ABSTRAK

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Judul : **ANTESENDEN DARI *BRAND AWARENESS* DAN *BRAND IMAGE* YANG MENIMBULKAN *PURCHASE INTENTION* PADA BRAND "CAP PANDA"**

(xvii + 151 halaman + 25 Tabel + 22 Gambar ; 3 appendix)

Industri FMCG terlebih dalam kategori Ready-to-drink menjadi kategori yang bertumbuh di era Pendemi Covid-19, yang dimana banyak industri dan kategori mengalami penurunan. Banyaknya produk dalam kategori ini membuat para produsen saling memperebutkan keterbatasan daya beli konsumen. Menurut data Kantar dapat dilihat bahwa terjadi peningkatan aktivitas marketing produk "Cap Panda" namun diiringi dengan menurunnya Brand Awareness dan Brand Image di periode observasi yang sama. Penelitian ini bertujuan menganalisis pengaruh sejumlah antensenden yang membentuk *brand awareness* dan *brand image* sehungga dapat berdampak pada *purchase intetion* produk FMCG "Cap Panda". Merek minuman ready-to-drink ini terkenal dengan varian produknya "liang tea" dan cincau. Penelitian ini menggunakan analisis deskriptif sesuai dengan masing-masing variabel dalam model penelitian dan indikator reflektifnya akan dijelaskan di bawah ini. Nilai yang diperoleh berasal dari keseluruhan jawaban 160 responden penelitian yang berasal dari perkotaan seperti Jakarta dan sekitarnya, sesuai dengan input data pada PLS-SEM. Hasil penelitian menunjukkan bahwa Point of Purchase tidak berpengaruh positif terhadap Brand Awareness maupun Brand Image, Key Opinion Leader tidak berpengaruh positif terhadap Brand Awareness dan e-Word of Mouth tidak berpengaruh positif terhadap Brand Awareness sedangkan Social Media Advertising menjadi indikator dengan pengaruh terbesar terhadap Brand Awareness yang memyebabkan Purchase Intention. Brand Awareness memiliki pengaruh lebih besar terhadap Purchase Intention dibanding dengan Brand Image.

Kata Kunci: Antesenden, *Brand Awareness*, *Brand Image*, *Purchase Intention*, dan "Cap Panda"

Referensi: 71 (1970-2022)

ABSTRACT

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Title : ANTECENDENTS OF BRAND AWARENESS AND BRAND IMAGE THAT CREATE PURCHASE INTENTION IN "CAP PANDA" BRAND

(xvii + 151 pages + 25 tables + 22 pictures; 3 appendices)

The FMCG industry, especially in the Ready-to-drink category, has become a growing category in the era of the Covid-19 pandemic, where many industries and categories have experienced a decline. The large number of products in this category makes producers compete with each other for the limited purchasing power of consumers. According to Kantar's data, it can be seen that there was an increase in marketing activities for the "Cap Panda" product, but it was accompanied by a decrease in Brand Awareness and Brand Image in the same observation period. This study aims to analyze the influence of a number of antennae that form brand awareness and brand image so that it can have an impact on the purchase intention of the "Cap Panda" FMCG product. This ready-to-drink brand is famous for its product variants liang tea and grass jelly. This study uses descriptive analysis according to each variable in the research model and its reflective indicators will be explained below. The value obtained comes from the overall answers of 160 research respondents who come from urban areas such as Jakarta and its surroundings, according to the input data in the PLS-SEM. The results show that Point of Purchase does not have a positive impact on Brand Awareness and Brand Image, Key Opinion Leader does not have a positive impact on Brand Awareness and e-Word of Mouth does not have a positive impact on Brand Awareness while Social Media Advertising is the indicator with the largest impact on Brand Awareness. which causes a Purchase Intention. Brand Awareness has a greater impact on Purchase Intention than Brand Image.

Keywords: Antecedents, Brand Awareness, Brand Image, Purchase Intention, and "Cap Panda"

Reference: 71 (1970-2022)