

***Influence of Brand Image, Price and Promotion Of Consumer Purchase
Decision On Coffee Pesenkopi in Jember***

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ABSTRACT

This research is motivated for their business competition in the field of beverages, especially coffee and also to reveal consumer behavior on purchase decisions on Shop Pesenkopi Branch The square in Jember. This study aims to analyze and examine the effect of brand image, price and promotion on coffee purchasing decisions at the Alun-alun Pesenkopi Café in Jember. The population in this study were all consumers who bought coffee products with a sample of 97 respondents. The analytical tool used in this study is multiple linear regression analysis with the help of SPSS 22.00. Overall, the results of this study can be concluded that the variables of brand image, price and promotion have a significant effect on coffee purchasing decisions at the Alun-Alun-Alun Branch of the Pesenkopi Café in Jember. Partially the results of this study can be concluded that the variables of brand image, price and promotion have a significant effect on coffee purchasing decisions at Kedai Pesenkopi, Alun-alun Branch in Jember. The price variable is a variable that has a dominant influence on the decision to buy coffee at the Pesenkopi Shop, Alun-alun branch in Jember.

Keywords: *Brand Image, Price, Promotion dan Purchasing Decisions,*