

## **ABSTRACT**

*This study aims to examine the effect of trust, community effect to brand attitude and its implication towards buying decision in Stove Syndcate Cafe Semarang. Hypothesis proposed from this research are: (a) Trust has positive impact to brand attitude, (b) community effect has positive impact to brand attitude, and (c) brand attitude has positive impact to buying decision.*

*The population in this study are costumers who choose coffee as their beverage in Stove Syndicate Cafe Semarang. And the sample are consist of 100 people. The method of data analysis that used in this study is multiple regression, which previously tested the validity, reliability and classical assumptions.*

*The results of multiple regression showed that (a) Trust has positive impact tobrand attitude, (b) community effect has positive impact tobrand attitude, and (c) brand attitude has positive impact tobuying decision.*

*Keywords: Trust, Community Effect, Brand Attitude, Purchase Decision*