

ABSTRACT

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THE INFLUENCE OF BRAND AWARENESS TOWARDS CUSTOMER PURCHASE INTENTION AT THE BITES, MEDAN

(xix+111 pages; 9 figures; 29 tables; 7 appendixes)

The food and beverage sector contributes a huge economic boost all around the world. Brand awareness and customer purchase intention have always become one of the fundamental business elements which are being practically supervised by every business and studied by several academic researchers which lead to the findings of the positive relationship between brand awareness and customer purchase intention.

The Bites Medan strives to build their brand awareness and competes to achieve their vision. However, challenges are present as they fail to exceed their sales volume, Instagram followers and review goals in events and in yearly, which are also supported by the respondents' answers. From the preliminary interview conducted, it shows that the brand awareness of The Bites Medan is considered not maximal.

This research implements quantitative method that studies the causal relationship between brand awareness and customer purchase intention with convenience sampling method and conducting interviews, observation, library or online research and distributing questionnaires to 97 respondents.

The research conducted is followed with several data analysis methods which include hypothesis testing, where the research concluded that brand awareness contributes 87.6% towards customer purchase intention which means that the relationship of both variables is present.

The result of hypothesis testing shows that brand awareness has influence towards customer purchase intention at The Bites Medan. In conclusion regarding the phenomena, the author recommends The Bites Medan to increase their marketing strategies to be able to achieve the top hierarchy of brand awareness which leads to customer purchase intention.

Keywords: Marketing, Brand Awareness, Customer Purchase Intention

References: 47 (2016-2021)

ABSTRAK

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PENGARUH KESADARAN MEREK TERHADAP MINAT BELI PELANGGAN DI THE BITES, MEDAN

(xix+111 halaman; 9 figur; 29 tabel; 7 lampiran)

Sektor makanan dan minuman memberi banyak kontribusi dalam segi ekonomi di seluruh dunia, dimana kesadaran merek dan minat beli pelanggan selalu menjadi salah satu elemen bisnis penting yang selalu diperhatikan setiap bisnis dan dipelajari oleh peneliti akademis yang berujung kepada penemuan hubungan positif antara kesadaran merek dan minat beli pelanggan.

The Bites Medan berusaha membangun kesadaran merek dan berkompetisi untuk mencapai visi. Akan tetapi, halangan selalu ada dimana mereka gagal untuk mencapai jumlah penjualan, follower Instagram total review yang ditetapkan, ditambah dengan respon narasumber dari prawawancara yang menunjukkan bahwa kesadaran merek The Bites Medan tidak maksimal.

Penelitian ini menggunakan metode penelitian kuantitatif yang berhubungan dengan pembelajaran hubungan sebab-akibat antara kesadaran merek dan minat beli pelanggan dengan metode convenience sampling dan melaksanakan wawancara, observasi, referensi perpustakaan ataupun online dan mendistribusikan kuesioner kepada 97 responden.

Penelitian ini dilaksanakan dengan beberapa metode analisis data termasuk pengujian hipotesis yang dapat disimpulkan bahwa kesadaran merek memberi kontribusi sebesar 87.6% terhadap minat beli pelanggan yang menunjukkan keberadaan hubungan antara kesadaran merek dan minat beli pelanggan.

Hasil pengujian hipotesis menunjukkan bahwa kesadaran merek memberikan pengaruh terhadap minat beli pelanggan di The Bites Medan. Sesuai dengan kesimpulan dari fenomena, penulis memberi rekomendasi kepada The Bites Medan untuk meningkatkan strategi pemasaran untuk mencapai hirarkitertinggi dalam kesadaran merek yang menuju kepada minat beli pelanggan.

Kata Kunci: *Marketing, Brand Awareness, Customer Purchase Intention*

Referensi: *47 (2016-2021)*