ABSTRACT

From an observation, coffe shop provides many services as centers of social interaction. Coffee shop visits provide an opportunity for civil society to get together, talk, entertain one another, or waste time, either individually or in small groups. Common phenomenon coffee shop now has become a lifestyle of young people.

This study aims to determine the effect on purchase decisions Brand Image on Coffee Anjis Bengawan Bandung branch. Where developments coffee shop in the city grew rapidly, with a unique brand and product offering, a cozy atmosphere, a unique interior design to be enjoyed by consumers.

This type of research is quantitative descriptive. Measurement scale is Likert scale. Sampling technique used is purposive non-probability sampling and then using purposive sampling. Classical assumption test and simple linear regression. Data processing was performed using SPSS 22 software for Windows.

Based on the analysis, obtained $t = 3.907 > 1.984$ t table that Brand Image has a significant relationship and influence on purchase decisions on Anjis Coffee Bengawan Bandung branch. Influence of Brand Image on purchasing decisions on Anjis Coffee Bengawan Bandung branch was 13.5% and the remaining 86.5% is influenced by other factors not examined in this study. With the regression equation $Y = 22.327 + 0,385X$.

Keywords: Brand Image, purchasing decisions and Kopi Anjis.