

## **ABSTRACT**

*This study aims to analyze the effect of brand awareness, brand image and marketing mix variables on purchase intention. This type of research is descriptive with a cross sectional approach. The sample used as the respondent is a local ground coffee drinker in Bali, while the number of respondents was 160 respondents who answered the questionnaires that had been distributed. The data analysis technique used in this study was Partial Least Squares - Structural Equation Modeling (PLS-SEM) using Smart PLS software (3.3.3). Data analysis of this research was carried out in three stages, namely: outer model analysis, inner model analysis and hypothesis submission. Based on the results of the study, it was found that there is a positive influence between brand awareness on purchase intention, there is a positive influence between brand image on purchase intention and there is a positive influence between the marketing mix on purchase intention.*

**keywords :** *brand awareness, brand image, marketing mix, purchase intention, Kopi Bubuk ABC Bali*