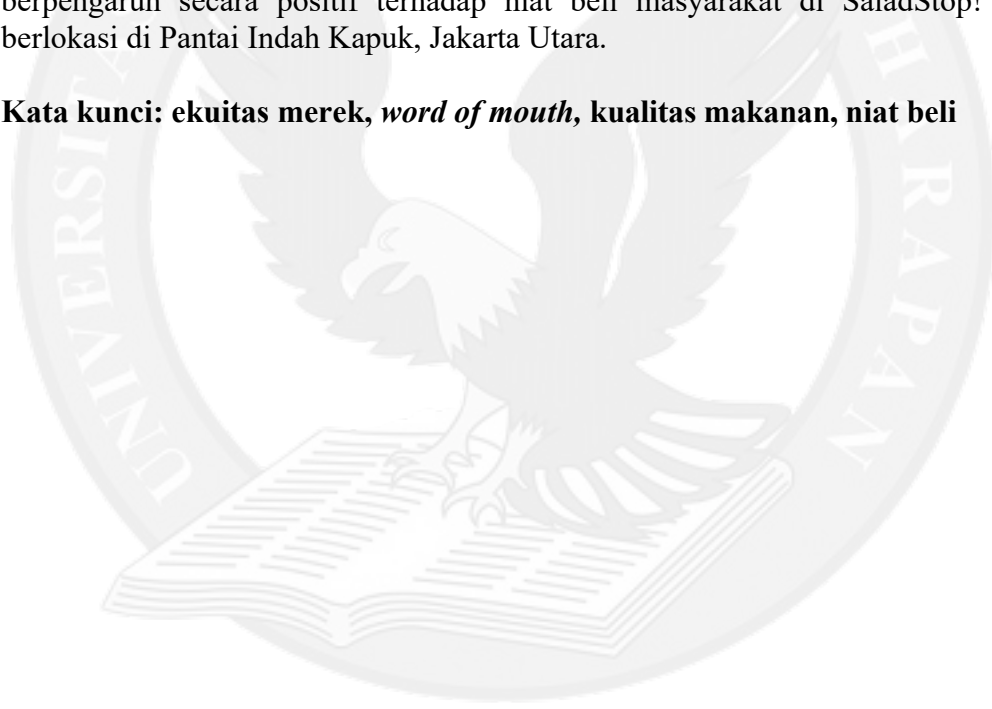# ABSTRAK

Penelitian ini menganalisa pengaruh ekuitas merek, *word of mouth* dan kualitas makanan terhadap niat beli pada restoran makanan sehat SaladStop! yang berlokasi di Pantai Indah Kapuk, Jakarta Utara. Data yang digunakan pada penelitian ini adalah data primer melalui kuesioner dan data sekunder dari data perusahaan dan bahan pustaka yang didapatkan dari segala sumber literatur berupa buku dan jurnal penelitian terdahulu yang memiliki keterkaitan dengan variabel yang diteliti. Metode survei digunakan dalam penelitian ini. Pengumpulan data dilakukan dengan menyebarkan butir-butir pertanyaan secara online dengan skala Likert via aplikasi *Google Form* dengan target populasi generasi milenial dan Gen Z antara usia 8 hingga 39 tahun yang pernah atau sudah beberapa kali membeli produk SaladStop!. Sampel yang digunakan dalam penelitian ini berjumlah 186 responden dengan teknik *non-probability sampling* dan pendekatan *purposive sampling*. *Partial Least Square-Structural Equation Modelling* dengan program SmartPLS 3.2.9 digunakan sebagai pendekatan dalam menguji data yang terkumpul untuk memperoleh hasil berupa hubungan antara variabel eksogen dan endogen. Hasil penelitian menyatakan variabel ekuitas merek, *word of mouth,* dan kualitas makanan berpengaruh secara positif terhadap niat beli masyarakat di SaladStop! yang berlokasi di Pantai Indah Kapuk, Jakarta Utara.

Kata kunci: ekuitas merek, *word of mouth*, kualitas makanan, niat beli

ABSTRACT

This study analyzes the effect of brand equity, word of mouth and food quality on purchase intention at healthy food restaurant SaladStop! which is located at Pantai Indah Kapuk, North Jakarta. The data used in this study are primary data through questionnaires and secondary data from company data and library materials obtained from all sources of literature in the form of books and previous research journals that are related with the variables in this research. The survey method was used in this study. Data collection was carried out by distributing question online with a Likert scale via the Google Form application with the target population being millennials and Gen Z between the ages of 8 to 39 years old who have once or several times purchased SaladStop! products. The sample used in this study amounted to 186 respondents with a non-probability sampling technique and a purposive sampling approach. Partial Least Square-Structural Equation Modeling with the SmartPLS 3.2.9 program is used as an approach in testing the collected data to obtain results in the form of relationships between exogenous and endogenous variables. The results of the study stated that the variables of brand equity, word of mouth, and food quality had a positive effect on people's purchase intentions at SaladStop! which is located at Pantai Indah Kapuk, North Jakarta.

Keywords: brand equity, word of mouth, food quality, purchase intention