

ABSTRACT

Coffee has become a part of the daily life of Indonesian people. From morning to evening, even at night, many people consume coffee in their daily activities. Therefore, it is not surprising that many coffee shops have sprung up in recent years. Starting from conventional coffee shops to modern ones by using the application.

This study aims to determine the effect of brand image, price, and trust on the purchase decision on Janji Jiwa coffee. This research uses quantitative methods. The data used in this study were 405 respondents who were collected through questionnaires. Respondents in this study were all consumers of the Janji Jiwa coffee.

Multiple linear regression analysis was applied in this study to test the hypothesis. The data in this study were analyzed using SPSS. In addition, this study also presents a descriptive analysis to examine consumer perceptions of each variable in this study. The result showed that brand image, trust, price affected consumer purchasing decision.

Keyword : Brand image, Price, Trust, Purchase decision