

ABSTRACT

In an era of increasingly dynamic times this happened many changes, including in the field of culinary intensified. One of them is in the city of Bandung is included from the culinary tourist attractions frequently visited by the public one Cocorico Cafe is located in the Resto &, Bukit Dago, Bandung Experts. Cocorico Cafe & Resto Cafe is a garden that has a view from the top of the hill town of Bandung. For the purpose of this research was to description in General regarding the development of marketing in the field of culinary in enhancing the interest of consumers to enjoy culinary Cocorico & Cafe Resto in Bandung. The research method used with this type of research is descriptive and quantitative data where using primary data and secondary data, primary data using where as the main data used in the study.

The primary data used was a questionnaire, by way of disseminating aquestionnaire to 100 people the respondents being sampled with Bernoulli sampling, to manipulate the data. Based on the results of the research that has been conducted against the consumer perception of the Brand Image of 97.00% which can be categorized well, while against the variable purchase decisions of 73.18% which can be categorized either.

Keywords: Brand Image, purchase decisions, Cocorico Cafe & Resto in Bandung