

## ***ABSTRACT***

*This study aims to examine whether brand image, product involvement, and brand awareness affect the purchase intention of consumers of bottled water in the Crystalline brand in Jakarta. This study conducted a survey with random sampling from 279 respondents in Jakarta. Data was taken using a questionnaire. Data were analyzed using partial least square structural equation modeling (PLS-SEM). The results showed that brand awareness and product involvement have an effect on purchase intention, but brand image had no effect on purchase intention.*

**Keywords:** *Brand image, product involvement, brand awareness, purchase intention.*