

**THE EFFECT OF BRAND CHARACTERISTICS AND EMOTIONAL  
BRANDING ON PURCHASING DECISIONS  
AT COFFEE SHOP BENGKULU**

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**ABSTRACT**

A coffee shop is a place that provides food and drinks, but mainly sells coffee. Generally, what is called a coffee shop is a coffee shop whose place is attractively designed and provides a large coffee menu. This study aims to determine the influence of brand characteristics and emotional branding on purchasing decisions at the Bengkulu coffee shop. In this research the data used is quantitative data, namely data obtained from distributing questionnaires to service users at Coffee Shop Bengkulu. In this research, the data used is quantitative data, namely data obtained from distributing questionnaires to consumers at Coffee Shop Bengkulu. Based on the results of the research, it was found that the influence of the brand characteristic ( $X_1$ ) on purchasing decisions ( $Y$ ) Coffee Shop Janji Jiwa with a  $t_{sig}$  value  $< \alpha$  ( $0.000 < 0.05$ ) and a calculated value  $> t_{table}$  ( $5.749 > 1.68195$ ) thus  $H_0$  was rejected and  $H_a$  accepted. From the significance value, it is found that variable  $X_1$  has a positive effect on purchasing decisions ( $Y$ ). There is an effect of emotional branding ( $X_2$ ) on purchasing decisions ( $Y$ ) Coffee Shop Janji Jiwa with  $t_{sig}$  value  $< \alpha$  ( $0.000 < 0.05$ ) and  $t_{count}$  value  $> t_{table}$  ( $4.346 > 1.68195$ ), thus  $H_0$  is rejected and  $H_a$  is accepted. From the significance value obtained, the variable  $X_2$  has a positive influence on purchasing decisions ( $Y$ ).

**Keywords:** Brand Characteristics, Emotional Branding, Purchasing Decision.

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