

ABSTRACT

The beverage business is one of the tightest consumer goods business competition in Indonesia. Soft drink / non alcoholic industry experiences rapid growth in the Indonesian region. Coffee beer is an innovation of carbonated drinks with coffee flavor. Along with the rapid development of products in various regions, there is an assumption that is considered confusing to the community and there are negative statements circulating relating to Coffee Beer. So that how Perceived Quality affect the Purchase Intention of consumers who are mediated by Brand Knowledge.

The method used in this study is a quantitative method with a type of descriptive and causal research. The data needed in this study are primary and secondary data. Sampling is done by non-probability sampling method type of purposive sampling. The sample in this study were 400 respondents who lived or settled in Bandung, who knew, and never consumed Coffee beer. Data analysis uses Partial Least Square (PLS) analysis techniques and data processing using SmartPLS software version 3.2.8.

Based on the results of the descriptive analysis it is known that the Perceived Quality, Brand Knowledge, and Purchase Intention variables have a good influence on consumers of Coffee Beer, from the results of the hypothesis test Perceived Quality has a significant effect on Brand Knowledge, Perceived Quality has a significant effect on Purchase Intention, and Perceived Quality has a significant effect on Purchase Intention which is mediated by the Brand Knowledge of Coffee Beer consumers in the city of Bandung.

Keywords: *Perceived Quality, Purchase Intention, Purchase Intention, Coffee Beer.*