

ABSTRAK

**PENGARUH HARGA DAN *SPONSORSHIP* TERHADAP
MINAT BELI PRODUK MILLS DENGAN *BRAND AWARENESS*
SEBAGAI VARIABEL MEDIASI**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh positif harga terhadap minat beli Mills dengan *brand awareness* sebagai variabel mediasi, (2) pengaruh positif *sponsorship* terhadap minat beli Mills dengan *brand awareness* sebagai variabel mediasi. Populasi dalam penelitian ini adalah mahasiswa Yogyakarta yang mengetahui Mills menjadi sponsor utama apparel timnas sepakbola Indonesia. Jumlah sampel pada penelitian ini 96 orang. Teknik pengambilan sampel menggunakan *nonprobability sampling*. Data diperoleh dengan membagikan kuesioner dilakukan secara *online* melalui *google form*. Teknik analisis data menggunakan *Partial Least Square* dengan bantuan program WarpPLS 6.0. Hasil penelitian menunjukkan harga berpengaruh positif pada minat beli dengan dimediasi penuh oleh *brand awareness* dan *sponsorship* berpengaruh positif pada minat beli dengan dimediasi sebagian oleh *brand awareness*.

Kata kunci: Harga, *Sponsorship*, *Brand Awareness* dan Minat Beli.

ABSTRACT**THE INFLUENCE OF PRICE AND *SPONSORSHIP* TOWARDS
PURCHASE INTEREST OF BRAND MILLS WITH *BRAND AWARENESS*
AS MEDIATING VARIABLE**

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This research aims to find out: (1) the positive influence of the price towards purchase interest of Brand Mills with brand awareness as mediating variable, (2) the positive influence of the sponsorship towards purchase interest of Brand Mills brand awareness as mediating variable. The population in this research were Yogyakarta's college students who know that the brand give sponsorship for Indonesia National Football Team apparels. Total of sample are 96 persons. Sampling technique used in this research is nonprobability sampling. The data collection technique was questionnaires through google form. The data analysis that is used Partial Least Square (PLS) helping program WarpPLS 6.0. The results show that price had a positive influence on purchase intention with full mediation of brand awareness and sponsorship had a positive influence on purchase intention with partial mediation of brand awareness.

Kata kunci: Price, Sponsorship, Brand Awareness dan Purchase Intention