

ABSTRAK

**PENGARUH BRAND AWARENESS, BRAND PERSONALITY DAN
PERCEIVED QUALITY TERHADAP KEPUTUSAN
PEMBELIAN PRODUK POINT COFFEE
(Studi pada konsumen Point Coffee Kota Yogyakarta)**

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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh simultan *brand awareness*, *brand personality* dan *perceived quality* terhadap keputusan pembelian, (2) pengaruh secara langsung *brand awareness* terhadap keputusan pembelian (3) pengaruh secara langsung *brand personality* terhadap keputusan pembelian (4) pengaruh secara langsung *perceived quality* terhadap keputusan pembelian. Penelitian ini menggunakan metode pengambilan sampel *non probability sampling* dengan teknik *purposive sampling*. Penelitian ini menggunakan 100 responden sebagai sampel yang datanya yang diperoleh melalui penyebaran kuesioner online dalam bentuk *Google form*. Analisis data yang dilakukan dalam penelitian ini yaitu antara lain: analisis deskriptif, uji asumsi klasik, analisis regresi linier berganda, uji f, uji t, dan koefisien determinasi. Penelitian ini mengolah data menggunakan alat bantu aplikasi SPSS versi 25.0 dan Microsoft Excel 2016. Hasil penelitian ini menunjukkan: (1) *brand awareness*, *brand personality* dan *perceived quality* berpengaruh secara simultan terhadap keputusan pembelian, (2) *brand awareness* berpengaruh signifikan terhadap keputusan pembelian, (3) *brand personality* berpengaruh signifikan terhadap keputusan pembelian, dan (4) *perceived quality* berpengaruh signifikan terhadap keputusan pembelian.

Kata kunci: *brand awareness*, *brand personality*, *perceived quality*, dan keputusan pembelian

ABSTRACT

**THE INFLUENCE OF BRAND AWARENESS, BRAND PERSONALITY AND
PERCEIVED QUALITY TOWARDS THE PURCHASE DECISION OF POINT
COFFEE PRODUCTS A**

Study on Point Coffee consumers in Kota Yogyakarta

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This study aims to find out: (1) the simultaneous influence of brand awareness, brand personality and perceived quality towards purchase decisions, (2) the direct influence of brand awareness towards purchase decisions, (3) the direct influence of brand personality towards purchase decisions, and (4) the direct influence of perceived quality towards purchase decisions. This study uses a non-probability sampling method with a purposive sampling technique. This study used 100 respondents as a sample whose data was obtained through the distribution of an online questionnaire in the form of a Google form. The data analysis carried out in this study includes: descriptive analysis, classical assumption test, multiple linear regression analysis, f test, t test, and determination coefficient. This research processed data using SPSS application version 25.0 and Microsoft Excel 2016. The results of this study show: (1) brand awareness, brand personality and perceived quality had a simultaneous influence on purchase decisions, (2) brand awareness had a significant influence on purchase decisions, (3) brand personality had a significant influence on purchase decisions, and (4) perceived quality had a significant influence on purchase decisions.

Keywords: brand awareness, brand personality, perceived quality, and purchase decision