

**PENGARUH CITRA MEREK DAN *FOOD QUALITY* TERHADAP MINAT BELI ULANG PADA PRODUK MIE INSTAN INDOMIE (STUDY KASUS PADA KONSUMSI MIE INSTAN MEREK INDOMIE DI KABUPATEN JOMBANG)**

**ABSTRAK**

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Penelitian ini dilatar belakangi oleh peningkatan konsumen mie instan Indomie. Penelitian ini dimaksudkan untuk mengetahui dan menganalisis pengaruh citra merek dan *food quality* produk terhadap minat beli ulang mie instan merek Indomie. Populasi dalam penelitian ini adalah Seluruh konsumen mie instan merek Indomie yang pernah membeli produk mie instan merek Indomie dan berminat untuk membeli ulang. Sedangkan sampel dalam penelitian ini berjumlah 97 orang yang diambil dengan menggunakan teknik *purposive sampling*. Metode analisis data dalam penelitian ini menggunakan analisis regresi linear berganda. Dari hasil penelitian didapati bahwa variabel citra merek dan *food quality* produk berpengaruh positif terhadap variabel minat beli ulang. Kesimpulan dari penelitian ini adalah semakin baik citra merek mie instan merek Indomie, maka akan semakin mendorong minat beli ulang mie instan merek Indomie dan semakin baik *food quality* mie instan merek Indomie, maka akan semakin mendorong minat beli ulang mie instan merek Indomie.

**Kata Kunci : Citra Merek, *Food Quality*, Minat Beli Ulang**

***THE INFLUENCE OF BRAND IMAGE AND FOOD QUALITY ON RE-BUYING INTEREST IN INDOMIE MIE PRODUCTS (CASE STUDY IN CONSUMPTION OF INDOMIE BRAND INSTANT MIE IN JOMBANG DISTRICT)***

**ABSTRACK**

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*This research is motivated by the increase in Indomie instant noodle consumers. This research is intended to find out and analyze the influence of brand image and food quality of products on the interest of repurchasing instant noodles of the Indomie brand. The population in this study were all consumers of Indomie brand instant noodles who had bought Indomie brand instant noodle products and were interested in repurchasing. While the samples in this study were 97 people taken using purposive sampling technique. Data analysis method in this research uses multiple linear regression analysis. From the results of the study it was found that the variable brand image and food quality of the product had a positive effect on the variable repurchase intention. The conclusion of this research is that the better the instant noodle brand image of the Indomie brand, the more it will encourage the interest in repurchasing the Indomie brand instant noodles and the better the food quality of the Indomie brand instant noodles, the more will encourage the interest in repurchasing the Indomie brand instant noodles.*

***Keywords: Brand Image, Food Quality, Repurchase Interest***