

ABSTRACT

Many types of food and beverages are favorites for the Indonesian people. One of them is Mie. Noodles are processed food products that are in great demand by the Indonesian people. Various processed dishes made from noodles are also widely found in Indonesia, ranging from traditional dishes to many variants and creative ideas of more contemporary noodles-based dishes. Mie Gacoan is one of the restaurants in Indonesia that makes Mie products its main mainstay menu that serves Mie variants with different levels of spiciness. From some of the answers that the author has obtained from the pre-survey questionnaire that was conducted, the variables of this study are product quality and promotion on the purchase decision of Gacoan noodles at the Mansyur branch of Medan City.

Using quantitative research and Likert scale as a measure, this study aims to determine the influence of product quality and promotion on the desire to buy gacoan noodles. This study utilizes the consumers of the Mansyur branch of gacoan in the city of Medan, which consists of 140 respondents. This research method uses simple linear regression, which is processed using Windows SPSS 23.

Based on the results of the eating determination coefficient test, the results of this study show that there is an influence on the variables of Product Quality and Promotion on Consumer Purchase Decisions of Mie Gacoan Mansyur Branch, Medan City by 26.1%. Therefore, the quality of the Product and the Promotion simultaneously have a significant influence on the Purchase Decision.

Keywords: Production Quality, Promotion, Purchasing Decision