

PENGARUH BRAND IMAGE, PRODUCT INVOLVEMENT, DAN BRAND ENGAGEMENT TERHADAP PURCHASE INTENTION PRODUK TEH PUCUK DI JAKARTA

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The habit of drinking tea is not only known in Indonesia, but also almost all over the world. In an increasingly modern era, the tradition of drinking tea is very rarely done by the people of Indonesia, because of the limited time to serve traditional tea, in terms of the dense activities of Indonesian people in general, which are busy with their work so that people need everything practical and ready without harming long time and more energy.

This research aims to find out influence of Brand Image, Product Involvement, and Brand Engagement to Teh Pucuk's Purchase Intention in Jakarta. Research conducted by distributing questionnaires to 272 respondents randomly. Analysis technique used is technique of quantitative analysis. Data of this research was taken from August until Dec 2018. The research data was analyzed by SmartPLS application. The results showed that Brand Image, Product Involvement, and Brand Engagement had significantly influence on Teh Pucuk's Purchase Intention.

Brand Engagement had influence Purchase Intention with t statistics 3,095; Brand Image had influence Brand Engagement with t statistics 2,414; Brand Image had influence Purchase Intention with t statistics 5,378; Product Involvement had influence Brand Engagement with t statistics 20,061; and Product Involvement had influence Purchase Intention with t statistics 2,810. It means that all t statistics that produced by independent variable is more than t table 1,96.

Keywords : Brand Image, Product Involvement, Brand Engagement, Purchase Intention