

ABSTRACT

In the current era of beverage business development trend slightly changed before people prefer soft drinks but now it has been replaced with healthy drinks, such as tea. One of the best known today in Indonesia is Chatime which always includes the ranks of Top Brand Indonesia a few years back. In Indonesia itself Chatime has competitors such as Hop-hop, Shared tea, Calais and so on. One of the ways used by Chatime to compete is to use product innovation.

This research uses quantitative descriptive research method, data collection technique with a questionnaire with the number of respondents as much as 100 respondents and using simple linear regression analysis technique. Data processing using SPSS version 20. The results showed product innovation is at 75.36% percentage of purchasing decisions of 76.56%. Product innovation has a significant influence and obtain t value 10,860.

And the influence of product innovation on consumer purchasing decisions have an influence of 54.6% while the remaining 45.4% formed factors Such as price, place, promotion, distribution and others.

Keywords: Product Innovation, Buying Decision, Chatime