

ABSTRACT

This research aims to understand the factors influencing consumer purchasing decisions regarding instant noodles, specifically Mie Sedaap cup noodles, in Semarang City, given the fierce competition in the instant noodle industry. Ineffective management can potentially lead to defeat in the competition, emphasizing the importance of understanding supporting factors that enhance consumer interest in purchasing products. Mie Sedaap, as a leading brand, receives positive responses from consumers due to its quality and precise seasoning formulation.

The study analyzes the influence of brand trust, Electronic Word-of-Mouth (E-WOM), and brand image on purchase interest, as well as the influence of purchase interest on the purchasing decisions of Mie Sedaap cup noodles. The results indicate that brand trust significantly affects consumers' interest in Mie Sedaap products, supporting previous findings of a positive relationship between the two. However, E-WOM and brand image do not have a significant influence on purchase interest, highlighting the complexity of factors influencing consumer behavior in product purchases. These findings provide valuable insights for marketers to understand the crucial role of brand trust in influencing consumer purchase interest.

Furthermore, the research examines the influence of brand trust and purchase interest on purchasing decisions. The results show that brand trust significantly influences purchasing decisions, emphasizing the importance of building consumer trust in the brand to stimulate purchasing decisions. Additionally, purchase interest also has a significant influence on purchasing decisions, confirming that the higher the consumer's interest in the product, the higher the likelihood of them making a purchase. These findings offer important perspectives for marketing practitioners to develop strategies that strengthen brand trust and build consumer purchase interest to enhance purchasing decisions for Mie Sedaap cup noodles.

Keywords: Brand Trust, E-WOM, Brand Image, Purchase Intention, Purchase Decision.