

## **ABSTRACT**

*Packaged beverages are one of the the most consumed beverages by various groups, either children, teenagers or adults. One of them is packaged tea. Currently, people think that packaged tea beverages are complementary beverages when gathering with colleagues or while eating, because people think that tea beverages in practical packaging with a lighter taste. The motive of this study is to discover how consumers' perceptions of Pucuk Harum Tea in Bandung City on Product Quality and Cost on purchase decisions. And also to discover how the studeffect of Product Quality and Cost on Purchase Decisions for Pucuk Harum Tea in the City of Bandung both partially and simultaneously.*

*This study applies descriptive quantitative method. As for sampling was undertaken by non-probability sampling with incidental sampling. The sample for this study is the consumers of Teh Pucuk Harum who are domiciled in the city of Bandung with a total of 107 respondents. The data analysis technique used multiple linear regression analysis*

*Based on the results of the T test in this study that product quality and cost have a significant effect on purchase decisions partially on Pucuk Harum Tea consumers in the city of Bandung. Based on the results of the F test in this study, product quality and cost significantly affect purchase decisions simultaneously on consumers of Teh Pucuk Harum in Bandung. And based on the results of the coefficient of determination, with an R Square value of 0.692, which proofs that the independent variables, namely product quality and cost, affect purchase decisions by 69.2%, while 30.8% is a contribution that affects another variables outside of this study.*

***Keywords: Price, Purchase Decision, Product Quality***