

***The Influence of Brand Image, Product Quality and
Service Quality In The Buying Decision
at Kopi Kesuwon***

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ABSTRACT

The development and growth of food and beverages business in Jember appear a lot especially for the coffee shops, it is also supported by the society lifestyle. One of the coffee shops in Jember is Kopi Kesuwon. Through many brands of coffee shops in Jember, it is raised a competitive competition. So, it is necessary to do a research about the marketing aspect of Kopi Kesuwon. This research was aimed to analyze the influence of Brand Images, Product Quality, and Service Quality simultaneously and partially in the buying decision at Kopi Kesuwon. The method of this research is survey method. The total sample of the research is forty respondents. The sampling technique used was incidental technique. The analysis technique used was multiple linier regression. Based on the results of data testing could be concluded that: (1) brand image variable (X_1), product quality (X_2) and service quality (X_3) were simultaneously influenced the buying decision (Y), (2) Brand Image variable (X_1) and service quality (X_3) were insignificantly influenced the buying decision (Y), (3) Product quality variable (X_2) was significantly influenced the buying decision (Y).

Key words : Brand Image, Product Quality, Service Quality, Purchase Decision, and Coffee Shop