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Factors that Influence Student Decisions in Purchasing Instant Noodle Products of The Sedaap "Goreng" Brand at Jember State Polytechnic

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ABSTRACT

This research reveals the influence of consumer behavior, especially students, on purchasing decisions, namely by analyzing the factors that influence students' decision to purchase Sedaap "Fried" Brand Instant Noodles. This research reveals the influence of cultural, social, personal, psychological factors and marketing strategies both jointly and partially, and is also equipped with factors that have a dominant influence on purchasing decisions for the Sedaap "Goreng" Brand Instant Noodles, especially at the Jember State Polytechnic. The analytical tool used in this research is multiple linear regression analysis. Overall, the results of this research can be concluded that cultural, social, personal, psychological factors and marketing strategies jointly influence consumer decisions in purchasing Sedaap "Fried" Brand Instant Noodles. Partially, cultural, social, psychological and marketing strategy factors have a significant influence on the partial test. The factor that has the most dominant influence on purchasing decisions for the Sedaap "Fried" Brand Instant Noodles is the marketing strategy factor.

Keywords — Consumer Behavior, Purchasing Decisions, Sedaap Brand, Instant Noodles

1. Introduction

Technological and industrial developments have an impact on human life, especially the business world today. Apart from that, the many businesses that have sprung up, both small and large companies, have an impact Intense competition between companies both similar and dissimilar. Therefore, marketing is one of the activities carried out in the face of competition, business development and to gain profits, so that companies can develop their products, set prices, hold promotions and distribute goods effectively. In general, companies experience difficulty in monitoring, understanding and analyzing consumer behavior appropriately and correctly, considering the many factors that influence consumer behavior and the differences in behavior for each individual. Thus, companies are required to be able to monitor changes in consumer behavior, including consumer behavior in getting or choosing products.

Instant noodle products, as is known, are one of the fast food products that are becoming more and more popular with the public because of their ease of serving. Likewise, for students, most of whom live far from their parents, this product is fast food that is commonly consumed because of its affordable price, easy availability and long-lasting nature. The increasing number of instant noodles on the market means that consumers have the freedom to choose the brand that suits their wishes. Therefore, it is necessary for companies to analyze the behavior of instant noodle consumers to find out their purchasing patterns. With so many instant noodle brands on the market, it will encourage companies to compete for potential consumers through various appropriate strategies, for example changing packaging, color, aroma, promotion and price.

Furthermore, producers in distributing their products to the consumer market try to ensure that their products are accepted according to what consumers want.

Mie Sedap is an instant noodle product that is quite popular among the public. Especially for students, most of whom live far from their parents, instant noodle products are fast food. This is because apart from being practical, instant noodles are relatively cheap, easy to obtain, easy to serve and long-lasting and available in a variety of flavor choices.

Companies usually experience difficulties in monitoring, understanding and analyzing consumer behavior accurately and correctly, considering the many factors that influence consumer behavior and the differences in behavior for each individual. Thus, companies are required to be able to monitor changes in consumer behavior, including consumer behavior in getting or choosing products.

Consumer diversity in meeting daily needs can be influenced by various factors both from within the consumer and outside the consumer. Several factors that can influence consumer behavior include cultural, social, personal, psychological factors and marketing strategies.

2. Method

This research was conducted to determine the influence of consumer behavior factors on purchasing decisions for Sedaap Goreng brand instant noodle products at the Jember State Polytechnic. In accordance with the objectives of this research, the research design used here is a survey research type.

The survey method was used to collect information from respondents using questionnaires. Generally, the meaning of survey is limited to research where data is collected from a sample of the population to represent the entire population. In contrast to a census where information is collected from the entire population, survey research is research that takes samples from a population and uses questionnaires as the main data collection tool (Singarimbun, 1995:3).

Population is a generalized area consisting of subjects/objects that have certain qualities and characteristics determined by the researcher to be studied and conclusions drawn. So population is not only people, but also objects and other natural objects. Population is also not just the number of objects/subjects being studied but includes all the characteristics/attributes possessed by the subjects or objects being studied (Sugiyono , 200 7:57).

The population in this study were all regular students of the Jember State Polytechnic, in this case the total number of regular active students of the Jember State Polytechnic was obtained:

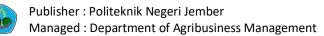Table 1.   Number of Active Students at Jember State Polytechnic in 2011/2012

Semester	Number of Students
1	956
3	765
5	494
7	119
Amount	2335

Source: Jember State Polytechnic Student Affairs Section (12 January 2021)

The sample is part of the number and characteristics of the population. If the population is large and it is not possible for the researcher to study everything in the population, then the researcher can use samples taken from that population. For this reason, samples taken from the population must be truly representative (Sugiyono , 200 7:58).

The population in this study were all regular students of the Jember State Polytechnic regular program who had the habit of consuming fried Sedaap brand instant noodle products , because the population size cannot be known exactly how many there are, therefore it is difficult to find the exact population size.

The sampling method in this research is accidental sampling. (Sugiyono, 2007:62) said, accidental sampling respondents are anyone who meets by chance and is deemed suitable as a data source. This research includes regular Jember State Polytechnic students who buy and consume instant noodle products from the Sedaap Goreng brand . According to Singarimbun (1995:171), it is recommended that the minimum sample size be 30 respondents, with a minimum number of 30 respondents, the value distribution will be closer to the normal curve. The number of samples determined in this research was 100

respondents considering limited time, funds and energy.

The research location was Jember State Polytechnic where questionnaires were distributed to students who had consumed instant noodle products from the Sedaap Goreng brand through initial interviews conducted by the author.

The variables used in this research are the independent variable and the dependent variable. The independent variables in this research are cultural, social, personal, psychological marketing strategy variables. And the dependent variable is: purchasing decisions. Variable indicators are as follows:

Culture (x_1), is an independent variable that influences the decision to purchase instant noodle products from the Sedaap Goreng brand at the Jember State Polytechnic, Social (x_2), is an independent variable that influences the decision to purchase instant noodle products from the Sadaap Goreng brand at the Jember State Polytechnic, Personal (x_3), is an independent variable that influences the decision to purchase instant noodle products from the Sadaap Fried brand at the Jember State Polytechnic,

Psychology (x_4), is an independent variable that influences the decision to purchase instant noodle products from the Sedaap Goreng brand at the Jember State Polytechnic, Marketing Strategy (x_5) is the independent variable that influences the decision to purchase instant noodle products from the Sedaap Goreng brand at Jember State Polytechnic. Purchasing decision (y), is the only dependent variable that is influenced by cultural, social, personal, psychological and marketing strategy factors in purchasing branded instant noodle products. delicious fried food at Jember State Polytechnic.

The main instrument used in this research was a questionnaire given to consumers of Sedaap Goreng brand instant noodle products. A questionnaire is a data collection technique that is carried out by giving a set of questions or written statements to respondents to answer. The function of the questionnaire itself in marketing research is as an instrument for obtaining information that is relevant to the research objectives and has a high level of reliability and validity (Ariestonandri, 2006: *71*).

Scoring in this questionnaire is using a Likert scale system, namely:

Strongly Disagree : score 1
Disagree : score 2
Agree : score 3
Strongly Agree : score 4

The research location is the place where researchers carry out activities to obtain the necessary data. Determining the research location was purposive, namely selecting the research location deliberately based on the objectives to be achieved in this research. The research location taken was the Jember State Polytechnic campus.

Data collection in this research used primary data. The method aims to collect data related to problems in the field obtained from written information or literature.

The data collection technique used in this research is by using the following method.

Primary data :

Interviews, According to Singarimbun and Effendi (1995:192) interviews are a process of interaction and communication. In this process the interview is determined by several factors that interact and influence the flow of information. These factors are the interviewer, the respondent, the research topic stated in the list of questions, and the interview situation.
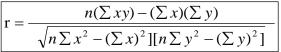
a questionnaire is a data collection tool which will later be processed. Please submit the completed questionnaire for this research immediately to the supervisor.

Documentation, used to obtain secondary data originating from written research evidence. For example, the documentation used in this research is photos which can support this research. This documentation method is used to obtain secondary data.

The data analysis method is a method in the form of formulas that can be used to analyze the data that has been collected. The data analysis used in this research is multiple regression analysis with validity and reliability testing
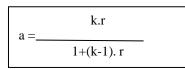
- Validity test

Formula:

$$r = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{n \sum x^2 - (\sum x)^2][n \sum y^2 - (\sum y)^2]}}$$

(Ariestonandri, 2006:88)
Information :
r = correlation value (comparison test with critical table
   r value)
n = number of respondents
x = respondent's answer score per question
y = total score of answers to all questions for a respondent

- Reliability Test

$$a = \frac{k.r}{1+(k-1).r}$$

Where :
k = number of items
$\overline{r}$ = average correlation between items

The data analysis used in this research is multiple linear regression analysis with the F test and t test, where in this research the calculation technique is assisted using SPSS Windows software. According to Rangkuti (1982:162) the formula for multiple linear regression analysis is as follows:

$$y = a + b_1 x_1 + b_2 x_2 + b_3 x_3 + b_4 x_4 + b_5 x_5 \ldots \ldots e$$

information :
y = dependent variable (decision purchase)
a   = Constant
b_1, b_2, b_3, b_4, b_5 = regression coefficients
e   = confounding variable
x_1, x_2, x_3, x_4, x_5 = independent variables

The coefficient of determination is used to measure how far the model's ability to explain variations in the dependent variable. The value of the determinant coefficient is between zero and one. If there is only one independent variable then R^2 is used, but if there is more than one independent variable then *adjusted* R^2 is used, thus this measurement uses *adjusted* R^2. For every additional independent variable, R2 [will] definitely increase no matter whether that variable has a significant effect on the dependent variable. Meanwhile, the *adjusted R* value [is 2] can increase or decrease if one dependent variable is added to the model.

$$Adjust\_R\_square = \frac{1-(n-1)}{(n-k)(1-R^2)}$$

Information :
R^2 = Coefficient of multiple determination
n = Number of respondents
k = Number of independent variables

F test analysis is used to test whether or not there is an influence of the independent variables consisting of (culture, social, personal, psychology and marketing strategy) together on the dependent variable (purchasing decisions). Where the F test formula according to Rangkuti (1982:165) is as follows:

$$F = \frac{R^2/k}{(1-R^2)\ (n-k-1)}$$

Information:
F = simultaneous testing
R^2 = coefficient of multiple determination
k = number of independent variables
n = number of samples

By comparing the calculated F (F_h) with the F table (F_t) at α= 0.05 if the calculation results show: If $f_{hit} \geq f_{tab}$ then Ha is accepted. This means that the variations of the regression model have succeeded in explaining the variations in the independent variables as a whole, to what extent their influence on the dependent variable (dependent variable), if $f_{hit} < f_{tab}$ then Ha is rejected. This means that the variation of the regression model is not successful in explaining the independent variation as a whole, to what extent it influences the dependent variable (dependent).

The second way is by comparing the calculated F hit probability value with a level of significance (α) of 0.05. If the calculation results show:

The probability value of F hit < level of significance (α) 0.05 then Ha is accepted. This means that the independent variable (x) partially has a significant effect on the dependent variable (y), the probability value of F hit > level of significance (α) 0.05 then Ha is rejected. This means that the independent variable (x) partially has no significant effect on the dependent variable (y).

T test analysis is used to determine how far each independent variable influences the dependent variable. The t test formula according to Rangkuti (1982:166) is:

$$t = \frac{b_k}{Sb_k}$$

Information :
t = individual testing
bk = Partial Correlation
Sbk = Number of Samples

through the t test by comparing the $_{calculated}$ $_t$(t $_h$) with the t $_{table}$(t $_t$) at α0.05. If the calculation results show: t $_h \geq$ t $_t$ then Ha $_{is}$ accepted . This means that variations in the independent variable can explain the dependent variable (dependent variable) and there is an influence between the two variables being tested, t $_h <$ t $_t$ then H $_a$ is rejected. This means that variations in the independent variable cannot explain the dependent variable (dependent variable) and there is an influence between the two variables being tested.

The second way is by comparing the calculated t $_{hit\ probability\ value}$ with *a level of significance (α)* of 0.05. If the calculation results show: The t $_{hit\ probability\ value}$ < *level of significance (α)* 0.05 then Ha $_a$ is accepted. This means that the independent variable (x) partially has a significant effect on the dependent variable (y), The t $_{hit}$ probability value > *level of significance (α)* 0.05 then Ha $_{is}$ rejected. This means that the independent variable (x) partially has no significant effect on the dependent variable (y).

3. Discussion

Table 2. Multiple Linear Regression Analysis Between Independent Variables (x 1 , x 2 , x 3 , x 4 and x 5) and Dependent Variable (y)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.252	.894		.282	.779
	x$_1$	.270	.084	.248	3.215	.002
	x$_2$	.165	.072	.170	2.300	.024
	x$_3$	.139	.048	.209	2.909	.005
	x$_4$	.259	.070	.260	3.703	.000
	x$_5$	.173	.041	.328	4.244	.000

sumber : Lampiran 4
a. Dependent Variable: total y

Based on the results of calculations using SPSS 17.0 shown in table 1.2, the multiple linear regression equation is:

Y =0.252 + 0.270x $_1$ + 0.165x $_2$ + 0.139x $_3$ + 0.259x $_4$ +0.173x $_5$ +e

A detailed explanation of the multiple linear regression equation above is as follows:

Constant value of 0.252 unit
A positive constant has the meaning that if there are no cultural level factors (x $_1$), social (x $_2$), personal (x $_3$), psychological (x $_4$), and marketing strategy (x $_5$) then the value of the purchasing decision (y) is 0, 252 . So this shows that there are cultural factors (x $_1$), social (x $_2$), personal (x $_3$), psychological (x $_4$) and marketing strategy (x $_5$). equals 0 (zero), then the consumer's purchasing decision remains at 0.252

The Culture Coefficient value (x $_1$) is 0.270 unit
The culture coefficient (x $_1$) has a positive value of 0.270 units , meaning that for every increase in culture by one unit there will be an increase in purchasing decisions by 0.270 units .

The Social Coefficient value (x $_2$) is 0.165 units
The social coefficient (x $_2$) has a positive value of 0.165 unit, meaning that for every increase in social factors by one unit there will be an increase in purchasing decisions by 0.165 unit.

The Personal Coefficient value (x $_3$) is 0.135 units
The personal coefficient (x $_3$) has a positive value of 0.135 unit, meaning that an increase in personal factors by one unit will result in an increase in purchasing decisions by 0.135 unit.

The Psychological Coefficient value (x $_4$) is 0.259 units
The psychological coefficient (x $_4$) has a positive value of 0.259 unit, meaning that an increase in psychological factors by one unit will result in an increase in purchasing decisions by 0.259 unit.

The marketing strategy coefficient value (x $_5$) is 0.173 units
The psychological coefficient (x $_5$) has a positive value of 0.173 unit, means that the marketing strategy factor increases by one unit, there will be an increase in purchasing decisions by 0.173 unit.

Determination Coefficient Analysis (*Adjusted* ^{R2})

The coefficient of determination (R^2) is used to determine the contribution of the coefficient of the independent variable , namely culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) to the dependent variable, namely decision purchases (y) together can be found using SPSS version 17.0 calculations which are presented in table 1.3

Table 3. Analysis of the Coefficient of Determination (*Adjusted R2* $^{)}$ *between* Variables independent (x_1,x_2,x_3,x_4,x_5) with Dependent Variable (y)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781ª	.610	.589	.67096

a. Predictors: (Constant),x_5,x_4,x_3,x_2,x_1

adjusted R^2 coefficient of determination value is 0.589 or 58.9%. This means that changes in the purchasing decision dependent variable (y) are caused by changes in the independent variables, namely culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) only amounting to 58.9%. Meanwhile, 41.1% is influenced by factors not included in the model according to Kotler and Armstrong (2008:177), namely:

Satisfaction is a person's feeling of joy or disappointment that arises after comparing the performance (results) of the product in question against the expected performance. Quality is the totality of features and properties of a product or service that influence its ability to satisfy stated or implied needs. *A* brand is a name, term, sign, symbol, design or combination of all of these, which shows the identity of the maker or seller of a product or service.

Hypothesis Test I (F Test)

This test is intended to determine the influence of the independent variables culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) on the dependent variable purchasing decisions (y) simultaneously. or together, testing simultaneously or jointly using a significance level of 0.05 or 5% with a confidence level of 0.95 or 95%. If the $F_{hit\ value}$ is greater than F_{tab}, then all independent variables together have a significant effect on the dependent variable (y). On the other hand, if the value of F_{hit} is smaller than F_{tab}, then all independent variables have no significant effect on the dependent variable. And if the probability value F is greater than *the level of significance* (α = 0.05), then all independent variables have no significant effect on the dependent variable, conversely if the probability value F is smaller than *the level of significance* (α = 0.05), then all independent variables have a significant effect on the dependent variable. The results of the F test can be seen in table 5.5

Table 4. F Test Results on Simultaneous Regression Coefficients

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	66.243	5	13.249	29.429	.000ª
	Residual	42.317	94	.450		
	Total	108.560	99			

a. Predictors: (Constant), x_5, x_4,x_3,x_2,x_1
b. Dependent Variable: total y

Based on table 1.4 above, it can be concluded that the results of the regression analysis obtained an $F_{hit\ value}$ of 29.429, which shows that the $F_{hit\ value}$ is greater than the F_{tab} of 2.46, which means that the cultural variables (x_1), social (x_2) , personal (x_3), psychological (x_4), and marketing strategy (x_5) simultaneously influence purchasing decisions (y). $F_{tab\ data}$ can be seen in attachment 6.

Based on table 5.6, cultural (x_1), social (x_2), personal (x_3), psychological (x_4), and marketing strategy (x_5) variables simultaneously influence purchasing decisions (y) which have a significant value of 0.000. means smaller than *the level of significance* (α = 0.05), it can be concluded that culture (x_1), social (x_2), personal (x_3), psychological (x_4), and marketing strategy (x_5) are simultaneously has a significant effect on purchasing decisions (y).

Hypothesis Test II (t Test)

The partial regression coefficient test is used to test the regression coefficient of each independent variable, namely cultural (x_1), social (x_2), personal (x_3), psychological (x_4)

and marketing strategy (x_5) , does it have a partial influence on purchasing decisions (y). Partial testing uses a significance level of 0.05 or 5% with a confidence level of 0.95 or 95%. If the t $_{hit\ value}$ is greater than t $_{tab}$, the independent variable has an effect on the dependent variable. Conversely, if the t $_{hit\ value}$ is smaller than the t $_{tab}$ value , then the independent variable has no effect on the dependent variable. The t test results can be seen in table 5.6

Table 5. Results of the t test on partial regression coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.252	.894		.282	.779
	X1	.270	.084	.248	3.215	.002
	X2	.165	.072	.170	2.300	.024
	X3	.139	.048	.209	2.909	.005
	X4	.259	.070	.260	3.703	.000
	X5	.173	.041	.328	4.244	.000

sumber : Lampiran` 4
a. Dependent Variable: total_y

Based on the results of multiple linear regression analysis in table 1.5 it can be explained as follows:

The independent variable culture (x_1), has a t $_{hit\ value}$ of 3.215, indicating that t $_{hit}$ is greater than t $_{tab}$ of 1.984, so it can be said that the cultural variable (x_1) has a significant influence on the decision of instant noodle brand fried sedaap (y).

The social independent variable (x_2), has a t $_{hit\ value}$ of 2,300, indicating that t $_{hit}$ is greater than t $_{tab}$ of 1.984, so it can be said that the social variable (x_2) has a significant influence on the decision to purchase the Sedaap Goreng instant noodle brand (y) .

The independent variable personal (x_3) has a t $_{hit\ value}$ of 2.909, indicating that t $_{hit}$ is greater than t $_{tab}$ of 1.984, so Ha can be said that personal (x_3) has a significant influence on the decision to purchase instant noodle brand fried sedaap (y) .

The independent variable psychological (x_4) has a t $_{hit\ value}$ of 3.703, indicating that t $_{hit}$ is greater than t $_{tab}$ of 1.984, so it can be said that psychology (x_4) has a significant influence on the decision to purchase the Sedaap Goreng instant noodle brand (y).

The independent variable marketing strategy (x_5) has a t hit value of $_{4,244}$ indicating that t $_{hit}$ is greater than t $_{tab}$ of 1.984, so it can be said that marketing strategy ( ).

The t $_{tab\ data}$ can be seen in Appendix 7.

Based on the results above, it can be seen that the marketing strategy variable (x_5) is the most dominant variable among the other variables in influencing the decision to purchase the Sedaap Goreng instant noodle brand.

Based on the results of research conducted at the Jember State Polytechnic regarding the influence of culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) on the decision to purchase the Sedaap Goreng instant noodle brand (y) is that simultaneously it turns out to influence the decision to purchase the Sedaap Goreng instant noodle brand . This shows that consumer purchasing decisions depend on consumer behavior factors consisting of cultural , social , personal , psychological and marketing strategies . Likewise, the partial test of all the variables that I chose in conducting research had a significant effect on purchasing decisions.

Cultural variables have a significant influence on purchasing decisions for the Sedaap Goreng instant noodle brand . The respondents I studied were students whose social classes were different, namely in terms of income, in this case the pocket money they got from their parents, even though there was a difference in the amount of pocket money they got, the students still chose the Sedaap Goreng brand of instant noodles . Students consume instant noodles from the Sedap Fried brand because the Sedap Fried instant noodles are suitable for the students' monthly pocket money. So the cultural factors in determining the purchase of Sedap Goreng instant noodles influence these students. This is in accordance with research by Hery Kurniawan, (2006) entitled "Analysis of Factors that Influence Consumers in Making Decisions to Purchase Sedaap Brand Instant Noodle Products".

Social variables include family group, influence from friends and suitability of the product to the needs of boarding school children. in this research it has a significant influence. Because the respondents, in this case, the students studied, were mostly boarding school

students who lived far from their parents and family, so when making decisions to purchase instant noodle products from the Sedap Goreng brand, they were influenced by family factors. Jember State Polytechnic students who are respondents and consumers of the Sedap Goreng instant noodle brand, buy this product not based on their role as students but rather they consume it based on need. So the family group which is an indicator of social variables influences the decision to purchase the Sedap Goreng brand of instant noodles. This is in accordance with research by Hery Kurniawan, (2006) entitled "Analysis of Factors that Influence Consumers in Making Decisions to Purchase Sedaap Brand Instant Noodle Products".

variables in this research also have a significant influence on the decision to purchase the Sedap Goreng brand of instant noodles. So in this case what needs to be paid attention to and improved by companies or producers to increase their sales is by always trying to understand the personalities of consumers and potential consumers. This understanding can be through conformity with income, reflection of lifestyle (busy so you don't cook) and healthy living (personality). The respondents I researched, in this case students, decided to buy Sedap Goreng instant noodles based on their simple lifestyle and like practical things . This is in accordance with research by Bebbie Rulita Soelistiariny, (2011) entitled "Analysis of Factors that Influence Consumer Behavior in Purchasing Decisions for Amanda Brownies Products among Consumers of the Abdullah Lubis Branch".

The psychological variables in this research also have a significant influence, because each student has the same perception of all instant noodle products from the Sedap Goreng brand. Respondents in this study believed that students who consumed the Sedap Goreng brand of instant noodles were not influenced by the advertisements presented by the instant noodles. Because students think that advertisements for instant noodles from various brands basically have the same goal, namely to encourage viewers to buy the product. So the students here are not too influenced by the advertisements broadcast by the instant noodle company brand Sedap Goreng. This is in accordance with research by Soelistiariny, Bebbie Rulita (2011). Title "Analysis of Factors that Influence Consumer Behavior in Purchasing Decisions for Amanda Brownies Products for Consumers at Abdullah Lubis Branch". The results of research based on multiple linear regression analysis show that cultural, social, personal and psychological variables have a positive and significant influence on the decision to purchase Brownies Amanda products among consumers at the Abdullah Lubis branch. Meanwhile, partially personal and psychological variables have the greatest influence on the decision to purchase Amanda's Brownies products for consumers at the Abdullah Lubis branch.

Meanwhile, the marketing strategy variable has a significant and dominant influence on purchasing decisions for the Sedaap Goreng instant noodle brand . So in this case what needs to be paid attention to and improved by companies or producers to increase their sales is by always trying to understand marketing strategies. This understanding can be through products, prices, promotions and distribution as well as the current economic situation. The respondents I researched, in this case students, decided to buy the Sedaap Goreng brand of instant noodles based on the cheap price and the products can be found everywhere. Students tend to choose the fried Sedaap brand of instant noodles rather than having to bother cooking rice for consumption. Their income (pocket money) which they get from old money tends to be limited so students prefer to buy Sadaap Goreng brand instant noodles rather than having to cook their own rice which will take a long time. This is in accordance with research by Hendra Saputra (2008) with the title " Analysis of the Influence of Marketing Mix Strategy on Purchasing Decisions of Sariwangi Tea Bags by Household Consumers in the City of Medan" stating that the marketing mix strategy consists of product, price, distribution channels and overall promotion. simultaneously have a significant effect. Partially, only one independent variable, namely promotion, has a significant effect on purchasing decisions. The most dominant variable is promotion (53.2%).

The adjusted coefficient of determination R^2 is 0.589 or 58.9%. This means that changes in

the purchasing decision dependent variable (y) are caused by changes in the independent variables, namely culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) only amounting to 58.9%. Meanwhile, 41.1% is influenced by factors that are not included in the model. *The adjusted R^2* coefficient of determination value is 0.589 or 58.9%. This means that changes in the purchasing decision dependent variable (y) are caused by changes in the independent variables, namely culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) only amounting to 58.9%. Meanwhile, 41.1% is influenced by factors not included in the model according to Kotler and Armstrong (2008:177), namely:

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in question against the expected performance. Quality is the totality of features and characteristics of a product or service that influence its ability to satisfy stated or implied needs . Brand *is* A name, term, sign, symbol, design or combination of these, that identifies the manufacturer or seller of a product or service.

4. Conclusion

Based on the results of the research analysis and discussion in the previous chapter, the following conclusions can be drawn: Simultaneous or joint regression testing concluded that cultural (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) has a significant effect on the decision to purchase instant noodle products from the Sedaap Goreng brand (y).

Partial regression testing obtained the following conclusions: Cultural variables (x_1) have a significant influence on purchasing decisions (y), Social variables (x_2) have a significant influence on purchasing decisions (y). Personal variables (x_3) significantly influence purchasing decisions (y), psychological variables (x_4) significantly influence purchasing decisions (y), Marketing strategy variables (x_5) significantly influence purchasing decisions (y).

The most dominant variable in influencing purchasing decisions (y) is the marketing strategy factor (x_5).

The adjusted coefficient of determination R^2 is 0.589 or 58.9%. This means that changes in the purchasing decision dependent variable (y) are caused by changes in the independent variables, namely culture (x_1), social (x_2), personal (x_3), psychological (x_4) and marketing strategy (x_5) only amounting to 58.9%. Meanwhile, 41.1% is influenced by factors that are not included in the model according to Kotler and Armstrong (2008: 177), namely: Satisfaction is a person's feeling of happiness or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance. Quality is The totality of features and properties of a product or service that influence its ability to satisfy stated or implied needs. A brand is a name, term, sign, symbol, design or combination of these, which indicates the identity of the maker or seller of a product or service.

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