The Influence of Price Perception and Product Quality Perception on Indomie Purchasing Decisions in Surabaya

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Abstract

This study aims to identify how the influence of price perceptions and product quality perceptions on purchasing decisions for Indomie in Surabaya . The population of this research is consumers of Indomie products. This research method is quantitative by taking a sample of 88 respondents and distributing questionnaires in the city of Surabaya with the Google Forms. The sample collection technique uses non-probability sampling with purposive sampling method. The sample consists of respondents who live in Surabaya, aged minimum 17 years and over, buyers and consumers who have consumed Indomie . The analysis technique used in this study uses Partial Least Square (PLS). Based on the results of data processing from this study, it can be concluded that the decision for Indomie in Surabaya is positively and significantly influenced by the price perceptions and product quality perceptions variables.

Keywords: Price Perceptions; Product Quality Perceptions; Buying Decision

INTRODUCTION

Today's business world is developing very much fast,many various type need society is one of the factors. With a rapidly developing business world result companies compete with each other to compete to win the competition, either by bring consumer new or maintain consumer long.

The food industry is also developing and innovating. This aims to be able to fulfill the daily needs that are always needed by society, where in this modern era people tend to choose something that is practical and instant. One of the products that Very famous and loved by Indonesian people is instant noodles.

Based on data collected by the World Instant Noodles Association (WINA), Indonesia is ranked second in the world in terms of consuming instant noodles. In 2017 to 2021, the total amount of instant noodles consumed by Indonesian people was 63.590 billion packs, from this it can be seen that Indonesian people like to consume instant noodles.

Instant noodle producers in Indonesia are competing with each other to develop their instant noodle products. From this competition, instant noodle producers innovate with each other in order to survive the competition. Because of this phenomenon, companies try to retain their customers from switching to products from other competitors. One of the well-known instant noodle producers in Indonesian society is Indofood with several instant noodle products such as Sarimi, Supermi and Indomie. Indomie was introduced in 1972. Until now, Indomie has become one of the most famous instant noodle brands in Indonesia and even several other countries.

Indomie instant noodle products can be consumed by teenagers to adults, but Indomie products are not intended for babies and toddlers. Indomie products have a strong spice taste and do not have good nutritional content so they are not suitable for toddlers. Teenagers aged 15-24 years are the largest consumers who consume instant noodle products. If we look at the age of consumers, the highest level of instant noodle consumption is among teenagers aged 15-24 years, that is, we can see that based on 5 generations, it can be said that Indomie is targeting the market more towards "Generation Y (22-36 years) and also Generation Z (7 -21 years).

Table 1 *Top Brand Index* Sub category Instant Noodles in Bag Packaging

Brand	2018	2019	2020	2021	2022
Indomie	77.8%	71.7%	70.5%	72.9%	72.9%
Delicious Noodles	10.2%	17.6%	16%	15.2%	15.5%
Sarimi	4.1%	3.7%	2.3%	2.7%	2.6%
Supermi	4.4%	3.3%	3.8%	3.1%	1.6%

Source: *Top Brand index*

From *Top Brand Index data* shows that Indomie experienced a decline from 2018 to 2022, in 2018 Indomie got a percentage of 77.8% but in 2019 and 2020 Indomie experienced a decline twice, namely 71.7% and 70.5%. Even though it had risen again and remained in the top position. If this is not addressed immediately, it could cause Indomie to decline and allow it to be defeated by competitors such as Mi Sedaap which is right in second place below Indomie.

Table 2 Comparison of prices for instant noodle products at Klik Indomaret

Brand	Price
Indomie Mie Goreng 85g	Rp.3,100
Misedaap Mie Goreng 90g	Rp. 3,100
Sarimi Fried Noodles 125g	Rp. 3,900
Success Kremes Fried Noodles 133g	Rp. 3,900

Source:klik.indomaret.com

Table 3 Comparison of prices for instant noodle products at Bukalapak

Brand	Price
Indomie Mie Goreng 85g	Rp. 3,000
Misedaap Mie Goreng 90g	Rp. 3,000
Sarimi Fried Noodles 125g	Rp. 3,700
Success Kremes Fried Noodles 133g	Rp. 3,500

Source: bukalapak.com

The reason consumers consume instant noodles, apart from being practical and easy to make, is the cheap price. From the table above, Indomie's packaging prices are the same as its competitors, even cheaper than its competitors. But when compared with the suitability of price with content,

Consumer expectations can influence price perceptions. This is very important for Indomie producers because it can influence consumer purchases and preferences. As stated by (Pramudana and Santika, 2018), Price perception *is* related to how information about price

understood completely And give meaning Which in for consumers. Price perception is a consumer's assessment of information from the price of a product or service obtained and the comparison of its size sacrifice Which issued consumers in the form of money with What will obtained. Price affects the level of sales, the level of market share profits that can be achieved by the company.

According to Tjiptono in Putrananda and Agustin (2018) perceived quality is a consumer's assessment of the overall excellence or superiority of the product. Perceived quality is based on consumers' subjective evaluation of the quality of a product. In this case, good and guaranteed product quality is very necessary for consumers to use a product/service. Reporting from selara.id, the lack of new flavor variants at Indomie is getting longer, a weak market defense strategy. It can be seen that Indomie prioritizes product distribution. As a result, when another brand emerged and had new diversity in the midst of the less varied Indomie market, Indomie's position as a market leader faltered.

This also triggers Indomie to no longer produce new flavor variants. Compared to competitors such as MiSedaap which has complete and lots of contents. Just as the addition of crispy fried onions adds flavor, Indomie doesn't provide enough filling like its competitors. Indomie's product quality is quite good as evidenced by data from *the Top Brand Index.* Indomie is ranked first, but on the competitor side, Mi Sedap continues to rise in the *Top Brand Index assessment* from year to year.

Nowadays, most consumers are increasingly critical in consuming a product. Consumers always want to get quality products according to the price they pay, even though some people think that expensive products are quality products. Quality has a direct impact on the performance of both products and services.

This research aims to determine the influence of Price Perception on Indomie Purchasing Decisions in Surabaya and the influence of Product Quality Perceptions on Indomie Purchasing Decisions in Surabaya.

Literature review
Price Perception

According to Kotler and Armstrong in Farikhin (2019) price perception is how consumers see the price of the product or service they purchase according to the benefits they get. In price perception, consumers form their own views about how fair or commensurate the price paid is to the value obtained from the product or service.

According to Peter and Olson (2017), price perception is how price information can be understood by consumers and made meaningful for them. When consumers conduct research on the price of a product, it is greatly influenced by the behavior of the consumer himself.

Price perception (*price perception*) is related to how information about price understood completely And give meaning Which in for consumers. Price perception is a consumer's assessment of information from the price of a product or service obtained and the comparison of its size sacrifice Which issued consumers in the form of money with What will obtained (Primudana and Santika, 2018).

Price perception is measured using indicators according to Tjiptono in Pratiwi (2022) as follows: 1) Price conformity to product quality , 2) Price conformity to benefits , 3) Price conformity to competitiveness .

Perception of Product Quality

According to Tjiptono in Putrananda and Agustin (2018) perceived quality is a consumer's assessment of the overall excellence or superiority of the product. Perceived quality is based on consumers' subjective evaluation of the quality of a product.

According to Asshidin, (Laraswati & Harti, 2022)perceived quality makes consumers evaluate and gives them reasons to buy or use and differentiates a brand from competing brands, so that quality is defined as an assessment of the strength of a product. Perceived quality will vary depending on various factors, such as when consumers will shop and where consumers will purchase or enjoy the product.

Durianto in Wulandari et. al. (2021) explains that perceived product quality is the consumer's impression of a product being consumed regarding the overall quality and superiority of the product in relation to consumer expectations.

Product quality indicators according to Rosmitha (2018) can be measured through five indicators, namely: 1) *Performance* , 2) *Perceived Quality* , 3) Conformance *to Specifications* (Conformance to Specifications) , 4) *Features* (Additional Specials)
5) *Reliability* .

Buying decision

According to Ristanti And Iriani (2020) decision purchase is process Whichexperienced by consumer when will do purchase started from setobjective purchase, looking for alternatives, And on Finally do purchase.

Decision purchase is Wrong One stages in processpurchasing decisions before the post-purchase behavioral process. In entering stage decision purchase, consumer previously has faced on several alternative choices that require consumers to make decisions purchase based on the choices you have made determined (Arfah, 2022).

According to Gunawan (2022) decision purchase is something activity Whichinvolves individuals directly involved in purchasing decisions a product or service desired by consumers.

According to Kotler and Keller in Wina and Harrie (2018), there are five purchasing decision indicators, namely as follows: 1) Product Selection , 2) Brand Selection , 3) Place or Distribution Channel Selection, 4) Purchase Time, and 5) Purchase Amount.

The Influence of Price Perceptions on Purchasing Decisions

According to Mahdi (2018), price perception is a significant element because it represents an extrinsic cue and offers one of the most important forms of information for consumers when making purchasing decisions. In this regard, price perceptions made by consumers can influence their purchasing decisions, where products with low prices make the consumer's decision making process easier. On the other hand, if the price of a product is perceived by consumers as having a high selling price then the decision making process takes quite a long time and requires careful consideration (Anang Firmansyah, 2019).

The Influence of Price Perception is supported by Agus Budi Purwanto & Hendro Budhi Risaputro (2021) inhis research show results that variable perception price influential positive towards the decision to purchase Sari Roti at Indomart in Semarang. And research by (Aris Budiono & Astri Yuliana . 2021) also shows the results that the price perception variable has a positive effect on purchasing decisions at Pizza Hut Delivery Arundina Cibubur.

H1: It is suspected that price perceptions have a positive influence on purchasing decisions for Indomie in Surabaya

The Influence of Perceived Product Quality on Purchasing Decisions

Durianto in Wulandari et. al. (2022) explains that perceived product quality is the consumer's impression of a product being consumed regarding the overall quality and superiority of the product in relation to consumer expectations. Saleem, in (Nugroho, 2020) stated that the higher the quality of a product, the higher the consumer's decision to make a purchase.

Supported by research conducted by Mahendra Supriyat Dinata and Imroatul Khasanah (2022) show results that perception variable product quality influential positive impact on consumer purchasing decisions at Eden International Daily Food, Semarang. Apart from that, research from Adi Sismanto and Desi Hera Anggryani (2022) also shows thisThe result is that the perception of product quality has a positive and significant influence on purchasing decisions at the Parnason Jr Shop, Bengkulu City.

In this case, it can be concluded that the higher and better the product quality, the greater the purchasing decision, and conversely, if the product quality is bad, the purchasing decision will decrease. In this case, the company must pay special attention to the quality of the product, so that people who want to buy and use the product are interested in buying a product whose quality is guaranteed.
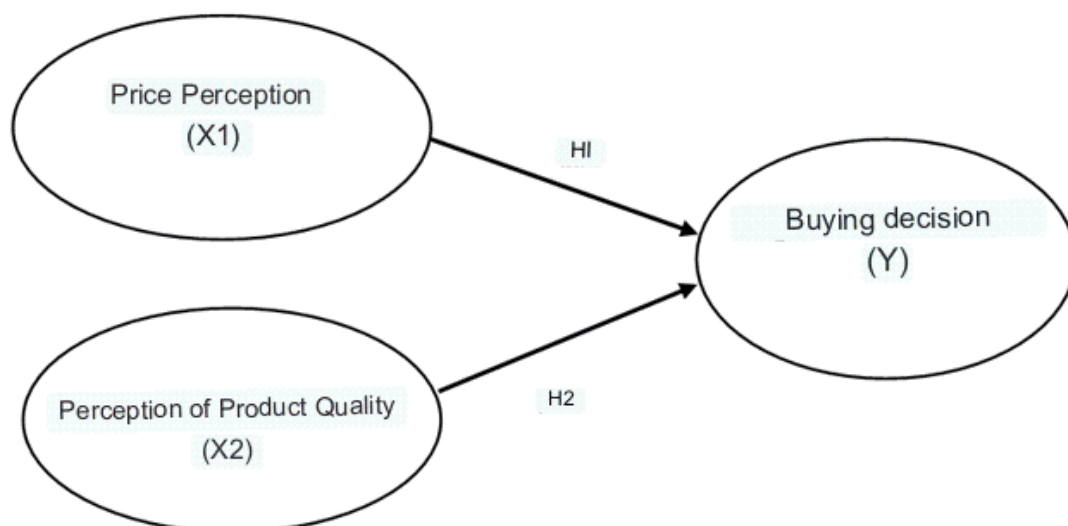
H2: It is suspected that product quality has a positive influence on Indomie purchasing decisions in Surabaya.

Figure 1. Framework Conceptual

RESEARCH METHODS

The population used in this research is all Indomie consumers who have consumed Indomie before. Judging from the numbers, a population with an unknown number is a population consisting of elements whose boundaries are difficult to find. The population in this research are consumers who have purchased Indomie in Surabaya . The sample used in this

research was determined by using a *non-probability* sampling method with the sampling technique used was *purposive sampling* . Determining the number of samples used is in accordance with the guidelines stated by Arizal (2020), namely that the number of samples depends on the number of parameters estimated by the guidelines, which is 5-10 times the number of parameters estimated. In this study there were 11 indicators, so the number of samples used was 8×11 = 88, so in this study a total of 88 respondents were needed to be used as samples.

RESEARCH RESULTS AND DISCUSSION
Data Analysis and Hypothesis Testing
Outer Model Analysis
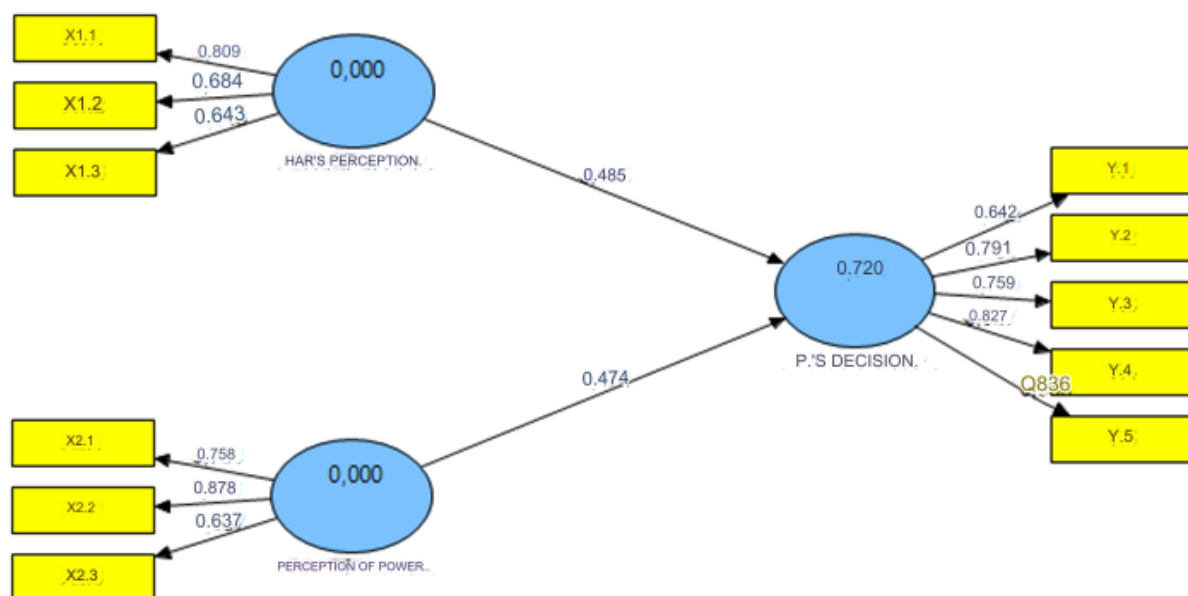
Source: data processing, SmartPLS output
Figure 2 Outer Model with factor loading, Path Coefficient and R- Square

From the PLS output image above, you can see the magnitude of the factor loading value for each indicator which is located above the arrow between the variables and indicators, you can also see the magnitude of the path coefficients which are above the arrow line between the exogenous variables and the endogenous variables. Apart from that, you can also see the size of the R-Square which is right inside the circle of endogenous variables (Purchasing Decision variables) .

The measurement model in this research uses exogenous variables with reflective indicators including the variables Price Perception (X1) and Product Quality Perception (X2), as well as the endogenous variable, namely Purchase Decision (Y). To measure the validity of indicators, one way is to base them on the output of the Outer Loading table, namely by looking at the magnitude of the loading factor value, because in this modeling all indicators are reflective, so the table used is the Outer Loadings output.

Table 4 Outer Loadings (Mean, STDEV, T-Values)

	Loading Factor (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
X1.1 <- PRICE PERCEPTION (X1)	0.808576	0.815906	0.033288	0.033288	24.290645
X1.2 <- PRICE PERCEPTION (X1)	0.684014	0.682536	0.071466	0.071466	9.571175
X1.3 <- PRICE PERCEPTION (X1)	0.643169	0.640473	0.095606	0.095606	6.727311
X2.1 <- PRODUCT QUALITY PERCEPTION (X2)	0.758129	0.760147	0.060672	0.060672	12.495625
X2.2 <- PERCEPTION OF PRODUCT QUALITY (X2)	0.877913	0.876978	0.024863	0.024863	35.309773
X2.3 <- PRODUCT QUALITY PERCEPTION (X2)	0.636950	0.636850	0.122839	0.122839	5.185233
Y.1 <- PURCHASE DECISION (Y)	0.641623	0.638411	0.061341	0.061341	10.459999
Y.2 <- PURCHASE DECISION (Y)	0.790920	0.799043	0.042626	0.042626	18.555029
Y.3 <- PURCHASE DECISION (Y)	0.758666	0.758696	0.066795	0.066795	11.358134
Y.4 <- PURCHASE DECISION (Y)	0.827444	0.823562	0.035971	0.035971	23.003301
Y.5 <- PURCHASE DECISION (Y)	0.835904	0.833636	0.033333	0.033333	25.077048

Source: Processed Data

From the table above, the validity of the indicator is measured by looking at the *Factor Loading Value* of the variable to the indicator, it is said that the validity is sufficient if greater than 0.5 and/or the T-Statistic value is greater than 1.96 (Z value at α = 0.05). *Factor Loading* is a correlation between an indicator and a variable. If it is greater than 0.5, it is considered that its validity is met. Likewise, if the T-Statistic value is greater than 1.96, then its significance is met.

Based on the outer loading table above, all reflective indicators in the variables Price Perception (X1), Product Quality Perception (X2), and Purchase Decision (Y), **show** the *factors loading* (*original sample*) is greater than 0.50 and/or significant (the T-Statistic value is more than the Z value α = 0.05 (5%) = 1.96), thus the estimation results for all indicators have met *convergent validity* or the validity is good.

Measuring the validity of indicators can also be seen from the Cross Loading table, if the factor loading value of each indicator on each variable is greater than the factor loading of each indicator on the other variables, then the factor loading is said to be valid, but if the factor loading value is smaller than the indicator of other variables, then it is said to be invalid.

Table 5 Cross Loading

INDICATOR	PURCHASE DECISION (Y)	PRICE PERCEPTION (X1)	PERCEPTION OF PRODUCT QUALITY (X2)
X1.1	0.658458	0.808576	0.512462
X1.2	0.454159	0.684014	0.289238
X1.3	0.471890	0.643169	0.373383
X2.1	0.566574	0.379943	0.758129
X2.2	0.654370	0.437219	0.877913
X2.3	0.478465	0.490876	0.636950
Y.1	0.641623	0.560456	0.426229
Y.2	0.790920	0.666369	0.558572
Y.3	0.758666	0.596006	0.587645
Y.4	0.827444	0.547090	0.659934
Y.5	0.835904	0.541074	0.640032

Source: Processed Data

From the results of cross loading data processing, all factor loading values for each indicator (shaded) are obtained, both for the Price Perception (X1), Product Quality Perception (X2) and Purchase Decision (Y) variables, showing greater factor loading values. compared with the factor loadings of indicators from other variables, so it can be said that all indicators in this study have fulfilled their validity or have good validity.

Table 6 Average variance extracted (AVE)

	AVE
PURCHASE DECISION (Y)	0.599241
PRICE PERCEPTION (X1)	0.511779
PERCEPTION OF PRODUCT QUALITY (X2)	0.583732

Source: Processed Data

The next measurement model is *the Avarage Variance Extracted (AVE) value* , that is, the value shows the amount of indicator variance contained by the latent variable. Convergent AVE value greater than 0.5 indicates good validity for the latent variable. On variables Reflective indicators can be seen from the *Avarage variance extracted (AVE) value* for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

The AVE test results for the Price Perception variable (X1) are 0.511779 , the Product Quality Perception variable (X2) is 0.583732 , and the Purchase Decision (Y) is 0.599241 , these three variables show a value of more than 0.5 , so Overall, the variables in this research can be said to have good validity.

Table 7 Composite Reliability

	Composite Reliability
PURCHASE DECISION (Y)	0.881161
PRICE PERCEPTION (X1)	0.756948
PERCEPTION OF PRODUCT QUALITY (X2)	0.805340

Source: Processed Data

Construct reliability is measured by the *composite reliability value.* A reliable construct if the *composite reliability value* is above 0.70 then the indicator is said to be consistent in measuring the latent variable.

The Composite Reliability test results show that the Price Perception variable (X1) is 0.756948 , the Product Quality Perception variable (X2) is 0.805340 , and the Purchase Decision (Y) is 0.881161 **,** these three variables show a *Composite Reliability value* above 0, 70 so it can be said that all variables in this study are reliable.

Table 8 Latent Variable Correlations

	PURCHASE DECISION (Y)	PRICE PERCEPTION (X1)	PERCEPTION OF PRODUCT QUALITY (X2)
PURCHASE DECISION (Y)	1.000000		
PRICE PERCEPTION (X1)	0.752250	1.000000	
PERCEPTION OF PRODUCT QUALITY (X2)	0.747367	0.562539	1.000000

Source: Processed Data

In PLS, the relationship between variables or constructs can be correlated with each other, be it exogenous and endogenous variables, or exogenous and exogenous variables as shown in the *latent variable correlations table* above. The relationship between variables has a maximum correlation value of 1, the closer the value is to 1, the better the correlation.

From the *latent variable correlations table* above, the average correlation value between one variable and another shows a moderate average correlation value. The highest correlation value is between the Price Perception variable (X1) and Purchasing Decisions (Y) of 0.752250 . This can also be stated that among the variables in the research model, the relationship between the Price Perception variable (X1) and Purchasing Decisions (Y) shows a stronger relationship than the relationship between other variables, this can also be interpreted that in this research model the high and low levels of Purchasing Decisions are more influenced by the Price Perception variable than the Product Quality Perception variable.

Testing of the structural model is carried out by looking at the R-Square value which is a *model goodness-fit test* . Testing the inner model can be seen from the R-square value in the equation between latent variables. The R^2 value explains how much the exogenous (independent/free) variables in the model are able to explain the endogenous (dependent/dependent) variables.

Table 9 R-square

	R Square
PURCHASE DECISION (Y)	0.719642
PRICE PERCEPTION (X1)	
PERCEPTION OF PRODUCT QUALITY (X2)	

Source: Processed Data

$R2$ value = 0.719642 . This can be interpreted to mean that the model is able to explain the phenomenon of Purchasing Decisions which is influenced by independent variables including Price Perception and Product Quality Perception with a variance of 71.96%, while the remaining 28.04% is explained by other variables outside this research (apart from Price Perception and Perception of Product Quality **)** .

Apart from knowing the value of R2 , the *Goodness of Fit* of the research model can be known from the magnitude of Q2 ^{or} Q -*Square predictive relevance* for structural models, namely to measure how good the observation values produced by the model are and also the estimated parameters. *Q-square* value > 0 indicates the model has *predictive relevance* ; conversely, if the *Q-Square value* ≤ 0 indicates the model lacks *predictive relevance* . *Q-Square* calculations are carried out using the formula:

$Q2 = 1 – (1 – R_1{}^2) (1 – R_2{}^2) ... (1- R_p{}^2)$ where $R_1{}^2$, $R_2{}^2$ ... $R_p{}^2$ is *the R-square* of the endogenous variable in the model equality. The quantity Q^2 has a value in the range $0 < Q^2 < 1$, where the closer to 1 means the model is better. The quantity Q^2 is equivalent to the total coefficient of determination in path analysis.

In this study, the value of Q^2 was equal to

$Q^2 = 1 – (1 – 0.719642) = 0.719642$.

From the results of the $Q^{2 \text{ calculation}}$ with a result of 0.719642 , it can be concluded that the research model can be said to meet *predictive relevance* .

Hypothesis test

Next, to test the hypothesis, you can see the coefficient results and T-statistic values from the inner model in the following table.

Table 10 Path Coefficients (Mean, STDEV, T-Values, P-Values)

|	Path Coefficients (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
PRICE PERCEPTION (X1) -> PURCHASE DECISION (Y)	0.485447	0.488680	0.074528	6.513583	0,000
PERCEPTION OF PRODUCT QUALITY (X2) -> PURCHASE DECISION (Y)	0.474284	0.474574	0.066485	7.133726	0,000

Source: Processed Data

From the table above it can be concluded that the hypothesis states **:**

Hypothesis 1: It is suspected that price perceptions have a positive influence on purchasing decisions for Indomie in Surabaya, **which is acceptable** , with *path coefficients*

0.485447 , and the *T-statistic value* 6.513583 > 1.96 (from the table value Zα = 0.05) or P-Value 0.000 < 0.05, with **significant** (positive) results.

Hypothesis 2: It is suspected that product quality has a positive influence on purchasing decisions for Indomie in Surabaya **and is acceptable** , with *path coefficients* 0.526999 , and the *T-statistic value* 7.133726 > 1.96 (from the table value Zα = 0.05) or P-Value 0.000 < 0.05, with **significant** (positive) results.

The significance of the T-Statistic value results can be seen from the smartPLS output with *bootstrapping* in the following image:
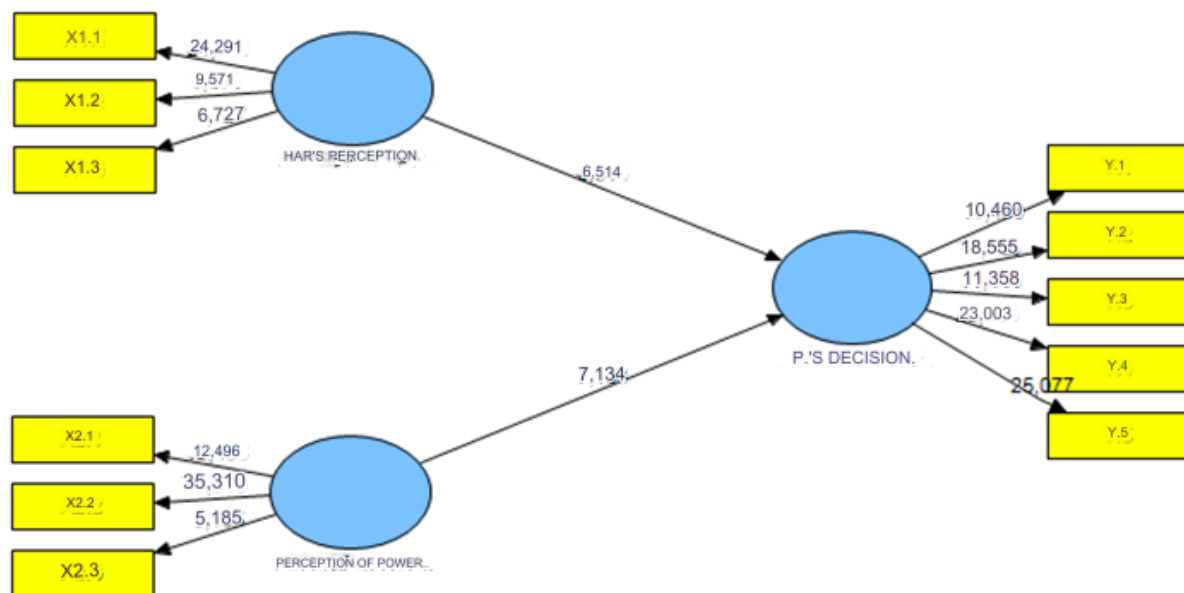
Source: Data Processing, *Smartpls Output*
Figure 3 Inner Model with *T-Statistic significance value Bootstrapping*

The Influence of Price Perceptions on Purchasing Decisions

Based on research and the results of data processing, the results obtained were that the Price Perception variable had a positive and significant effect on Indomie Purchasing Decisions in Surabaya with significant (Positive) results. This indicates that if consumers have an accurate or positive view or perception of the prices given by producers, this will influence consumers to make purchasing decisions. So the hypothesis regarding the influence of Price Perception on Purchasing Decisions can be accepted.

The most dominant indicator of price perception in this research is "price conformity to product quality" which means that the price set by the company is considered by consumers as a reflection of the quality of the product offered. Research shows significant (positive) results which mean that price perceptions made by consumers can influence their purchasing decisions, where products with low prices make the consumer's decision making process easy. On the other hand, if the price of a product is perceived by consumers as having a high selling price then the decision making process takes quite a long time and requires careful consideration.

The results of this research are supported by the results of research conducted by Agus Budi Purwanto & Hendro Budhi Risaputro (2021) inhis research show results that variable perception price influential positive towards the decision to purchase Sari Roti at Indomart in

Semarang. And research by (Aris Budiono & Astri Yuliana . 2021) also shows the results that the price perception variable has a positive effect on purchasing decisions at Pizza Hut Delivery Arundina Cibubur. From the statement above, it can be concluded that it is getting better the perception of the price given by the company, then the purchasing decision as well will increase further.

The Influence of Perceived Product Quality on Purchasing Decisions

Based on research and the results of data processing, the results obtained were that the Product Quality Perception variable had a positive and significant effect on Indomie Purchasing Decisions in Surabaya with significant (Positive) results. This indicates that the quality of the products made by producers is getting better and in accordance with what consumers want so that consumers do not hesitate in making purchasing decisions.

The most dominant indicator of perceived product quality in this research is " Additional *Features* or Specials" which means an added value to the product that functions as a complement and also attractiveness has a large role because it is related to purchasing decisions. Research shows significant (positive) results which mean that the higher and better the product quality, the more purchasing decisions will increase, and conversely, if the product quality is poor, purchasing decisions will decrease.

Supported by research conducted by Mahendra Supriyat Dinata and Imroatul Khasanah (2022) show results that perception variable product quality influential positive impact on consumer purchasing decisions at Eden International Daily Food, Semarang. Apart from that, research from Adi Sismanto and Desi Hera Anggryani (2022) also shows thisThe result is that the perception of product quality has a positive and significant influence on purchasing decisions at the Parnason Jr Shop, Bengkulu City. From the statement above, it can be concluded that the better the quality of the products provided by the company, the purchasing decisions will also increase.

CONCLUSION

Based on the results of the research that has been carried out, it can be concluded that the Price Perception variable contributes to Indomie purchasing decisions in Surabaya. The better the consumer's perception of price, the greater the consumer's decision to purchase Indomie in Surabaya**.** The product quality perception variable contributes to Indomie purchasing decisions in Surabaya. The better the product quality, the more consumers will want to make purchasing decisions about Indomie in Surabaya . PT. Indofood CBP as the producer of Indomie must always try to maintain price perceptions in accordance with the quality of the products provided. Furthermore, Indomie is expected to be able to increase price perceptions with appropriate product quality so that it can compete with products from competitors. When the price perception formed by Indomie gets better, it can increase purchasing decisions. It is hoped that Indomie will be able to maintain the additional privileges that it already has, because now it feels that it has provided product advantages that its competitors do not have. It is hoped that PT. Indofood CBD as the producer of Indomie always innovates so that the product always has additional features compared to its competitors.

ACKNOWLEDGEMENTS

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