THE INFLUENCE OF PRICE, PERCEIVED QUALITY, AND BRAND IMAGE ON CUSTOMER POST PURCHASE BEHAVIOUR OF FRESTEA AT PT COCA COLA AMATIL INDONESIA SEMARANG

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Abstract

The objective of this research is to analyze the influence of price (X1), perceived quality (X2), and brand image (X3) on customers post purchase behaviour (Y) of Frestea at PT Coca-Cola Amatil Indonesia Semarang. This research used a multiple linear regression analysis. The primary data used in this research is collected from questionnaire. The amounts of the respondents are 100 who are customers of Frestea at PT Coca-Cola Amatil Indonesia Semarang. The analysis tools used were test of validity, reliability test, normality test, heteroscedasticity test, multicollinerity test, linearity test, multiple linear regression, T test, F test, the coefficient of determination and multiple linear regression. Based on the calculations using SPSS version 20, the results of this research showed that the regression equation **Y = -0,007 X1 + 0,395 X2 + 0,278 X3 + e** . In addition, the F test result of 18,430 which was bigger than F table was 2,70. It can be concluded the price (X1), perceived quality (X2), and brand image (X3),had a significant influence on post purchase behaviour (Y). The T test result the variable price (X1) was less than T table and had a significance bigger than level significance of 0,05. So, variables price (X1) had no influence on post purchase behaviour (Y). The variables perceived quality (X2) and brand image (X3) was bigger than T table and had a significance less than level segnificance of 0,05. So, it can be concluded the perceived quality (X2) and brand image (X3) had a positive and significance influence on post purchase behaviour (Y). The most influence variable is perceived quality (X2) with the highest regression coefficient of 0,395. The contribution of price, perceived quality, and brand image on customer post purchase behaviour is 34.6% while 65.4% are influenced by other variables that were not described in this research.

Keyword *: Price, Perceived Quality, Brand Image, Post Purchase Behaviour.*

Introduction

Business in the world is going rapidly in this globalization era, followed by high levels of competition among the companies around the world. Companies especially trading companies must have a good strategies for their products to survive and to continue to develop their business. Then they must consider the factors that it will give a good impression on consumers mind so it will make them have a positive post purchase behaviour.

The phenomenon of competition has made entrepreneurs realize that they need to fully exploit their assets for the sake of maximizing company performance and developing competitive advantage. In general it can be said that marketing as a mindset realize that a company can't survive without a purchase transaction. A good or service produced by a company to consumers can survive and compete with other companies when the company can market the goods or services.

The condition of product marketing is very dynamic, making the perpetrator markets and manufacturers compete to win this very tight competition. The products offered are so varied. This certainly makes consumers become more flexible in determining the choice. While the impact for producers is a challenge which makes them have to work harder to maintain customer loyalty and meet all consumer needs. Making product quality and consumer favor is a challenge for company.

PT Coca Cola Amatil Indonesia is one of the carbonated beverage company that successfully lead the market with a wide range of product diversification and implement strategies to strengthen the brand minded consumers. The company has succeeded in strengthening the brand for consumers for each product, certainly not in a short time and requires a great struggle to achieve it. In other words, the company is more likely to be flexible following changes that occur over time in an effort to improve the brand and the impression of quality on carbonated beverage products.

Coca Cola is one brand of carbonated beverage from The Coca-Cola Company to be reckoned by its competitors. Coca-Cola is a product with a strong brand, where Coca Cola is the most popular and best selling soft drink brand in history to date. Not only there, PT Coca-Cola Amatil Indonesia also expand its market share by adding a new type of product that is Frestea. Frestea was first launched in 2002. Frestea is a brand of Ready-to-Drink (RTD) tea with a variety of flavor variants such as Jasmine, Low Calorie Jasmine, Apple, Passion Fruit, Frestea Green, Green Honey, Frestea Classic.

Currently there are a lot of companies that run the business on RTD tea. Like coca-cola, Frestea is also considered in its market share. But unlike Coca-Cola products that become market leader in its market share, Frestea is still inferior to Teh Botol Sosro produced by PT Sinar Sosro which is a market leader who dominates the market share in the packaged tea business.

Based on survey conducted by consumer research institute frontier cooperating with magazine marketing make top brand index on the basis of three factors that is mind share, market share, and commitment share. Table 1 is the top brand index data on ready-to-drink tea from Frontier survey and marketing magazine in 2015-2017.

Table 1 Ready To Drink Tea Top Brand Index Top 5 Frountier and
Marketing Magazines Survey Results 2015-2017

2015			2016			2017		
Rank	Brand	TBI	Rank	Brand	TBI	Rank	Brand	TBI
1	Teh Botol Sosro	47.8%	1	Teh Botol Sosro	33.8%	1	Teh Botol Sosro	32.0%
2	Frestea	15.2%	2	Teh Pucuk Harum	24.8%	2	Teh Pucuk Harum	22.7%
3	Ultra Teh Kotak	9.1%	3	Teh Gelas	13.1%	3	Teh Gelas	12.6%
4	Fruit Tea	4.8%	4	Ultra Teh Kotak	8.1%	4	Ultra Teh Kotak	6.8%
5	ABC Teh Kotak	4.6%	5	Frestea	7.2%	5	Frestea	6.3%

Source : www.topbrand-award.com ,2018

Based on the Table 1, it can be seen that Frestea in 2015 is the second rank in the top brand index of ready-to-drink tea category in 2015 of 15.2%. Although the percentage is still far behind compared with Teh Botol Sosro as a market leader of 47.8%, but Frestea products are still in the second rank on the products of other competitors. But we can see in 2016 and 2017, Teh Botol Sosro as the market leader has a percentage of 33.8% and 32.0%, lower than the previous year but Teh Botol Sosro products are still in the first rank. Unlike the case with Frestea products, in 2016 and 2017 it fluctuated very far and has a percentage of 7.2% and 6.3%, then in the following year Frestea dropped dramatically to be the fifth rank. Then in that year new products such as Teh Pucuk Harum and Teh Gelas are in the second and third rank replacing the Frestea product.

From the above table it can be assumed that the decline in the top brand index is due to no commitment share from the consumer to re-purchase on Frestea product or it can be said the customer has a negative post-purchase behavior on Frestea products. Top brand index that fluctuations can also be caused by increasingly fierce competition. New products come up with more interesting innovations that make customers more interested in purchasing the product.

Decision-making by consumers to make purchases of a product begins by the awareness of the fulfillment of needs and desires that called need arousal (Assael, 2004: 31). Most authors state this stage as the stage of recognizing the problem (problem recognition).

Furthermore, if it is realized the need and desire, then consumers will seek information about the existence of the desired product. The process of retrieving this information will be done by collecting all information related to the desired product.

From the various information obtained by consumers to select the available alternatives. This selection process is called the stage of evaluation of information. By using the various criteria that exist in the minds of consumers, one product brand is selected for purchase.

Consumers have high involvement on the product they want, the decision-making process will consider things like:

1. Is the product important to the consumer?
2. Does the product continually appeal to the consumer?
3. Does the product pose a risk?
4. Does the product have an emotional appeal?
5. Can the products be identified in group norms?

With the purchase of a particular product brand, the evaluation process has not ended because the consumer will perform post-purchase evaluation. This evaluation process will determine whether consumers are satisfied or dissatisfied with their purchase decisions. If the customer is satisfied, then the possibility of a future buyback will occur, while if the consumer is not satisfied with his purchase decision, he will look back for various product information that he needs. The process will continue to reoccur until consumers feel satisfied with their product purchasing decisions (Solomon, 2018: 339).

"Postpurchase behaviour is the stage of the buyer decision process in which consumers take further action after purchase, based on their satisfaction or dissatisfaction" (Kotler& Amstrong, 2018: 177). There are a lot of factors that influence post purchase behaviour of consumers, one of the factor is price. The price of a good or service is determinant to market demand and is one of the essential elements for effort in doing marketing strategy, because it concerns about the amount the value of a product to be obtained in exchange. Therefore, the price is very important in the company's position to face competition and to increase sales volume. The price level greatly determines the amount demand. If the price offered is relatively higher than price competitors, while the quality of goods is relatively the same, the result is in demand for goods offer relatively lower of the price of the competition while the quality and so on relatively high, then the demand for our goods tends to increase.

According to Kotler et al (2017: 315) "Price is the amount of money charged for a product or a service. More broadly, price is the sum of all the values that customers give up to gain the benefits of having or using a product or service". Brand equity is one of indicator from post purchase behaviour. So the company should make the setting prices to build brand equity.

According to Keller (2013: 193), choosing a pricing strategy to build brand equity means determining the following:
a. A method for setting current prices.
b. A policy for choosing the depth and duration of promotions and discounts.

There are many different approaches to setting prices, and the choice depends on a number of considerations.

Effective pricing includes how much value consumers place for that benefit they receive from the product and pricing in accordance with the value. Similarly, Frestea products should set the right price because consumers will use these values to evaluate product prices. If the consumer considers that the price is higher than the value of the product, they will not buy the product. If the consumer considers the price to be below product value, they will buy it. From the company's point of view, price is a component that directly affects earnings companies, because the price level set by the company will affect the quantity of products it sells. While from the point of view of consumers, the price used as a measure of the value of perceived benefits to the goods or services that ultimately affect purchasing decisions.

Beside the price, another thing that underlies a person to repurchase decision will be also affected by its perception to what is desired. Perceived quality is felt by consumers after buying and using a product. According to Keller (2013: 187) "Perceived quality is perception of the overall quality or superiority of a product or service compared to alternatives and with respect to its intended purpose".

The importance of the role of perceived quality for a brand so that effort building on a strong perceived quality needs to be taken seriously so that companies can seize and conquer the market in every product category. Building a quality perception must be followed by a marked improvement of the quality of the its products because it would be futile to convince customers that brand quality the product is high if reality shows the

opposite. High quality perceptions show that through long-term use, the consumer obtains the differentiation and superiority of the brand.

Quality perceptions reflect the feelings of customers who do not appear thoroughly about a brand. However, usually the perception of quality is based on the dimensions included in the characteristics of the product where the brand is associated with things like reliability and performance.

In addition to price and perceived quality, other factors that influence post purchase behavior is a brand image. Brand image is a company identity that can be known by consumer, good impression of the brand image will make the consumers have a brand attitude, people attitude and act to an object depending on the image of the object itself. So we can conclude that the consumers tend to purchasing the product that has a good image in the society. Even better the companies brand image will even be bigger for the companies to spread their market.

Setiadi (2013: 182) states "Brand image is a representation of the overall perception of the brand formed from the information and experienced of the past of the brand. The image of the brand relates to an attitude of belief and preference for a brand. Customers who have a positive image of a brand will be more likely to buy the product or service".

To be easily recognized by customers, companies must be able to create an attractive, memorable and illustrative brand of the product in accordance with the wishes and needs of consumers. Because of perception customers to a good brand image can be a consideration of consumers in making a purchase. That is why it builds a good brand image becomes an important task for the company. For the company own products need focusing attention on the main thing is how to build strong brand equity, how the brand image (company name) becomes the one first in the customer's recall (Top of mind), how to manage the brand as the company's most important asset to be trusted.

Therefore, based on the above description the researcher is interested in reviewing or analyzing more in the form of an undergraduate thesis entitled "The Influence of Price, Perceived Quality, and Brand Image on Customer Post Purchase Behaviour of Frestea at PT Coca Cola Amatil Indonesia Semarang"

The Objective of The Research
1. To analyze the influence of price on customer post purchase behaviour of Frestea.
2. To analyze the influence of perceived quality on customer post purchase behaviour of Frestea.
3. To analyze the influence of brand image on customer post purchase behaviour of Frestea.
4. To analyze the influence of price, perceived quality, brand image on customer post purchase behaviour of Frestea.

The Contribution of The Research
1. For the Readers
   The result of this research is expected to be able to enlarge and to improve reader knowledges, especially in marketing and customer post purchase behaviour.
2. For PT Coca-Cola Amatil Indonesia Central Java
   The findings of this research can become the contribution and advantage for company. Hopefully it can be useful for company to increase the sales by maintaining customer post purchase behaviour.
3. For Politeknik Negeri Semarang
   This research can be a reference that will be helpful in learning process also implementation of science, especially related with marketing about customer post purchase behaviour.
4. For Researcher
   This research is one of the requirements to get an applied bachelor degree at Politeknik Negeri Semarang. It also

enables the researcher to get more understanding and insight information about customer post purchase behaviour. The researcher hopes that this knowledge will be useful for researcher himself when he works in the upcoming occasion.

Research Method

Independent variable in this reasearch are price (X1), perceived quality (X2), and brand image (X3). Dependent variable is customers post purchase behaviour (Y). In this research, the population is 13,869 people, they are the number of all citizens at Kelurahan Gedanganak Kecamatan Ungaran Timur Kabupaten Semarang in May 2018 (Data sources Kelurahan Gedanganak), especially those who have ever consumed Frestea products. Sampling Technique that is used in this research is purposive samples with the total samples are 100 respondents. Analysis technique that used in this reasearch are

multiple regression analysis. the formula of multiple regressions is;

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Whereas :
Y = Post Purchase Behaviour α = Constanta
β = Coefficient of regression
X1 = Price
X2 = Perceived Quality
X3 = Brand Image e = Standard Error

Finding and Discussion

Validity test is used to measure whether or not a questionnaire is valid. Questionnaire is considered as valid if the questionnaires are able to reveal something that will be measured by the questionnaire (Ghozali, 2011: 52). If r count > r table, the statement on the questionnaire is valid. The r table value for 100 respondents with a significance value of 5% and df = 98 is 0.1966. Validity test results using SPSS version 20 as Table 2.

Table 2 The Result of Validity Test

Question	r count	r table	Criteria
$X_{1.1}$	0,842	0,1966	Valid
$X_{1.2}$	0,775	0,1966	Valid
$X_{1.3}$	0,836	0,1966	Valid
$X_{1.4}$	0,776	0,1966	Valid
$X_{2.1}$	0,768	0,1966	Valid
$X_{2.2}$	0,765	0,1966	Valid
$X_{2.3}$	0,696	0,1966	Valid
$X_{2.4}$	0,676	0,1966	Valid
$X_{2.5}$	0,824	0,1966	Valid
$X_{3.1}$	0,850	0,1966	Valid
$X_{3.2}$	0,779	0,1966	Valid
$X_{3.3}$	0,748	0,1966	Valid
$X_{3.4}$	0,658	0,1966	Valid
$X_{3.5}$	0,766	0,1966	Valid
Y_1	0,766	0,1966	Valid
Y_2	0,764	0,1966	Valid
Y_3	0,761	0,1966	Valid
Y_4	0,622	0,1966	Valid
Y_5	0,747	0,1966	Valid

Source: The processed primary data, 2018

The table 2 shows that statement items produce r count > r table (0.2732), so it can be concluded that all statement items in the questionnaire are valid.

Reliability Test

Reliability is a test of how consistent a measuring instrument measures whatever concept it is measuring (Sekaran, 2016: 220). The test uses theory of Cronbach Alpha. A construct or variable is reliable if the value of Cronbach Alpha is > 0,60 (Sekaran, 2016: 290).

Table 3 The Result of Reliability Test

No.	Variable	Cronbach Alpha( )	Alpha Value	Criteria
1.	Price (X_1)	0,915	0,60	Reliable
2.	Perceived Quality(X_2)	0,896	0,60	Reliable
3.	Brand Image (X_3)	0,902	0,60	Reliable
4.	Post Purchase Behaviour(X_4)	0,886	0,60	Reliable

Source: The processed primary data, 2018

The table 3 shows that the value of Cronbach's Alpha instrument for all variables of this research is more than 0.70, it can be concluded that the instrument in this research is reliable to use.

Classic Assumption Test
Normality Test

The table 4 shows that there is 0,279 significant number of Kolmogorov Smirnov test and it is more than 0,05. It can be concluded that the model of regression is in normal distributed. The model of regression in this research distributed normally so that it is can be used to predict the post purchase behaviour through variable of price, perceived quality, and brand image.

Table 4 One-Sample Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	6,34721250
Most Extreme Differences	Absolute	,099
	Positive	,064
	Negative	-,099
Kolmogorov-Smirnov Z		,992
Asymp. Sig. (2-tailed)		,279

a. Test distribution is Normal.
b. Calculated from data.

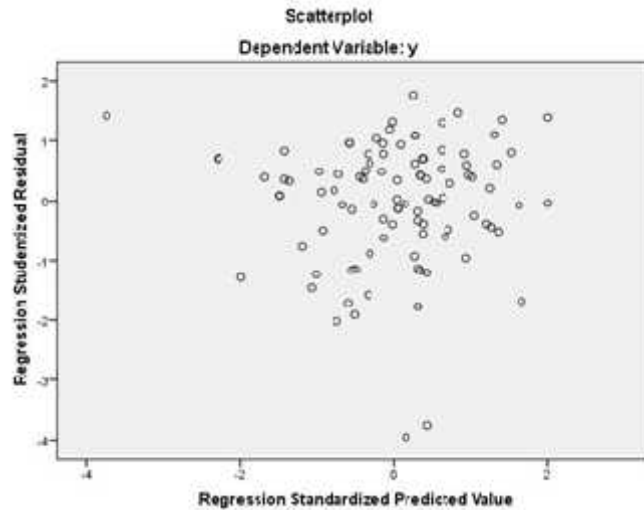Source: The processed primary data, 2018

Figure 1 P-P Plot Chart
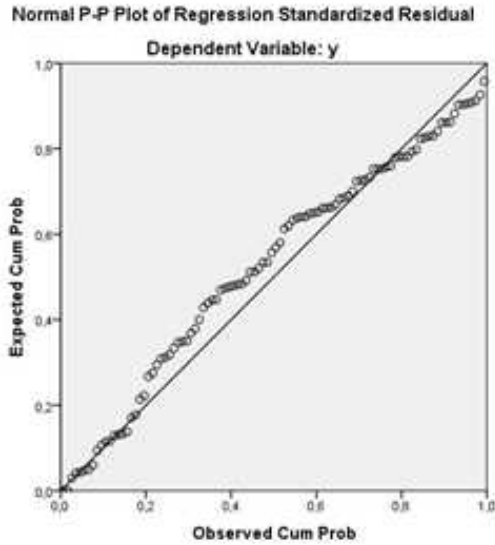
Source: The processed primary data, 2018

From the figure 1, it can be seen that the P-P chart data plot spreads around or near the diagonal line and follows the direction of the diagonal line, indicating that the regression model has a normal distribution. This proves that the regression model is suitable for research.

Heteroscedasticity Test

From the figure 2, the scatterplot shows that the dots spread below and above 0 unparticular panttern so that it can be concluded that there is no heterocedasticity in this regression model.

Figure 2 Scatterplot

Source: The processed primary data, 2018

Table 5 Glejser Test

Coefficients^a

Model		Sig.
1	(Constant)	,085
	x1	,635
	x2	,600
	x3	,998

a. Dependent Variable: RES2

Source: The processed primary data, 2018

The table 5 shows that all independent variables have a sig 0.05. The significance value of price variable is 0,635> 0,05, the significance value of perceived quality variable is 0,6> 0,05, and the significance value of brand image variable is 0,998> 0,05. So it can be concluded that the regression model does not contain heteroscedasticity.

Multicollinearity Test

Based on the table 6, there are explanations of VIF score such as:
1. Price (X1) amount of 2,486< 10
2. Perceived Quality (X2) amount of 2,013< 10
3. Brand Image (X3) amount of 2,233< 10

Table 6 The Result Of Multicollinearity Test

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	x1	,402	2,486
	x2	,497	2,013
	x3	,448	2,233

a. Dependent Variable: y

Source: The processed primary data, 2018

The VIF (variance inflation factor) is under 10 so that the regression model is not detected multicollinearity. Besides that multicollinearity test could be determined by tolerance score. The tolerance score result is as follows:
1. Price (X1) 0,402> 0,1
2. Perceived Quality (X2) 0,497> 0,1
3. Brand Image (X3) 0,448> 0,1
As a result multicollinearity test, the regression model is not detected as Multicollienarity.

Linearity Test

Based on the table 7 above, the linearity significance value of all variables is 0.00 <0.05, which means that the dependent variable and the independent variable have a linear relationship. While the significance value of deviation from linearity of price variable is 0.06> 0.05, the variable of perceived quality is 0.631> 0.05, and the variable brand image is 0.628> 0.05. So that it can be concluded that the model meets linearity requirements.

Table 7 The Result of Linearity Test

No.	Variable	Deviation from Linearity Signification	Criteria
1.	$Y*X_1$	0,06	Linear
2.	$Y*X_2$	0,631	Linear
3.	$Y*X_3$	0,628	Linear

Source: The processed primary data, 2018

Hypothesis Test

t-Test

Based on the table 8, it can be tested hypotheses with the following results:

1. The results of the calculation of the t test in the table above shows that the t count is -0.058 while the t table is 1.985, so that t count <t table then Ho1 is accepted and Ha1 is rejected. If using a significance value where the significance is 0.954> 0.05 means that Ho1 is accepted and Ha1 is rejected. Thus the hypothesis which states that price has no significant influence on customer post purchase behaviour of Frestea.

Table 8 Result of T-Test

No.	Variable	Tcount	Signification Result
1.	Price	-0,058	0,954
2.	Perceived Quality	3,423	0,001
3.	Brand Image	2,292	0,024

Source: The processed primary data, 2018

2. The results of the calculation of the t test in the table above shows that the t count is 3.423 while the t table is 1.985, so that t count >t table then Ha2 is accepted and Ho2 is rejected. If using a significance value where the significance is 0.001> 0.05 means that Ha2 is accepted and Ho2 is rejected. Thus the hypothesis which states that perceived quality has significant influence on customer post purchase behaviour of Frestea.

3. The results of the calculation of the t test in the table above shows that the t count is 2.292 while the t table is 1.985, so that t count >t table then Ha3 is accepted and Ho3 is rejected. If using a significance value where the significance is 0.024> 0.05 means that Ha3 is accepted and Ho3 is rejected. Thus the hypothesis which states that brand image has significant influence on customer post purchase behaviour of Frestea.

F Test

Based on the table 9, it can be tested hypotheses with the following results:

The calculated F value is 18.430 while Ftable at the significance level is 5% and df1 = k-1 (4-1 = 3), df2 = nk (100-4 = 96) is 2.70 which means Fcount> Ftable, Ho4 is rejected and Ha4 is accepted. The significance level of the table above is 0.000 <0.05, so Ho4 is rejected and Ha4 is accepted. It can be concluded that the results of the F test in this study explain the independent variables (X) namely Price (X1), Perceived Quality (X2), Brand image (X3), simultaneously and significantly influence on the dependent variable, namely Post Purchase Behaviour (Y).

Table 9 Result of F-Test

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2297,136	3	765,712	18,430	,000[b]
	Residual	3988,424	96	41,546		
	Total	6285,560	99			

a. Dependent Variable: y
b. Predictors: (Constant), x3, x2, x1
Source: The processed primary data, 2018

Multiple Regression Analysis
The equation of multiple regressions is based on table 10:
Y = -0,007 X1 + 0,395 X2 + 0,278 X3 + e

The explanation:
a. Price Variable (X1)
Price (X1) has no significant influence on customer post purchase behaviour (Y) with a coefficient of -0.007 (Ho is accepted). Because it has no significant influence, so the magnitude of the beta coefficient is not analyzed. BUT IF significant this value means that every time there is an increase in the price by one unit (%), will decrease the customer post purchase behaviour (Y) by 0.007% with the assumption that variable of perceived quality and brand image remain unchanged. Then every time there is a decrease in the price by one unit (%), will increase the customer post purchase behaviour (Y) by 0.007% with the assumption that variable of perceived quality and brand image remain unchanged.

Table 10 The Result of Multiple Regression Analysis
Coefficients[a]

Model	Standardized Coefficients Beta	t	Sig.
(Constant)		-,016	,987
x1	-,007	-,058	,954
1 x2	,395	3,423	,001
x3	,278	2,292	,024

a. Dependent Variable: y
Source: The processed primary data, 2018

b. Perceived Quality Variable (X2)
Perceived Quality (X2) has significant influence on customer post purchase behaviour (Y) with a coefficient of 0.395. This value means that every time there is an increase in the perceived quality by one unit (%), will increase the customer post purchase behaviour (Y) by 0.395% with the assumption that variable of price and brand image remain unchanged. Then every time there is a decrease in the perceived quality by one unit (%), will decrease the customer post purchase behaviour (Y) by 0.395% with the assumption that

that variable of price and brand image remain unchanged.

c. Brand Image (X3)

Brand Image (X3) has significant influence on customer post purchase behaviour (Y) with a coefficient of 0.278. This value means that every time there is an increase in the brand image by one unit (%), will increase the customer post purchase behaviour (Y) by 0.278% with the assumption that variable of price and perceived quality remain unchanged. Then that every time there is a decrease in the brand image by one unit (%),

will decrease the customer post purchase behaviour (Y) by 0.278% with the assumption that variable of price and perceived quality remain unchanged.

Coefficient Determination

According to table 11, it is found that Adjusted R2 is 0,346, it meansthe influence of price, perceived quality and brand image on post purchase behaviour variable is 34,6% . Whereas, the amount of other factors which not examined in this research is 65,4. %.

Table 11
The Result of Coefficient Determination
Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,605[a]	,365	,346	6,446	1,555

a. Predictors: (Constant), x3, x2, x1
b. Dependent Variable: y
Source: The processed primary data, 2018

Conclusion and Recommendation
Conclusion

The result and discussion of this research was clearly achieved the objectives and contribute to the following conclusion:

1. Price partially has no influence on the customer post purchase behaviour of Frestea.
2. Perceived quality partially influence on customer post purchase behaviour of Frestea.
3. Brand Image partially influence on customer post purchase behaviour of Frestea.
4. Price, perceived quality and brand image simultaneously influence on customer post purchase behaviour of Frestea.
5. Based on multiple regression analysis obtained that price, perceived quality and brand image have a significant influence on customer post purchase behaviour of Frestea.

6. In accordance with adjusted can be elaborated the magnitude of contribution of price, perceived quality and brand image on customer post purchase behaviour of Frestea is 34,6% and 65,4% is influenced by other variable excluded in this research.

Recommendation

The results of this study can be used as consideration to improve the strategy about price, service quality and brand image to increase purchase decision. There are some recommendations for PT Coca-Cola Amatil Indonesia to improve Frestea product:

1. Based on multiple regression model perceived quality is most dominant factor influences customer post purchase behaviour. PT. Coca-Cola Amatil Indonesia is recommended to improve the strategy that focuses on customer perceived quality, such as improve product benefits in terms of health, or

maybe changing flavors that are less attractive to consumers. By making better perceived quality expected to make better customer post purchase behavior.

2. The researcher recommends PT Coca-Cola Amatil Indonesia to make innovations on Frestea packaging to be more attractive. As the company done with coca-cola, fanta, and sprite products, they have packaging that has a modern and attractive impression.

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