

Abstract

In this era of globalization, food and beverage business competition in Indonesia is growing very rapidly. A growing and growing number of people also increases people's purchasing power. Increased welfare and changes in people's lifestyles have a significant impact on food and beverage and food industries. Initially the Indonesian people only know soft drinks such as mineral water, tea, or health drinks packaged in the form of packaging. But now there are many varieties of drinks that can be drunk directly or offered directly to consumers. Marketing is considered the spearhead of a company where it is able to become a source of corporate activity in achieving company goals. One of the promotions that run the company is able to increase profit for the sake of the company's survival. Likewise with Brand Image. Products with strong brands have superior capabilities in creating preferences and influencing purchasing decisions. This study aims to determine the effect of Brand Image (X1) and Promotional Mix (X2) on purchasing decisions (Y) for Warunk Dakora consumers in the city of Bandung.

This research is categorized as a kind of quantitative descriptive research. Population used in this research is Warunk Dakora Consumers In the city of Bandung with a sample of 100 respondents determined based on the results of the calculation of the Bernoulli formula. Data analysis method used is test data validity, reliability, normality test, descriptive statistical test, multiple linear regression analysis and hypothesis testing. The results of this study show that H_0 is rejected and H_a accepted. Means Brand Image and Promotion Mix positive and significant effect on purchasing decisions on Warunk Dakora products. The effect of Brand Image and Promotion Mix on the purchase decision process is 40.1% while the remaining 59.9% (100% -40.1%) is influenced by other factors outside the Brand Image and Promotion Mix.

Keywords: Brand Image, Promotion Mix and Purchase Decision