

PENGARUH *BRAND IMAGE* DAN *BRAND AWARENESS* TERHADAP MINAT BELI KOPI BANYUATIS DI KECAMATAN BANJAR

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ABSTRAK

Penelitian ini bertujuan untuk menguji pengaruh *brand image* dan *brand awareness* terhadap minat beli. Desain penelitian yang digunakan dalam penelitian ini adalah kuantitatif kausal. Subjek dalam penelitian ini adalah masyarakat di Kecamatan Banjar dan objek dalam penelitian ini adalah *brand image*, *brand awareness*, dan minat beli. Data dikumpulkan dengan kuisioner dan dilakukan analisis regresi linier berganda. Hasil penelitian menunjukkan bahwa (1) *brand image* berpengaruh positif dan signifikan terhadap minat beli, (2) *brand awareness* berpengaruh positif dan signifikan terhadap minat beli, (3) *brand image* dan *brand awareness* berpengaruh positif dan signifikan terhadap minat beli Kopi Banyuatis di Kecamatan Banjar.

Kata kunci: *brand image*, *brand awareness*, minat beli

ABSTRACT

This study aims to examine the influence of brand image and brand awareness on purchase intention. The research design used in this study is causal quantitative. The subjects of the study are the people in Banjar District, and the objects are brand image, brand awareness, and purchase intention. Data were collected through questionnaires and analyzed using multiple linear regression analysis. The results of the study indicate that (1) brand image has a positive and significant effect on purchase intention, (2) brand awareness has a positive and significant effect on purchase intention, and (3) both brand image and brand awareness have a positive and significant effect on the purchase intention of Banyuatis Coffee in Banjar District.

Keywords: *brand image, brand awareness, purchase intention*