

## Pengaruh penerapan strategi produk dan harga terhadap keputusan konsumen dalam pembelian minuman ringan Coca-Cola di PT. Coca-Cola Bottling Indonesia - Jakarta

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=79675&lokasi=lokal>

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### Abstrak

At globalization era nowadays, more and more many challenges faced by all businessmen in marketing the product. Therefore in face of the challenge all businessmen claimed to be able to plan and determine optimal marketing strategy in improving market compartment.

PT. Coca-Cola Bottling Indonesia-Jakarta is peripatetic company in light beverage industry with cola's aroma, in Jakarta. In this time in the industry more and more competitor so that company better start to stand by itself to facing competition. In this case company have to own business strategy which do not holding on to previous experience only but also require to look for new information and use costing resource maximally so that the business can expand better. PT. Coca-Cola Bottling Indonesia-Jakarta run product strategy and price as important element in marketing program which is very have an effect on to, decision of purchasing by consumer.

This research aim to blow farther concerning implementation of product strategy and price by PT. Coca-Cola Bottling Indonesia - Jakarta, and also its influence to decision of purchasing by consumer. Based on to target of the research hence the main theory is used as reference is Marketing mix theory, Especially at price and product strategy, and also theory Decision Making of Consumer in Purchasing.

From result of research by used Analytic Descriptive Research Method with associative character by survey approach to research location and of Structure Equation Model (SEM) to 218 consumers spread in region of Jakarta, Bogor, Tangerang and Bekasi (Jabotabek) toward price and product strategy, shows that the product characteristic, market price analysis, and pricing strategy have influence of significant to decision of consumer to buy Coca-Cola's light beverage. This Matter is caused by customer tend to buy product with attribute which is easy to be recognized, owing to top-rat onto consumer's eyesight, and can be obtained with the competed price\_ Individually, product strategy quality specially, product have an effect on to consumer's decision in purchasing of Coca-Cola's light beverage\_ This Matter show that product with high quality can give impact to customer's loyalty. Hereinafter, price strategy specially at pricing strategy very has an effect on to decision of consumer in purchasing of Coca-Cola's light beverage. This Matter in line with Coca-Cola's strategy which is use price strategy where price sell standard ( snugly price) to each tidiness which is determined for all market segment have been accepted better by consumer and become one of the excellence competed to all competitor.