

ABSTRACT

Foreign language brand names are used to provoke customer curiosity and give positive impressions on a product. Station Coffee Premium, one of the coffeeshop with the use of foreign language brand name. The purpose of this study is to see if there is effect of the foreign language brand name on Station Coffee Premium buyer interest and how much the effect is. The theory that used in this research is foreign branding (Ariesmendi 2016) and buying interest (Ferdinand 2006). This study used descriptive and quantitative methods with descriptive analysis and simple linear regression analysis. In this study, primary data is obtained from questionnaire with 270 total respondents sample which are Station Coffee Premium customers. From the result of the study, foreign language brand names that given by station coffee premium and overall buyer interest are include on good category with percentage points from descriptive analysis 83% and 81% each, and it was proven if foreign language brand name effects as much as 45%. It can be concluded that foreign language brand name has a significant effect on buyer interest at station coffee premium in Lhokseumawe city .

Keywords : Foreign Branding, Buyer Interest, Coffee Shop, Aceh.