

**The Influence Of Flavour, Price And Brand On Consumer Purchasing
Decision Buying Mi Goreng Indomie In Alfamart And Indomaret Districts
Ambulu, Regency Jember**

**Eres Marsestia Habiba
Department of Management Agroindustry
Majoring of Agribusiness Management
marsestiae@yahoo.com**

ABSTRACT

This study aimed to determine the influence of consumer behavior on purchasing decisions Mi Goreng Indomie in District Ambulu Jember. In this study reveals the influence of factors Taste, Price and Brand either simultaneously or partially, as well as the significant factors that influence purchasing decisions Mi Goreng Indomie in District Ambulu, Jember.

This research used purposive sampling with 60 respondents, who bought Mi Goreng Indomie in District Ambulu. The analysis technique used primarily in this study is multiple regression analysis. The results showed that the variables Taste (X_1) = (0.009) significantly influence purchasing decisions, variable Brand = (0.00) significant influence purchasing decisions, variable Price (X_2) = (0.418) no significant effect on consumer decisions buying Mi Goreng Indomie in Alfamart and Indomart Districts Ambulu, Jember.

Keyword : Taste, Price, Brand, Purchase Decision