

ABSTRACT

The shift in consumer preferences towards AZKO brand after the rebranding from Ace Hardware highlights the importance of understanding the factors that influence consumer purchase intention. This study aims to investigate the effect of Store Image, Brand Awareness, Brand Image, and Brand Trust on Purchase Intention for AZKO products. The research uses a quantitative approach with a descriptive causal study design. A sample of 386 respondents was selected using purposive sampling technique. Data were collected through questionnaires and analyzed using SPSS version 30. The analysis techniques include classical assumption tests, multiple linear regression analysis, and t-test and F-test hypothesis testing. The results indicate that Store Image, Brand Awareness, Brand Image, and Brand Trust all have a positive impact on Purchase Intention. Simultaneously, these four variables have a significant effect on Purchase Intention for AZKO products. These findings are expected to serve as a reference for businesses in formulating more effective marketing strategies and enhancing consumer attraction and trust towards the AZKO brand.

Keywords: *Store Image, Brand Awareness, Brand Image, Brand Trust, Purchase Intention, Rebranding, AZKO*