

ABSTRACT

This research aims to know the influence of product quality and Brand Image against a purchasing decision on Wagoon Coffe branch Banda Bandung. Where the development of the coffee shop in the city of Bandung is increasingly rapidly, with a unique Brand and product offering. The theory used in this research include the theory of product quality, brand, brand image, purchase decisions. In this research the quality of the products (X 1) and brand image (X 2) as the independent variable and the dependent variable as a purchasing decision (Y).

Type of this research is descriptive research, research on methods using a quantitative research method. The population was taken consumer Wagoon coffe Bandung. The technique of data collection in this research is to use a questionnaire, which will be distributed to 100 respondents. Technique of data analysis in this research is a descriptive analysis, test the assumptions of classical, linear regression analysis of multiple, simultaneous partial test, testand coefficient of determination.

Keywords: *product quality, brand image, purchase decisions*