

**PENGARUH *BRAND IMAGE* DAN HARGA TERHADAP PROSES
KEPUTUSAN PEMBELIAN PADA *COFFEE SHOP* WORKSHOP CAFFEINE
SUPPLY BANDUNG**

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ABSTRAK

Workshop Caffeine Supply merupakan salah satu *coffee shop* yang berada di Bandung. Workshop Caffeine Supply sudah ada sejak Juli 2016. Penelitian ini bertujuan untuk mengetahui pengaruh *Brand Image* dan Harga terhadap Proses Keputusan Pembelian pada *coffee shop* Workshop Caffeine Supply Bandung.

Metode Penelitian yang digunakan adalah metode deskriptif dan verifikatif. Teknik pengambilan sampel yang digunakan dalam penelitian ini adalah melalui pendekatan *non probability sampling* yaitu *purposive sampling*. Jumlah sampel pada penelitian ini sebanyak 100 responden dengan pengelolaan data menggunakan program *statistic* SPSS versi 25. Analisis data yang digunakan meliputi uji asumsi klasik, analisis regresi linier berganda, analisis koefisien determinasi, uji t (parsial) dan uji F (simultan). Untuk variabel *Brand Image* (X1) termasuk kategori “Kurang Baik”, variabel Harga (X2) termasuk kategori “Baik”, dan untuk variabel Proses Keputusan Pembelian (Y) termasuk kategori “Kurang Baik”.

Variabel *Brand Image* (X1) berpengaruh signifikan terhadap Proses Keputusan Pembelian sebesar 20,3%, variabel Harga (X2) berpengaruh signifikan terhadap Proses Keputusan Pembelian sebesar 16,4%. Variabel *Brand Image* (X1) dan Harga (X2) berpengaruh secara signifikan terhadap Proses Keputusan Pembelian (Y) dengan pengaruh sebesar 60,6%, sisanya 39,4% dipengaruhi oleh faktor lain yang tidak diteliti.

Kata kunci: *Brand Image*, Harga, Proses Keputusan Pembelian

***EFFECT OF BRAND IMAGE AND PRICE ON PROCESS PURCHASE
DECISION IN COFFEE SHOP WORKSHOP CAFFEINE SUPPLY
BANDUNG***

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ABSTRACT

Workshop Caffeine Supply is one of coffee shop in Bandung. Caffeine Workshop Supply has existed since July 2016. This research aims to determine the effect of brand image and price of the Process Purchase Decision on coffee shop Workshop Caffeine Supply Bandung.

The research method used is descriptive and verification methods. The sampling technique used in this research is through non-probability sampling approach namely purposive sampling. The number of samples in this study were 100 respondents, the data is processed using statistical program SPSS version 25. Analysis data used include the classical assumption test, multiple linear regression analysis, coefficient of determination analysis, t test (partial) and F test (simultaneous). For Brand Image variable (X1) included in "Not Good" category, Price variable (X2) included in "Good" category, and for the Process Purchase Decision variable (Y) categorized as "Not Good".

Brand Image variable (X1) significantly influence 20.3% of the Process Purchase Decision, Price variable (X2) significantly influence 16.4% of the Process Purchase Decision. Brand Image variable (X1) and Price variable (X2) significantly influence the Process Purchase Decision (Y) with the effect of 60.6%, the remaining 39.4% influenced by other factors not researched.

Keywords : Brand Image, Price, Process Purchase Decision