

ABSTRACT

With the potential of Bandung as a culinary tourism destination and make the challenge companies to compete and compete to create culinary accordance with the interests of society, steak beds have seen fierce competition from brand steak beds are not yet known by the public and tourists Bandung. Steak bed was ranked ninth out of the ten top awards steak cafe in Bandung. Brand is very important function in the steak beds for many people and tourists the city who do not know steak beds so as not to encourage consumers to pass up the purchase. The study aims to look at the effect of brand image of buying interest in Steak Beds Bandung. This type of research descriptive and quantitative research methods, test data through validity test, reliability test, normality test, f, t test, and the test of determination and using simple regression analysis techniques. Based on this research, consumer feedback regarding the overall brand image is in good category sebesar 77,67%, consumer responses to the overall buying interest there is in the good category at 77.3%. Brand Image Steak Beds significant effect on buying interest, evidenced by the value of the coefficient determination, that brand image has a significant influence on the buying interest with a percentage of 13.6% while the remaining 86.4% is influenced by other factors.

Keywords : *Brand Image, Buying Interest, and Steak Ranjang*