

ABSTRACT

This research is motivated by the development of the food and beverage business food tourism which continues to increase, thus providing benefits for human life or in today's business world. Bandung is one of the cities where the world of culinary and restaurant development is growing rapidly. Mie Gacoan is a restaurant or culinary business that serves noodles with a spicy taste with various levels of spiciness. The number of competitors that are starting to emerge makes Mie Gacoan must be smart in determining what strategy to use in marketing its products in order to survive in the market. The way to keep Mie Gacoan products known and remembered by consumers is to create a good brand image in front of consumers and a good product label. This study aims to determine the effect of brand image and label on purchase intention either partially or simultaneously at Mie Gacoan in the city of Bandung. This study uses a quantitative approach and descriptive analysis. By taking samples using the formula Slovin, as a tool for calculating sample size because the known population is more than 100 and based on the results of these calculations, 110 respondents were obtained and in this study researchers were assisted with the help of IBM SPSS 25 software. The results of this study indicate the presence of positive and significant effects both partially and simultaneously on these three variables. With the result $Y = 30.986 + 0.033X_1 + 0.065X_2$. And the results of the test for the coefficient of determination show that brand image has an effect of 42.8% on purchase intention and a balance of 57.2% is influenced by other factors outside the variables being studied.

Keywords: *Brand Image, Label, Purchase Interest and Mie Gacoan*