

ABSTRACT

Currently, competition from entrepreneurs has made coffee shops continue to grow and become one of the most promising businesses because people spend a lot of their time relaxing at coffee shops, coffee shop owners are constantly trying to provide the best service and highlight the plus side to entice buyers to try the place and the product they have. One of the regular competitors for coffee shop owners is a coffee shop that has been around for a long time, namely Starbucks. Starbucks is the choice of the public and more precisely coffee connoisseurs because it has definitely provided quality services and products. But with so many Starbucks outlets, it still doesn't reach young people who still think that Starbucks is too old fashion and is still not friendly to young people's pockets. To be more precise, Bandung youths still frequent coffee shops, which according to them are pocketfriendly and more up to date in terms of location, service and price. At the beginning of 2020, the world was hit by the global Covid-19 pandemic which caused all economic sectors to experience extreme sales failures, including coffee shop owners who are usually busy visiting, had to choose to close. It is undeniable that even a big business like Starbucks has closed its premises, but unlike other coffee places, Starbucks continues to operate during the pandemic by providing brilliant promotions. Starbucks emphasizes the values set as the characteristics of Starbucks itself, but unfortunately it still doesn't reach young people who like to try other coffee places. Starbucks continues to highlight the value side of Starbucks, even though there are many coffee shops in Bandung that are more up to date, Starbucks visitors are never empty. This study aims to determine partially or simultaneously the effect of brand equity consisting of brand awareness, perceived quality, brand associations, and brand loyalty on purchase intention, and to determine how much influence brand equity has on purchase intention at Starbucks. coffee in Bandung city. Quantitative method used in this research. Purposive sampling was used in addition to non-probability sampling. Data collection in this study was carried out by distributing online questionnaires which were then filled out by respondents, and using theory and data from books and journals. 200 responses from Bandung are required to complete this survey. This study used the PLS-SEM data analysis technique. Keywords: Brand equity, Consumer purchase decision, Starbucks