

**PENGARUH *BRAND IMAGE*, KUALITAS PELAYANAN, DAN PROMOSI  
TERHADAP KEPUTUSAN PEMBELIAN PADA KOPI KENANGAN KRAKATAU,  
MEDAN**

***ABSTRACT***

**LULU NITAMA HARIANJA  
223304020359**

The rapid growth of the modern coffee industry in Indonesia has intensified competition among brands, requiring companies to understand the key factors influencing consumer purchasing decisions. This study aims to analyze the effect of brand image, service quality, and promotion on purchasing decisions at Kopi Kenangan Krakatau, Medan. This research employs a quantitative approach using a survey method. Data were collected through questionnaires distributed to 75 respondents who were customers of Kopi Kenangan Krakatau, selected using non-probability sampling with the Slovin formula. Data analysis was conducted using multiple linear regression with the assistance of SPSS software. The results indicate that brand image, service quality, and promotion each have a positive and significant effect on purchasing decisions. Furthermore, the simultaneous test results show that all independent variables collectively have a significant influence on consumer purchasing decisions. The coefficient of determination reveals that brand image, service quality, and promotion explain a substantial proportion of the variation in purchasing decisions. These findings highlight the importance of strengthening brand image, delivering high-quality service, and implementing effective promotional strategies to enhance consumer purchasing decisions in the modern coffee shop industry.

*Keywords: brand image, service quality, promotion, purchasing decision, coffee shop*