

ABSTRACT

Indonesia ranks the second largest instant noodle consumer in the world during the 2019 calendar, with a total consumption of 12.6 billion packs of instant noodles in a year. Wings Food issued Mie Sedaap Korean Spicy Chicken and Korean Spicy Soup by taking advantage of the phenomenon of South Korean culture that entered Indonesia. This study aims to determine the effect of advertising, taste, price and brand ambassador of Mie Sedaap Korean Spicy Chicken on consumer purchasing decisions.

The research method used is associative quantitative. The population in this study were students and university students in the city of Bandung. The population consisted of 240,662 students in the age range 15-19 years and 20-24 years old and with a standard error of 10% the sample was 100 people. This study uses multiple linear regression analysis.

This study found that the variables of advertising, taste, price and brand ambassador of Mie Sedaap Korean Spicy Chicken had a significant positive effect on consumer purchasing decisions, either partially or simultaneously. Advertising as part of promotion serves to assist consumers in recognizing, remembering and evaluating a product which will then influence the purchase decision of a product. Taste is able to affect the quality of food will produce an acceptable taste so that it can influence consumer purchasing decisions. If the price of a product is relatively higher than the price of a competitor's product, consumers can eliminate a product from their consideration. Brand ambassadors have attractiveness in the form of physicality, achievement, personal life style, confidence in convincing others about the products they promote.

Keywords: Advertisement, Taste, Price, Brand Ambassador, Purchasing Decisions