

Abstract

culinary business development in Indonesia is growing rapidly. The number of new entrepreneurs who start a business in the culinary world. tighten the competition in this business. Conditions of competition is so tight, it is expected the company to be able to survive and continue to grow. It is important to note the company is to continue to maintain existing customers and continued to work on new potential customers in order not to leave the company's customers become customers of companies lain. Tujuan this study was to determine the brand image Cafe mace fragrant Creative space the eyes of consumers, to mengatahui brand image influence on consumer purchasing decisions at Cafe Lawang fragrant Creative Space. To find out how much influence the brand image and brand trust on purchasing decisions at Cafe mace Fragrance Creative Space. The method used in this research is descriptive melaalui data collection questionnaire, literature study and observation. Test data through validity, reablilitas, normality, f test, t test, and test the coefficient of determination. Analysis using descriptive statistics and simple linear regression analysis with a sampling that is masyarakat duo who've been to Cafe mace fragrant creative space. Based on simple linear regression analysis, obtained equation $Y = 18.426 + 0,310X$ and the result is that brand image significantly influence the purchase decision. Based on the coefficient of determination can be concluded that the variable Brand Image (X) influence the purchase decision variable (Y) of 27.2% and 72.8% influenced by other factors not examined.

Keywords: *Brand Image, Purchase Decision*