

ABSTRACT

The growth of the culinary industry in Indonesia is growing very rapidly, as evidenced by the various culinary businesses that are widely run and in demand by Indonesians. This is due to the increasing needs and lifestyle of the population. One of the culinary businesses that are in great demand by Indonesians is fast food or fast food which has a comfortable place to gather, socialize or do tasks such as cafes. The type of fast food that is commonly used as additional food and is in great demand by the public is food donut & beverage. . Donuts have become one of the most popular foods in Indonesia because they are widely sold in traditional and modern markets. This study was conducted to determine the effect of Brand Image and Promotion to Consumer Buying Decision of Dunkin' Donuts in Bandung.

Data collection in this research is done through questionnaires and data analysis using quantitative analysis. This research uses purposive sampling type of non-probability sampling technique. Data analysis in this research is quantitative analysis with 100 respondents. While the analysis tools in this study used SPSS version 20. Data analysis method in this study using The Multiple Linear Regression Analysis Test and descriptive analysis.

The result shows that Brand Image (X1), Promotion (X2), and Consumer Buying Decision (Y) are in the poor category. Based on the results of the research, the descriptive analysis shows that the variables of Brand Image (X1), Promotion (X2) and Consumer Purchase Decisions (Y) are in a fairly good category. Of the three variables, Promotion (X2) is at the lowest percentage between Brand Image (X1) and Purchase Decision (Y) with a value of 63.04%, while Brand Image (X2) is 64.10% and Purchase Decision (Y) 65 , 71%.

The result of multiple linear regression analysis in this study can be conducted the influence of Brand Image (X1) and Promotion (X2) has a positive and significant influence to Consumer Buying Decision (Y) of Dunkin' Donuts in Bandung both partial and simultaneous. Based on the result of the coefficient of determination analysis obtained a value of 93,12%. This shows that the influence of the variables of Brand Image (X1) and Promotion (X2) to Consumer Buying Decision (Y) of Dunkin' Donuts in Bandung is 93,12%. While 6,88% are influenced by other variables outside of this study.

Keyword : Brand Image, Promotion, Consumer Buying Decision