

PERAN MEDIASI ASOSIASI MEREK PADA PENGARUH KESADARAN MEREK DAN CITRA MEREK TERHADAP MINAT BELI KOPI DI ARMATA COFFEE & TEA BAR

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ABSTRAK

Penelitian ini bertujuan untuk menguji peran mediasi asosiasi merek pada pengaruh kesadaran merek dan citra merek terhadap minat beli kopi di Armata Coffee & Tea Bar. Penelitian ini menggunakan metode kuantitatif dengan pendekatan eksplanatori. Sampel pada penelitian ini berjumlah 160 responden yang merupakan konsumen yang pernah berkunjung ke coffee shop. Pengumpulan data dilakukan menggunakan kuesioner yang disebarakan secara offline dan dianalisis dengan teknik Structural Equation Modeling (SEM-PLS) menggunakan software SMART-PLS 4.0. Instrumen penelitian diuji validitas dan reliabilitasnya melalui uji pilot study terhadap 30 responden. Hasil penelitian menunjukkan bahwa (1) kesadaran berpengaruh positif dan signifikan terhadap minat beli, (2) citra merek berpengaruh positif dan signifikan terhadap minat beli, (3) Kesadaran merek berpengaruh positif dan signifikan terhadap minat beli, (4) citra merek berpengaruh positif dan signifikan terhadap minat beli, (5) asosiasi merek berpengaruh positif dan signifikan terhadap minat beli, (6) kesadaran merek berpengaruh positif signifikan terhadap minat beli melalui asosiasi merek, (7) citra merek berpengaruh positif signifikan terhadap minat beli melalui asosiasi merek. Temuan ini mengindikasikan bahwa semakin tinggi tingkat kesadaran dan citra positif terhadap merek Armata Coffee and Tea Bar, maka semakin besar pula minat beli konsumen. Asosiasi merek berperan penting dalam memperkuat hubungan tersebut, sehingga dapat menjadi strategi yang efektif dalam meningkatkan daya tarik dan keputusan pembelian konsumen.

Kata kunci: asosiasi merek, citra merek, kesadaran merek, minat beli.

**THE ROLE OF BRAND ASSOCIATION IN INFLUENCING BRAND
AWARENESS AND BRAND IMAGE ON PURCHASING INTEREST AT
ARMATA COFFEE & TEA BAR**

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ABSTRACT

This study aims to examine the mediating role of brand association on the influence of brand awareness and brand image on the intention to purchase coffee at Armata Coffee & Tea Bar. This study uses a quantitative method with an explanatory approach. The sample in this study consisted of 160 respondents who were consumers who had visited the coffee shop. Data collection was conducted using questionnaires distributed offline and analyzed using Structural Equation Modeling (SEM-PLS) techniques using SMART-PLS 4.0 software. The research instruments were tested for validity and reliability through a pilot study involving 30 respondents. The results of the study indicate that (1) awareness has a positive and significant effect on purchase intention, (2) brand image has a positive and significant effect on purchase intention, (3) brand awareness has a positive and significant effect on brand association, (4) brand image has a positive and significant effect on brand association, (5) brand association has a positive and significant effect on purchase intention, (6) brand awareness has a positive and significant effect on purchase intention through brand association, (7) brand image has a positive and significant effect on purchase intention through brand association. These findings indicate that the higher the level of awareness and positive image of the Armata Coffee and Tea Bar brand, the greater the consumer interest in purchasing. Brand association plays an important role in strengthening this relationship, making it an effective strategy for increasing consumer appeal and purchasing decisions.

Keywords: brand association, brand image, brand awareness, purchasing interest.