

ABSTRACT

This research is used to analyze the effect of product quality, product variation, price appropriateness, brand image and brand awareness in an effort to improve purchasing decision of Strada Coffee Semarang. Strada Coffee is a coffee shop that provides a variety of coffee products such as beverages and coffee beans have been established since 2012 by Evani Jesslyn. The development of the business world in Indonesia increasingly rapidly and cause a more intense competition especially in the coffee shop business. This is seen in 2017 and Strada Coffee sales decreased.

Sampling technique used in this research is convenience sampling that is sampling based on convenience. The researcher has no other considerations except based on convenience. Respondents in this study are Strada Coffee consumers who have visited the coffee shop at least 2 times, with the number of respondents 100 people.

The results of research show that from the five independent variables in this study have a positive influence on the dependent variable that is the purchase decision. The coefficient of determination test results stated that the five independent variables have an effect of 86.1% of the Purchase decision. Strada Coffee as a coffee shop is recommended to build a good brand image by providing quality products and product variations so that consumers will be aware of the brand, it can improve purchasing decisions.

Keywords: Product Quality, Product Variations, Price Compatibility, Brand Image, Brand Awareness, Purchase Decision.