

ABSTRACT

This study aims to determine the effect of product differentiation on consumer purchasing decisions at the Teh Botol Sosro company. And also describes the results of research and discussion along with conclusions and suggestions that must be taken by the management of PT. Sinar Sosro. The aspects examined in this study the effect of product differentiation on purchasing decisions and the indicators that influence it.

This research uses quantitative method with descriptive research type. The population in this study were consumers of Teh Botol Sosro in Bekasi City. The sampling technique used in this study is a non-probability sampling technique with purposive sampling type. This study uses Bernouli's formula which is based on calculations, the number of respondents obtained is 385 people. Using the data processing software used in this study is SPSS version 25.

The results of this study reveal that product differentiation has a positive and significant effect on purchasing decisions. Especially the taste of the well-known The Botol Sosro product. The suggestions from the results of this study are to change the packaging to be more attractive. suggestions that can be given for the future are not only product differentiation variables that are used as independent variables, but other variables that are more relevant to purchasing decisions such as brand, price or service quality and so on so that more information will be obtained. The next suggestion is that further researchers are expected to be able to conduct research on other research objects or not only on Teh Botol Sosro customers. The suggestions are given to optimize the effectiveness of selling fresh and less sugar bottled Sosro tea because there are already fans of these products.

Keywords: *marketing, purchasing decisions, product differentiation, Teh Botol Sosro*