

ABSTRACT

EFFECT OF PACKAGING LABEL, ASSOCIATE BRAND, BRAND PERSONALITY, PRODUCT CHARACTERISTICS AND PURCHASE INTENTION IN CREATING PRODUCTS POCARI SWEAT (Futsal Sports Facilities Study In City Bandar Lampung)

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The purpose of this study was to determine the effect of packaging label, brand association, brand personality, product characteristics in creating intensity purchase Pocari Sweat. which amounts to 71 people. Locations in this study is futsal sport city of Bandar Lampung. The analysis used in this study, namely multiple linear regression analysis. Based on the results of the study indicate that the Label Packaging, Brand Association, Brand Personality, significant in Creating Intensity Purchase Product Characteristics Pocari Sweat is not only significant in this study.

Keywords: Packaging Label, Brand Association, Brand Personality, Product Characteristics and Intensity Purchase