

## ABSTRACT

### **Suhendri. 3020611098. 2010. The Influence Of Product Attributes To Satisfaction of Consumer Drinking Water refill Brand of Bolesa**

Drinking water Brand of Bolesa represents the first tidiness of drinking water product which is produced by PT. Duta Putra Lexindo in Pangkalpinang. Brand of Bolesa is derived from the abbreviation of "boleh rasa". It has four products such as drinking water refill gallon (19litre), cup (250ml), bottle (600ml) and bottle (1,5litre). This research focuses only on research of drinking water refill gallon upon the satisfaction of consumer which belongs to one of the most important role in marketing because it can make the consumers like to use this product. This research use method of qualitative descriptive method in explaining the result of collecting data. The product attributes included brand, tidiness, quality and lable. The method of this research was descriptive statistical analysis and regression linear analysis by taking 100 respondents as the samples. The result of this research indicates that there is a significant influence between product attributes to consumer's satisfaction, showed by the value of Adjusted R Square about 77,3 %. Among the fourth product attributes, quality has the biggest influence to consumer's satisfaction on Bolesa drinking water refill. It can be seen from value of Coefficill Beta is about 0,578.

**Keywords : Brand, packaging, label, quality, satisfaction**