

Several sustainable economic psychology factors that influence purchasing decisions in the noodle food service business

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Abstract

Background - Noodles are a favorite food of Indonesians. On average, Indonesians consume them almost every day as a substitute for rice as a staple food. Various noodles served include chicken noodles, Aceh noodles, instant noodles, pecel noodles, Medan noodles, fried noodles, boiled noodles. These noodle dishes attract consumers and customers who have several factors that influence the buyer's decision.

Purpose - This study purposes to analyze the influence of sustainable economic psychology factors including product quality, brand image, price perception and service quality on the purchase decision of Mie Gacoan Tajur.

methodology - The sampling technique was purposive random sampling with a sample size of 100 people. Data collection by giving several questionnaires to consumers after consuming and wanting to go home from Mie Gacoan. The analysis techniques used were validity test, reliability test, F test, determination coefficient test, multiple linear regression analysis and t test.

Findings - The results of the study showed that the factor had a positive and significant effect on the purchase decision. While price perception had a negative and insignificant effect on the purchase decision in the noodle food service business. The Scientific Observation Method is something in situations that arise unintentionally. But with a Scientific/Spontaneous process. The Observation Method in psychology is widely used to study behavior, especially on objects whose cases are to be raised.

Originality - Brand image and price perception simultaneously have an effect positive and significant on the decision to purchase noodles 2. Product quality has a positive and significant effect on the decision to purchase noodles 3. Price perception has a positive and significant effect on the decision to purchase noodles. Service quality has a positive and significant effect on purchasing decisions. 4. e variable that has the most dominant effect in this study is the brand image variable, where the standardized Coefficient Beta value on the brand image variable is greater than other variables.

Keywords: Business, Food, Service, Sustainable economic psychology factors
