

ABSTRACTION

Dosma Fitriana Situmorang, Analysis Effect of Product, Price, And Distribution Of Consumer Buying Decision Frestea (under the guidance of Mother Maria Josephine Tyra SE, M. M)

Fretea is a product of the coca cola botling Indonesia, which is one of the leading beverage manufacturer and distributor in Indonesia. Which has the image of a very distinctive flavor teas and innovative offerings created through a pleasant aroma and taste of jasmine tea superior. Bottles feature the unique quality of the original tea flavor with a texture that leaves two elements crossed, so that consumers are interested in drinks Fretea. Prices, products and distribution is paramount in drinks Fretea, to attract the attention of consumers. The research was conducted by taking a sample of consumers who buy drinks in Palembang Fretea 100 respondents. Data analysis method used is the method of multiple regression analysis. Products and Pricing Variables that influence consumer purchasing decisions significantly, while the distribution was not significantly affect the purchasing decisions Fretea drinks in Palembang.

Keywords: Product, Price, Distribution and Purchasing Decisions.