

## ABSTRAK

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**PENGARUH *BRAND IMAGE*, *STORE IMAGE*, *PROCESSING TECHNOLOGY*, *PACKAGING*, *COUNTRY OF ORIGIN*, *PRODUCT INFORMATION*, DAN *ADVERTISING* TERHADAP *PURCHASE INTENTION* DALAM MEMBENTUK *CONSUMPTION* MIXUE ICE CREAM & TEA PAKUWON CITY MALL SURABAYA**

(x + 115 halaman; 19 gambar; 22 tabel; 4 lampiran)

Pertumbuhan industri *food & beverages* yang pesat salah satunya dipengaruhi oleh faktor globalisasi. Hal ini dibuktikan dengan banyaknya *brand* asing yang masuk ke Indonesia, contohnya Mixue Ice Cream & Tea dari Zhengzhou, China. Di tengah persaingan yang ketat di industri minuman modern, penelitian ini dilakukan untuk mengukur pengaruh dari *Brand Image*, *Store Image*, *Processing Technology*, *Packaging*, *Country of Origin*, *Product Information*, dan *Advertising* terhadap *Purchase Intention* dalam membentuk *Consumption* Mixue Ice Cream & Tea Pakuwon City Mall Surabaya. Penelitian ini merupakan penelitian kausal, menggunakan metode kuantitatif dengan *software* SmartPLS 3.0. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada 225 orang responden baik pria dan wanita yang berdomisili di Surabaya, berusia 18-60 tahun, yang pernah mengonsumsi produk Mixue Ice Cream & Tea Pakuwon City Mall Surabaya minimal dua kali dalam rentang waktu tiga bulan terakhir. Hasil penelitian menunjukkan bahwa hanya *Packaging* dan *Product Information* yang berpengaruh signifikan terhadap *Purchase Intention*, sementara *Brand Image*, *Store Image*, *Processing Technology*, *Country of Origin*, dan *Advertising* tidak berpengaruh signifikan terhadap *Purchase Intention*. *Purchase Intention* memiliki pengaruh signifikan terhadap *Consumption*.

**Kata kunci:** *Food and Beverages*, *Consumption*, Mixue

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## ABSTRACT

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### **INFLUENCE OF BRAND IMAGE, STORE IMAGE, PROCESSING TECHNOLOGY, PACKAGING, COUNTRY OF ORIGIN, PRODUCT INFORMATION, AND ADVERTISING TO PURCHASE INTENTION IN FORMING CONSUMPTION OF MIXUE ICE CREAM & TEA PAKUWON CITY MALL SURABAYA**

(x + 115 pages; 19 pictures; 22 tables; 4 appendix)

One of the factors influencing the rapid growth of food & beverages industry is globalization. This case is proven by the number of foreign brands in Indonesia, for example Mixue Ice Cream & Tea from Zhengzhou, China. In the midst of a fierce competition in modern beverage industry, this research is conducted to measure the influence of Brand Image, Store Image, Processing Technology, Packaging, Country of Origin, Product Information, and Advertising to Purchase Intention in forming Consumption of Mixue Ice Cream & Tea Pakuwon City Mall Surabaya. This research is causal research and employs a quantitative method using SmartPLS 3.0 software. Data collection was done by distributing questionnaires to 225 respondents both male and female from Surabaya, between the age group of 18-60, who at least made two purchases in the last three months in Mixue Ice Cream & Tea Pakuwon City Mall Surabaya. This research found that only Packaging and Product Information have a significant relation toward Purchase Intention, meanwhile Brand Image, Store Image, Processing Technology, Country of Origin, and Advertising do not significantly affect Purchase Intention. Purchase Intention have a significant relation toward Purchase Intention.

**Keywords:** *Food and Beverages, Consumption, Mixue*

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