

ABSTRACT

In 2019, the beverage industry in Indonesia grew by 22%. This is in line with the virality of the Boba drink at that time. In addition, Indonesia is also the country that likes boba the most in Southeast Asia in 2022. This has resulted in many sweet drink stalls popping up and increasing people's consumption levels. One of the well-known brands of sweet drink products is Chatime. This research was conducted to determine the effect of brand image and product quality on purchasing decisions for Chatime beverage products in Bandung Raya.

This research uses a quantitative method with a descriptive research type. Samples were taken using the non-probability sampling method, with a total of 150 respondents. And data analysis techniques using descriptive analysis and multiple linear regression analysis.

Based on the results of the descriptive analysis carried out, the brand image and product quality variables as a whole are included in the good category and the purchasing decision variable is also included in the good category. The results of the multiple linear regression analysis technique of brand image and product quality simultaneously have a significant effect on purchasing decisions for Chatime beverage products in Bandung Raya with the percentage 57,9% and the remaining 42,1% influenced by other variables not examined in this study. And partially brand image and product quality have a positive and significant effect on purchasing decisions.

Keywords: Chatime, Brand Image, Purchase Decision, Product Quality, Consumer Behavior