

**PENGARUH KARAKTERISTIK PRODUK, CITRA MEREK, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN
YOGHURT DRINK DI SUPER INDO KOTA MALANG**

*THE INFLUENCE OF PRODUCT CHARACTERISTICS, BRAND IMAGE, AND PRICES ON YOGHURT DRINK
PURCHASE DECISIONS IN SUPER INDO MALANG CITY*

Rica Angel Kartini Br Saragih 1) dan Bambang Ali Nugroho 2)

1) Mahasiswa Sosial Ekonomi Peternakan, Fakultas Peternakan, Universitas Brawijaya, Malang

2) Dosen Sosial Ekonomi Peternakan, Fakultas Peternakan, Universitas Brawijaya, Malang

Email: Ricaangell2104@gmail.com

ABSTRACT