

LIST OF TABEL

Table 1.1 Popular Tea RTD Brand Index	15
Table 1.2 Price of Soft Drink	16
Table 2.1 Previous Research	32
Table 3.1 Data Process 2017.....	42
Table 3.2. Operational Variable	43
Table 3.3 Validity Test Results	52
Table 3.4 Reliability Test Results	53
Table 4.1 Normality Test Result	62
Table 4.2 Multicollinearity Test Result.....	63
Table 4.3 Multiple Linear Regression Result	65
Table 4.4 t Test Result	66
Table 4.5. F Test Result	67
Table 4.6 Multiple Regression Correlation and Determinant Coefficients Result Model.....	68