

# **PENGARUH *BRANDING*, HARGA, DAN CITA RASA TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN KOPI JANJI JIWA DI KABUPATEN JEMBER**

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## ***ABSTRACT***

*This study aims to analyze the influence of branding, price, and taste on consumer purchasing decisions at Kopi Janji Jiwa in Jember Regency. The research used a quantitative approach through a survey method by distributing questionnaires to 40 respondents who are customers at the Kaliwates branch. The sampling technique used was purposive sampling. The data were analyzed using multiple linear regression, along with validity tests, reliability tests, and classical assumption tests. The results indicate that price and taste variables have a positive and significant effect on purchasing decisions, while branding does not significantly affect them. Simultaneously, the three variables significantly influence consumer purchasing decisions. This research implies that product taste and appropriate pricing strategies are crucial factors in improving purchasing decisions in the coffee beverage industry.*

*Keywords: Branding, Kopi Janji Jiwa, Price, Purchase Decision, Taste.*