ABSTRAK

Penelitian ini dilatar belakangi oleh menurunnya posisi merek Pop Mie pada kategori mi instan kemasan cup yang mengindikasikan adanya perubahan perilaku konsumen dalam melakukan keputusan pembelian. Penelitian ini bertujuan untuk mengetahui gambaran kualitas produk, persepsi nilai, dan keputusan pembelian serta menganalisis pengaruh kualitas produk dan persepsi nilai secara parsial maupun simultan terhadap keputusan pembelian Pop Mie pada Generasi Z di Kota Bandung. Metode penelitian yang digunakan adalah metode kuantitatif dengan pendekatan deskriptif dan verifikatif. Teknik pengambilan sampel menggunakan *purposive sampling* dengan jumlah responden sebanyak 385 orang. Teknik analisis data yang digunakan meliputi analisis deskriptif, uji validitas, uji reliabilitas, uji asumsi klasik, analisis regresi linear berganda, uji parsial (uji t), uji simultan (uji F), dan uji koefisien determinasi dengan bantuan *IBM SPSS Statistics* versi 29. Hasil penelitian menunjukkan bahwa kualitas produk, persepsi nilai, dan keputusan pembelian berada pada kategori sangat baik. Selain itu, kualitas produk dan persepsi nilai terbukti berpengaruh positif dan signifikan terhadap keputusan pembelian, baik secara parsial maupun simultan. Dengan demikian, semakin baik kualitas produk dan semakin tinggi persepsi nilai yang dirasakan konsumen, maka semakin tinggi pula keputusan pembelian Pop Mie pada Generasi Z di Kota Bandung.

Kata kunci: Generasi Z, Keputusan Pembelian, Kualitas Produk, Persepsi Nilai, Pop Mie.

ABSTRACT

This study was motivated by the declining position of the Pop Mie brand in the cup instant noodle category, indicating changes in consumer purchasing behavior. The purpose of this study was to describe product quality, perceived value, and purchase decisions, as well as to analyze the partial and simultaneous effects of product quality and perceived value on the purchase decisions of Pop Mie among Generation Z in Bandung City. This research employed a quantitative method using descriptive and verificative approaches. The sample was selected through purposive sampling involving 385 respondents. Data were analyzed using descriptive analysis, validity testing, reliability testing, classical assumption tests, multiple linear regression analysis, partial hypothesis testing (t-test), simultaneous hypothesis testing (F-test), and the coefficient of determination with the assistance of IBM SPSS Statistics version 29. The findings indicate that product quality, perceived value, and purchase decisions are categorized as very good. Furthermore, product quality and perceived value have positive and significant effects on purchase decisions, both partially and simultaneously. Therefore, the better the product quality and the higher the perceived value experienced by consumers, the stronger the purchase decision for Pop Mie among Generation Z in Bandung City.

Keywords: *Generation Z, Perceived Value, Pop Mie, Product Quality, Purchase Decision.*