

ABSTRACT

Esteh Indonesia is one of the most popular beverage franchise brands in Indonesia. Esteh Indonesia has received negative sentiment several times from the public due to incidents of arguments between employees and buyers also Esteh Indonesia give somation letter to an account named @gandhooy on social media Twitter because of his critic to the product. After the incident, Esteh Indonesia undertook crisis management efforts in the hope of returning positive sentiment towards its brand. Seeing from the phenomenon above, the concept of brand image is one of the essential things in a business in any field. This study aims to determine how much influence brand image has on the purchasing decision of Esteh Indonesia. This study uses a quantitative method with descriptive analysis research type. Sampling used a non-probability sampling method with purposive sampling with 100 respondents. The results of the study show that there is an influence of brand image on the purchasing decision of Esteh Indonesia.

Keywords: *brand image, Esteh Indonesia, purchase decision, social media.*