

ABSTRACT

The increasing number of coffee lovers in Indonesia, making more and more people who make coffee shop business in Indonesia. In a business, every company should have the right strategy to create a good brand image, because the brand is the face of the company or the personal identity of the company.

The purpose of this study are to understand the influence of brand image and price perception on purchasing decisions with the research object Sejiwa Coffee, one of the coffee shop which have been visited by the President of the Republic of Indonesia and his staff, Joko Widodo.

The research method used in this study is using quantitative method with the data through a questionnaire using a Likert scale, with the number of samples taken as many as 400 respondents. Respondent criteria measured using purposive sampling technique with the criteria involved are respondent who live in Bandung, have visited Sejiwa Coffee, and have made purchases at Sejiwa Coffee. The data was analyzed using multiple linear regression analysis and processed using statistical software SPSS version 25.

Based on hypothesis testing, it shows that there is a positive and significant influence on brand image variables on purchasing decisions partially, there is a positive and significant influence on price perception variable on Purchase decisions, and there is a positive and significant influence on brand image and price perception variables on purchase decisions.

The writer suggests further research to be able to make product quality, shop atmosphere, and location as independent variables and it is expected that further research is to find variables that can connect brand image with purchase decisions or price perceptions with purchasing decisions so that the method can use SEM.

Keywords: *Purchase Decision, Price Perception, Brand Image*