

ABSTRACT

The study was conducted with the aim to analyze purchasing decisions based on the aspect of Jatón Café Semarang brand image. The problem of this research is: what efforts can be done to improve purchasing decisions through brand image? The population of this study is Jatón Café customers Semarang, with a sample of people who had made a purchase in Jatón Café Semarang so that the respondents obtained by 120 people. Use of SEM analysis tools in AMOS 2.4 Program. test results show, from 4 hypothesis all accepted.

Food Quality (H1) has positive and significant effect on Brand Image, Quality of Service (H2) have positive and significant effect to Brand Image, Physical Environment (H3) has a positive and significant influence on Brand Image, Brand Image (H4) has a positive and significant influence on Purchase Decision.

Keywords: Quality of Food, Service Quality, Physical Environment, Brand Image, and Purchase Decision.