

ABSTRACT

The rise of the coffee shop business has led to increasingly fierce competition. Each is trying to make a better image and be known by the public. Coffee shops or cafes in Indonesia today have changed the way Indonesians drink coffee from just a daily routine in the household and entertaining guests, into a modern business. With the rise of the coffee business in Madiun, in order to retain consumers and increase sales, brewok coffee shops need to know to what extent Brand Image and Brand Awareness influence consumer purchases. The sales chart also shows a decline in sales in September. This study aims to determine how much influence Brand Image and Brand Awareness have on Consumer Purchase Interest at Warkop Brewok Madiun.

This study used descriptive quantitative research with sampling using the method with a total sample of 100 people. The analysis technique used is descriptive analysis and multiple linear analysis.

Based on the results of the f test, the variables Brand Image and Brand Awareness have a significant effect on Consumer Purchase Interest as evidenced by $F_{count} 9.674 > F_{table} 3.09$. Based on the results of the T test, Brand Image and Brand Awareness are significant for Consumer Purchase Interest in Warkop Brewok Madiun. Meanwhile, based on the results of the coefficient of determination, it states that Brand Image and Brand Awareness affect Consumer Purchase Interest by 65.4%. While the remaining 34.6% is influenced by other factors of this study

Based on this research, it can be concluded that the consumer response of Warkop Brewok Madiun to Brand Image and Brand Awareness variables has a good percentage. Suggestions for Warkop Brewok to improve the Brand Image for the menu and taste in order to improve Purchasing Decisions at Warkop Brewok Madiun

Keywords: *Brand Image, Brand Awareness, and Consumer Purchase Intention.*