

## **ABSTRACT**

*In recent years, competition among producers of bottled tea ready to drink in Indonesia has become rife. The producers of packaged tea ready to drink in Indonesia are competing to create the quality and popular product of packaged teaready to drink. Teh Botol Sosro, as packaged tea ready to drink market leader in Indonesia has decreased market share due to the coming of a great competitor who never lost,namely Teh Kotak. Teh Botol Sosrohas been taking action to keep its consumers doing the purchasing decision toward the packaged [bottled] tea ready to drink Teh Botol Sosrobrand.*

*This study aimed to analyze the influence of product quality, price, promotion, and the weather on the purchasing decision of bottled tea ready to drinkTeh Botol Sosro brand. Respondents who are involved in this study were 80 students, while methods used are non-probability sampling, i.e. accidental sampling. Data collected by spreading questionnaire and data analysis method was done through multiple linear regressions using SPSS software.*

*Regression results indicate that the variable of products quality has positive and significant influence on purchase decisions against Teh Botol Sosro. Price variables have positive and significant impact on purchasing decisions. Promotion variables have positive and significant impact on purchasing decisions. Variable weather has positive and significant influence on purchase decisions. Coefficient of determination value amounted, this means buying decision is influenced by variable product quality, price, promotion, and weather, while the remaining can be explained by other variables that are not investigated in this study.*

*Keywords: product quality, price, promotion, weather, and purchasing decisions*