ABSTRACT

The development of the beverage industry in Indonesia was marked with many types and brands of beverages in containers on the market. Manufacturers are competing to produce various types of drinks in packaging to attract consumer attention. One of them is the thai tea drinks in containers. Thai tea is very popular among adolescents. They were very interested and like the typical tea beverage Thailand which has a unique flavor. Addictea offers thai tea in packs with some interesting flavor choice. This study was conducted to analyze the factors that influence purchasing decisions Addictea in Bandung.

This research is descriptive quantitative data were collected through questionnaires to 100 respondents were obtained using Bernoulli approach. In this study using analysis model, namely the model of factor analysis Confirmatory Factor Analysis (CFA) is a technique in which the factor analysis of factors which are based on the theories and concepts that are already known to be understood or predetermined.

The results obtained are formed eight factors that influence consumer purchasing decisions Addictea in Bandung, namely psychological factors, individual factors, product fators, social factors, promotion factors, price factors, the distribution factors, and cultural factors. The most dominant factor in purchasing decisions Addictea are psychological factors with eigenvalue 10.774 total. While the factors that most low influence on purchase decisions Addictea are cultural factors with eigenvalue 1,128 total.

Keywords: purchasing decisions, psychological factors, individual factors, product factors, social factors.