

ABSTRACT

The rapid development of MSMEs in Indonesia, especially in the culinary sector, has intensified competition among regional souvenir businesses. One of the growing businesses in Bandung is Cheesecuit Bandung, a cheese-based dessert brand that has become widely recognized through social media and viral content marketing. However, low brand awareness is a challenge in strengthening brand image and encouraging consumer purchasing decisions. Based on this phenomenon, this study was conducted to determine the effect of brand awareness and brand image on purchasing decisions for Cheesecuit Bandung with brand preference as an intervening variable.

This study aims to describe how brand awareness and brand image affect consumer purchase decisions, and analyze the role of brand preference in mediating the relationship between these variables. This study uses a quantitative approach, with the number of respondents in this study being 365 people. Analysis using non-probability sampling method with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique used is Structural Equation Modeling (SEM) - Partial Least Squares (PLS) using SmartPLS 4.0 software.

The results showed that brand awareness and brand image have a positive and significant effect on brand preference and purchase decision. In addition, brand preference is proven to significantly mediate the relationship between brand awareness and brand image on purchase decision. These findings reinforce the importance of increasing brand awareness and brand image to encourage consumer preferences that lead to purchasing decisions.

Keywords: Brand Awareness, Brand Image, Brand Preference, Purchase Decision, Bandung Cheesecuit