

ABSTRACT

The phenomenon in Dolkopi, Semarang is that during the Covid-19 pandemic, where many coffee shops experienced losses and even closed, Dolkopi actually experienced an increase in turnover. This is a separate phenomenon where Dolkopi consumers still want to buy Dolkopi products repeatedly so it is necessary to investigate this phenomenon. This study aims to analyze the effect of brand image, perceived price, and word of mouth on purchasing decisions and their effect on repurchase intention.

The population used in this study were all consumers of Dolkopi, Semarang. The sampling technique used is purposive sampling. The samples taken were 89 consumers of Dolkopi, Semarang who had made a purchase at Dolkopi more than twice. The data collection method in this study used a direct questionnaire. The data analysis method uses structural equation modeling.

Brand image and perceived price have a positive effect on purchasing decisions. Brand image, perceived price and purchasing decisions have a positive effect on repurchase intention.

Keywords: brand image, perceived price, purchase decision, repurchase intention

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