

ABSTRACT

This shift in consumption patterns has a positive impact on the instant food industry, especially in the instant noodle industry. Instant noodle companies are currently offering their products to the market, resulting in increasingly fierce competition among each other. One company that competes in the instant noodle business is Wings Food, by producing instant noodle products "Mie Sedaap". They want to dominate market share by developing a product innovation strategy, and a taste of the product, which can become the leader of the instant noodle market in Indonesia. This study aims to determine and analyze the effect of product, price, promotion, place and culture influences on purchase intention on Mie Sedaap consumers in Indonesia.

The research method of this study quantitative method with the type of descriptive-causality research. Sampling is done by using non-probability sampling technique used is purposive sampling with 100 respondents from Mie Sedaap consumers in Indonesia. The data analysis technique using is descriptive analysis and multiple linear regression analysis.

The results of the study based on descriptive analysis for product variables are in the good category with a percentage of 69,1%, the price variable is in the good category with a percentage of 72%, the promotion variable is in the good category with a percentage of 72.46%, the place variable in the good category with a percentage of 72%, the culture influences variable is in the good category with a percentage of 80,3% and the purchase intention variable is in the good category with a percentage of 73% and the product, price, promotion, place variable and culture influences have a significant on purchase intentions on Mie Sedaap consumers in Indonesia partially and simultaneously with a magnitude of influence of 79,1% and the remaining 20,9% influenced by other factors not examined.

Keywords: *Produk, Price, Promotion, Place, Culture Influences, Purchase Intention, Mie Sedaap.*