

ABSTRACT

Culinary business at this time in Bandung was ranked first rank of other businesses such as fashion and crafts . This shows that binis culinary in Bandung has a great opportunity . Brownies Vannisa is one of the culinary field food growing in Bandung. In this study using population Bandung citizen by taking a sample of 100 people who will be researched by using reliability and validity test , descriptive analysis , researcher also using brand equity as variables X1 and the purchase decision process as X2 . From the research results through descriptive analysis in getting the results 74.84 % on brand equity variables (X1) it indicates that the variable is considered good . On the purchase decision process variables (X2) is 76.62 % , this indicates that the variable is said to be good.

Keywords: brand equity,culinary and consumer buying decision process.