

ABSTRACT

People's lifestyle changes in terms of enjoying coffee. The increasingly high competition between coffee shops, encourage cold n brew to continuously strengthen its brand image and adapt to changes in people's lifestyle in order to attract purchasing decisions. Based on that, the purpose of this research is to and analyse the influence of brand image and life style of purchasing decision in Cold 'N Brew.

The method in this research is quantitative with descriptive and causal types. Sampling is done using non-probability sampling method which is purposive sampling, obtained the results of the number of respondents obtained as many as 269 respondents who have made at least one transaction at Cold 'N Brew.. This study use multiple regression analysis method.

Based on the results of the descriptive analysis it can be concluded that the average percentage of Brand Image, Life Style, and Purchasing Decision as a whole are in the quite good category. The conclusion of this study based on the results of hypothesis shows that brand image together with life style have a significant influence on Cold 'N Brew purchase decisions. Therefore, it is expected for Cold 'N Brew to be able to maintain its brand image and keeping up with the changes in people's lifestyle.

Keywords : Brand Image, Life Style, Purchasing Decision