

**Analisis Pengaruh *Product, Pricing, Promotion* dan *Place* terhadap
Repurchase Intention Melalui *Brand Awareness* dan *LifeStyle* pada *Meal Kits*
ready-to-Eat Household Configuration (Studi Case : *Eatwell Manado*)**

ABSTRAK

Saat ini di Manado jenis makanan Meal Kit Ready-to Eat kini mulai marak dan mudah ditemukan salah satu yang terkenal dan banyak diminati oleh pecinta Meal Kit yaitu, Eatwell Manado. Penelitian ini bertujuan untuk mengetahui seberapa besar pengaruh product, price, promotion dan place terhadap purchase intention melalui brand awareness dan lifestyle di Eatwell Manado. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan sebanyak 175 responden konsumen Eatwell Manado. Analisis Data menggunakan Uji Analisis Jalur Regresi Linier Berganda, pengujian hipotesis menggunakan uji parsial (uji T) dan uji simultan (uji F), sedangkan pengolahan data menggunakan Smart Pls. Hasil penelitian akan menunjukkan bagaimana pengaruh product, price, promotion dan place terhadap purchase intention melalui brand awareness dan lifestyle di Eatwell Manado.

Kata Kunci : *Produk; Harga; Promosi; Lokasi; Kesadaran Merek; Gaya Hidup; Minat Beli*

ABSTRACT

Nowadays Meal Kit Ready-toEat is mostly found in Manado, one of them that is familiar and the most favorite is known, Eatwell Manado. The purpose of this research is to analyze the effect of product, price, promotion, and place towards purchase intention through brand awareness and lifestyle of Eatwell Manado. This research is a quantitative research with 175 respondents of sample which are consumers of Eatwell Manado. Analyze Data using Path Analyze Multiple Regression, to answer the hypothesis of this research using the (T) test and (F), for the processing data using the Smart Pls program. The result will show the effect of product, price, promotion, and place towards purchase intention through brandawareness and lifestyle of Eatwell Manado.

Keywords : *Product; Price; Promotion; Place; Brand Awareness; Lifestyle; Purchase Intention*