

PENGARUH KESADARAN MEREK, ASOSIASI MEREK, LOYALITAS MEREK, PERSEPSI KUALITAS, TERHADAP MINAT BELI ULANG MINUMAN NESTLE PURE LIFE

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This research aims to determine the effect of Brand Awareness, Brand Association, Brand Loyalty, and Perceived Quality on Purchase Intention of Nestle Pure Life. There are five variables; Purchase Intention as the dependent variable, while Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality as the independent variables. The survey was fathered from 150 respondents of Nestle Pure Life customers, and the research model was tested with SPSS 23.0 for windows. There are some results that have been found. Based on Statistical F test, Brand Awareness, Brand Association, and Brand Loyalty have significant and positive influence on purchase intention while Perceived Quality has positive but not significant influence on purchase intention of Nestle Pure Life. Based on Statistical F test indicates that Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality have significant and positive influence to purchase intention simultaneously. The result of coefficient determination test shows that Brand Awareness, Brand Association, Brand Loyalty and Perceived Quality explain 40, 1 percent of Purchase Intention and the rest (59,9 percent) is influenced by other variable outside the model.

Keywords: Purchase Intention ,Brand Awareness, Brand Association, Brand Loyalty , Perceived Quality.