

## ***ABSTRACT***

This research was conducted to find out how much influence Brand Image and Word of Mouth have on purchasing decisions made at The Soko Coffee Tea Chocolate coffee shop in Bandung. The purpose of this study is to determine the purchasing decisions made by the public. And how much influence Brand Image and Word of Mouth have on Purchasing Decisions.

The method used to conduct this research is to use quantitative methods and testing conducted using associative methods. The sample used in this study is to the buyer or customer of The Soko Coffee Tea Chocolate cafe. Meanwhile, the data collection conducted in this study is by non-participant observation, and also a questionnaire that has been made by the author. Multiple linear analysis is used in research to obtain or analyze data statistically.

Based on the test results obtained through multiple correlations in testing the hypothesis the value of F change contained in this test is 27,730. And the value of F change is greater than the value of the table F (2,699), as well as the value of sig. F change (0,000) is smaller than the maximum value of 0.05. And the magnitude of the influence of Brand Image and Word of Mouth on purchasing decisions is equal to 35.0% and the remaining 33.7% is influenced by other factors not tested in this study.

**Keywords:** “*Brand Image , Word of Mouth , Purchasing Decisions*”.