

ABSTRAK

This study is entitled the effect of interpersonal communication barista Kozi Coffe 1.0 South Warehouse on brand image. This study aims to analyze the influence of interpersonal communication conducted by baristas of Kozi Coffee 1.0 South Warehouse on brand image. Effective interpersonal communication between baristas and customers can play an important role in shaping positive perceptions regarding brands. This study used quantitative methods. Researchers use De Vito's (1997) interpersonal communication concept with 5 dimensions, namely openness, empathy, supportiveness, positiveness, and equality as well as the concept of brand image proposed by Keller (2013) with 5 dimensions, namely brand identity, brand personality, brand association, brand attitude and behavior, brand benefits and competences. The sampling technique in the study used non-probability, namely purposive sampling with a sample of 400 respondents. The results of the correlation coefficient test found a significant relationship with the calculated t value which had a significant effect of $19.550 > t \text{ table } 1.965$. The conclusion of this study is that there is an influence of interpersonal communication of baristas Kozi Coffee 1.0 Gudang Selatan by 49% on brand image and the remaining 51% is influenced by other factors outside of this study.

Keyword: Barista, Brand image, Interpersonal Communication, Kozi Coffee 1.0 Gudang Selatan