

ABSTRACT

With the developments and changes in technology and information that are constantly changing, there are also changes in lifestyle or new habits for community activities. One of the habits or lifestyles happening right now is spending time and doing coffee shop activities. One of the well-known coffee shops is Kopi Nako Daur Baur Senayan Park, which opened in October 2022. This research was conducted to find out whether there is influence and how much influence location and service quality have on the brand image at Kopi Nako Daur Baur Senayan Park. Sub-variables on the location variable (X1), namely Building Layout, Experience, and Concept & Tenancy Mix. Service Quality sub-variables (X2) are Tangibles, Empathy, Reliability, and Responsiveness. And for the Brand Image (Y) sub-variable, namely Strength of Brand Association, Favorable of Brand Association, and Uniqueness of Brand Association. Researchers used quantitative research methods with accidental sampling techniques in which questionnaires were distributed offline. The population in this study were people who were at Kopi Nako Daur Baur Senayan Park and the number of samples used in this study were 200 respondents. The data analysis technique uses descriptive analysis. Based on the results of multiple linear regression analysis research states that Location and Service Quality have a positive and significant effect on Brand Image at Kopi Nako Daur Baur Senayan Park, this can be seen in the Location variable (X1) Tcount value $3.272 > T_{table} 1.972$ which means H_0 is rejected and H_1 is accepted. Whereas in the variable Quality of Service (X2) the value of Tcount is $8.432 > T_{table} 1.972$ which means H_0 is rejected and H_1 is accepted. Then the results of the test for the coefficient of determination have a large effect on the location and quality of service on brand image in the Senayan Park mixed coffee nako, which is 41.9%, while the rest is influenced by other factors.

Keyword: *Location, Service Quality, Brand Image*