

**ANALISIS PENGARUH BAURAN PEMASARAN TERHADAP  
KEPUTUSAN PEMBELIAN MIE INSTAN SEHAT DI DAERAH  
ISTIMEWA YOGYAKARTA**

**INTISARI**

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Kesadaran masyarakat akan pangan bergizi meningkat pasca pandemi COVID-19, seiring dengan tingginya konsumsi mie instan di Indonesia. Hal ini mendorong produsen menghadirkan mie instan sehat untuk bersaing di pasaran. Penelitian ini bertujuan menganalisis kualitas nutrisi mie instan sehat melalui uji proksimat, menyusun model regresi untuk melihat pengaruh bauran pemasaran 4P terhadap keputusan pembelian, serta mengidentifikasi variabel yang paling signifikan dan memberikan rekomendasi.

Empat sampel mie instan matang (*ready to eat*) diuji, yaitu tiga mie instan sehat (Lemonilo, Ladang Lima, Mie Sedaap Baked) dan satu konvensional (Indomie), dengan parameter kadar air, serat kasar, karbohidrat, lemak, protein, abu, dan kalori. Hasil uji dibandingkan dengan persepsi konsumen dari kuesioner daring, dan diolah menggunakan regresi linear berganda di SPSS.

Hasil menunjukkan mie instan sehat lebih baik secara nutrisi dan kalori dibanding konvensional, sesuai persepsi konsumen. Model regresi yang diperoleh adalah  $Y = 4,026 + 0,280 X_1 + 0,391 X_2 + 0,837 X_3 - 0,213 X_4 + e$ , dengan promosi sebagai variabel paling signifikan mempengaruhi keputusan pembelian. Rekomendasi bagi produsen meliputi endorsement influencer, kampanye edukasi manfaat kesehatan, promosi di media sosial, dan mempertahankan harga premium sebagai sinyal kualitas dan diferensiasi produk.

Kata kunci: Bauran pemasaran, keputusan pembelian, mie instan sehat, uji proksimat

**ANALYSIS OF THE EFFECT OF MARKETING MIX ON PURCHASE  
DECISIONS OF HEALTHY INSTANT NOODLES IN THE SPECIAL  
REGION OF YOGYAKARTA**

**ABSTRACT**

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*Public awareness of nutritious food has increased following the COVID-19 pandemic, alongside the rising consumption of instant noodles in Indonesia. This trend has encouraged producers to develop healthy instant noodles to remain competitive in the market. This study aims to analyze the nutritional quality of healthy instant noodles through proximate analysis, construct a regression model to examine the effect of the 4P marketing mix on purchase decisions, and identify the most significant variables while providing recommendations.*

*Four ready to eat instant noodle samples were tested: three healthy options (Lemonilo, Ladang Lima, Mie Sedaap Baked) and one conventional brand (Indomie). The proximate analysis included moisture content, crude fiber, carbohydrates, fat, total protein, ash content, and total calories. The results were compared with consumer perceptions collected via an online questionnaire and analyzed using multiple linear regression in SPSS.*

*The findings indicate that healthy instant noodles are nutritionally superior and lower in calories compared to conventional noodles, aligning with consumer perceptions. The regression model obtained is  $Y = 4.026 + 0.280 X1 + 0.391 X2 + 0.837 X3 - 0.213 X4 + e$ , with promotion identified as the most significant factor influencing purchase decisions. Recommendations for producers include leveraging influencer endorsements, health-benefit educational campaigns, social media promotions, and maintaining a premium price as a signal of quality and product differentiation.*

*Keywords: marketing mix, purchase decision, healthy instant noodles, proximate analysis*