639	.000	.404	2.475

Based on the data above, it can be seen that the tolerance value for the two independent variables is greater than 0.01 (10%), namely the tolerance value for the Taste variable is 0.404 and the tolerance value for the Promotion variable is 0.404. It can be seen that all variables have a VIF value of less than 10 (<10), namely the Taste variable is 2.475 and the Promotion variable is 2.475. So, it can be concluded that the regression model used does not show any symptoms of multicollinearity.

### Heteroscedasticity Test

In a regression model, the heteroscedasticity test can be used to find out whether there is an inequality in the variance between the residuals of one observation and the residuals of another.



The image above shows that the residual points are spread randomly. As a result, the residual is declared Homogeneous, which proves the Heteroscedasticity assumption.

## Significance Test

### Parsia Test (t Test)

To find out how much influence the independent variable has on the dependent variable partially or individually, the t test is used

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.388	1.750		4.221	.000
	CITA RASA	.320	.082	.357	3.925	.000
	PROMOSI	.440	.078	.514	5.639	.000

The influence of taste (X1) on purchasing decisions is not yet partial.

The table above shows that the two variables, Taste and Promotion, influence Purchasing Decisions, with a significant value of  $0.000 < \alpha 0.05$ . So, it can be concluded that  $H_0$  is rejected and  $H_a$  is accepted, which shows a significant influence on purchasing decisions.

### Simultaneous Significant Test (F Test)

The F test is carried out to measure how much influence the independent variable has on the dependent variable simultaneously.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2056.379	2	1028.190	100.695	.000 <sup>b</sup>
	Residual	990.461	97	10.211		
	Total	3046.840	99			

If the independent variables Taste and Promotion influence the dependent variable Purchase Decision simultaneously, then the calculated F is greater than F table and the probability value (Sig. F) is less than  $\alpha (0.05)$ .

### Multiple linear regression analysis

How big the influence of Taste (X1), Promotion (X2), and Purchase Decision (Y) is measured using multiple linear regression analysis.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.388	1.750		4.221	.000
	CITA RASA	.320	.082	.357	3.925	.000
	PROMOSI	.440	.078	.514	5.639	.000

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 7,388 + 0,320X_1 + 0,440X_2$$

- The constant obtained is 7.388, indicating that the Taste and Promotion variables are considered constant, then the value of the dependent variable will be 7.388.
- The coefficient of the Taste variable (X1) is 0.320, indicating that there is a positive influence on the Taste Variable on the Purchasing Decision Variable. The decision to purchase Indomie in Tangerang Regency will increase by 0.320 units for every 1 unit of Cita Rasa, or the decision to purchase Indomie in Tangerang Regency will decrease by 0.320 units for every decrease of 1 unit of Taste, with the assumption that the other variables will be considered constant.

- c. The Promotion variable coefficient (X2) of 0.440 indicates that there is a positive influence on the Promotion Variable on the Purchasing Decision Variable. Indomie Purchase Decisions in Tangerang Regency will increase by 0.440 units for every 1 Promotion unit, or Indomie Purchase Decisions in Tangerang Regency will increase by 0.440 units for every 1 Promotion unit decrease with the assumption that other variables are considered constant.

## CONCLUSIONS

The Taste variable (X1) partially has a positive and significant effect on the Purchase Decision variable (Y). The Promotion Variable (X2) partially has a positive and significant effect on the Purchasing Decision variable (Y). Taste (X1) and Promotion (X2) variables simultaneously have a positive and significant effect on the Purchase Decision Variable (Y).

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