

ABSTRACT

ANALYSIS OF FACTORS INFLUENCING THE PURCHASE DECISION OF POCARI SWEAT PRODUCT

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This study aimed to analyze the factors that influence consumers' purchase decisions of the Pocari Sweat isotonic. The population of this study consisted of consumers of Pocari Sweat. The sampling method used was non-probability sampling with purposive sampling. The study involved 100 respondents with quantitative study which the data were analyzed using the Cochran Q Test method. Then, the results indicated that there were five factors influencing the purchase decision: needs, lifestyle, price, taste perception, and perceived usefulness. Among these as the summary, the most dominant factor influencing purchase decisions was the perceived usefulness, as Pocari Sweat was trusted to help replenish body fluids lost during physical activity.

Keywords: Needs, Lifestyle, Price, Taste Perception, Perceived Usefulness

