

ABSTRACT

In this day, the emergence of the coffee shop industry in Indonesia is growing rapidly as seen by the increasing number of coffee shops in recent years. In addition, in this developing era, the habit of drinking coffee has become a lifestyle for young people. Therefore, to help a coffee shop compete with its competitors, several aspects of the brand are needed, such as brand awareness and brand image. This study aims to determine the effect of brand awareness and brand image on Starbucks purchase intention in Bandung.

This study uses a quantitative method with a descriptive type of research. This research was conducted to Starbucks consumers in Bandung. The number of samples used were 100 respondents using purposive sampling method. All data collected has met the criteria of validity and reliability. All data processing was performed using IBM SPSS version 26 software. Data were analyzed using descriptive tests, classical assumption tests and multiple linear regression.

The results obtained in this study indicate that Brand Awareness and Brand Image have a significant positive effect on purchase intention simultaneously. The result of the coefficient of determination of Adjusted R Square is 0.694, which shows that Brand Awareness and Brand Image can affect Purchase Intention with a percentage of 69.4%.

Keywords: Brand Awareness, Brand Image, Purchase Intention