

ABSTRACT

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LOCAL BRAND (MAXXCOFFEE) OR GLOBAL BRAND (STARBUCKS): EVIDENCE FROM THE INDONESIAN COFFEE DRINK MARKET

(xiv + 122 pages; 7 figures; 28 tables; 3 appendices)

The aim of this study is to understand the relationships between *Brand Awareness*, *Perceived Quality*, *Brand Associations*, *Brand Loyalty* which is mediated by *Brand Equity* with *Purchase Intention* and *Willingness to Pay Premium Price*. The approach of this study is quantitative research with data collection method using the questionnaires of Google forms. This study was conducted in two different domiciles, namely Jabodetabek and Outside Jabodetabek as the respondents of this research. The measurement model is analyzed by SmartPLS 3.28. The outer model consists of reliability and validity tests while the inner model examines T-statistic, P-value, and Adj R²test. Further, structural equation modeling was performed to test the construct relations in the theoretical framework of this study. Findings of the study show that *Perceived Quality* and *Brand Associations* have no significant relationship to *Brand Equity* for local brand but *Perceived Quality* and *Brand Associations* for the global brand have a significant relationship to *Brand Equity*. However, the existence of *Brand Awareness* and *Brand Loyalty* have a full relationship to *Brand Equity* and *Brand Equity* have a fully mediating role to *Purchase Intention* and *Willingness to Pay Premium Price* for both local and global brands. All variables and relationships are placed in the context of a local brand (MaxxCoffee) versus a global brand (Starbucks) to know the different views and judgments of the Indonesian people on local brands and global brands. This research is expected to expand previous research on the existing literature with the concepts that emerge from *Brand Awareness*, *Perceived Quality*, *Brand Associations*, *Brand Loyalty*, *Brand Equity* *Purchase Intention* and *Willingness to Pay Premium Price*.

Keyword: *Brand Awareness, Perceived Quality, Brand Associations, Brand Loyalty, Brand Equity Purchase Intention and Willingness to Pay Premium Price.*

References: 86 (2000-2020)