

ABSTRACT

Food is one of the staples in human beings, without strong human food will not undergo activity. There is a wide variety of food manufacturing process, including the various stages or by way of instant one of them is instant noodles. Therefore, the authors take instant noodles as a research object in particular product and brand Indomie Noodles Sedap.

Indomie noodles and Sedaap is one brand of instant noodles were the most popular among consumers, many consumers purchase and consume the two brands of instant noodles. Many ways to use the two brands to introduce its products to consumers by looking at purchasing decision as Determinant Factors Analysis of Purchasing Decisions Instant Noodle in Bandung in 2016. The purchase decision is made to compare between the instant noodle and noodle Sedaap the most influential in purchasing decisions of consumers.

In this research is quantitative method performed. The population in this study is the city of Bandung where sampel used by 100 respondents. Indomie including the most determinant factor, because many people who like indomie terms of quality flavors, packaging, advertising, promotions and unique flavors.

Keywords: *determinants, purchasing decisions*