

ABSTRACT

In the current era of globalization, the development of the food and beverage industry, is growing rapidly. One of them in the beverage industry where many companies that offer drinks with different types, one of which is a drink with a kind of bubble drink. Increased community needs and lifestyle changes people make the beverage industry is expanding rapidly especially tea-based drinks, which many tea demand by people in Indonesia. One company engaged in bubble drink that offers tea-based drinks are Chatime. This study aims to determine Chatime brand image in the eyes of consumers, consumer purchasing decisions on Chatime drink products and brand image influence on purchasing decisions by using descriptive method. The study population was Telkom University student who has ever bought a product Chatime and a sample of 100 respondents. Collecting data using questionnaires and analysis using simple regression analysis. Brand image research results has a significant influence in the purchase decision. It can be concluded that the regression model $Y = 16\,991 + 0.454X$ is already fit for use. The brand image influence on purchasing decisions by 11.9%. While the remaining 88.1% (100% - 11.9%) influenced by other factors not conscientious by the author.

Keyword: Brand Image, purchasing decisions