

ABSTRAK

**PENGARUH CITRA MEREK TERHADAP MINAT BELI PRODUK MIE INSTAN  
“POP MIE”**

Studi kasus: Konsumen Produk Mie Instan “Pop Mie” di Kampus II Universitas Sanata Dharma,  
Mrican, Yogyakarta

Yohanes Petrus Seran

Universitas Sanata Dharma

Yogyakarta

2016

Penelitian ini bertujuan untuk mengetahui apakah citra merek berpengaruh terhadap minat beli produk mie instan “Pop Mie”. penelitian ini dilakukan pada bulan Maret 2016 di Kampus II Universitas Sanata Dharma, Mrican, Yogyakarta. Populasi dalam penelitian ini adalah seluruh mahasiswa Kampus II universitas Sanata Dharma, Mrican, Yogyakarta yang belum pernah membeli atau mengkonsumsi produk mie instan “Pop Mie”. Pengambilan sampel menggunakan metode *incidental sampling* dengan jumlah responden sebanyak 100 orang. Teknik pengumpulan data menggunakan kuesioner. Analisis data menggunakan analisis deskriptif. Dari penelitian ini dapat disimpulkan bahwa citra merek berpengaruh terhadap minat beli produk mie instan “Pop Mie”.

Kata Kunci: Citra Merek, Minat Beli

ABSTRACT

**THE INFLUENCE OF BRAND IMAGE TOWARDS CUSTOMER'S INTEREST OF  
INSTANT NOODLES PRODUCT "POP MIE"**

Case Study: Consumer of the instant noodles product "Pop Mie" at Campus II Sanata

Dharma University, Mrican, Yogyakarta

Yohanes Petrus Seran

Sanata Dharma University

2016

The purpose of the research was to find the image of the brand that effect towards the of the instant noodles "Pop Mie". This research was conducted on March, 2016 at Campus II Sanata Dharma University, Mrican, Yogyakarta. The population of the research were the students of Campus II Sanata Dharma University, Mrican, Yogyakarta who never bought or consumed the product of instant noodles "Pop Mie". the way of taking the samples was using incidental sampling method with total respondents 100 people. The data gathering technique was using questionnaire and then the data analysis used descriptive analysis. In conclusion, the image of the brand itself affect towards the customer's interest of the instant noodles "Pop Mie".

Keywords: Brand Image, Customer's interest