

ABSTRACT

PT Sinar Sosro is the first bottled ready-to-drink tea beverage company in Indonesia. Price and product quality are important factors that need to be considered to maintain consumer purchases. This study was conducted with the aim of knowing a significant influence on product decisions for Sosro Bottle Tea, especially students in Bandung City. This study uses a quantitative approach, with a sample in this study of 100 student respondents in Bandung City. The data analysis method uses descriptive analysis and multiple linear regression analysis. The results of this study based on the results of the t test show that the price variable has a significant effect on the decision to purchase sosro bottled tea, the coefficient value is 0.291 and the product quality variable has a significant effect on the purchase of sosro tea, the coefficient value is 0.309. There are other factors that influence purchases and price and quality are quite well implemented by the company so that it is trusted by Bandung City Students.

Keywords: Price, Purchase Decision, Product Quality, Sosro Bottled Tea.